

Investor Meet

August 18, 2025

Cyber Media (India) Ltd

About CyberMedia Group

- CyberMedia has 43 years of excellence in India, and is publicly listed on BSE and NSE
- CyberMedia has a subsidiary CMRSL, listed on NSE SME Exchange
- Products & Services
 - Digital Marketing Services
 - Data Analytics
 - B2B Media
- Invests and nurtures start-ups
- Media brands include- DataQuest, PCQuest, CIOL, Voice&Data, DQ Channels
- CyberMedia has office locations across Delhi, Mumbai, Bangalore and Singapore.

Our Vision

To expand globally in the knowledge domain through quality media products and services

Our Values

Innovation

Be change leaders and pioneers through continues learning.

Integrity

Fair, unbiased, honest, and committed to highest ethical, moral and legal standards and statutes.

Excellence

Customer delight, by maximizing value for Money, time and efforts And making distinctive, substantial and lasting contribution.

Influential

Making a positive impact On society leading to Strong brand equity.

Caring Meritocracy

Attracting and retaining the best, respect for individuals, their ideas and contributions.



Legacy Issues Settled

- ▶ The Group had a downturn due to losses in overseas businesses
- ▶ US businesses closed
- ▶ The company has settled all legacy issues with DRT, NCLT, employees, creditors
- ▶ All tax related issues settled
- ▶ All major litigations settled

It has now embarked on a strong growth path

Financial Highlights

(INR)

- ▶ The 4-yr CAGR stands at 22.6%; Revenue in FY 24-25 was Rs. 87.7 cr
- ▶ Q1 25-26 revenue Rs. 26.08 cr (Q1 24-25, Rs. 20.77 cr), a growth of 25.5%
- ▶ Q1 25-26 EBITDA Rs. 158 lakhs (Q1 24-25, Rs. 27 lakhs), a growth of 492%
- ▶ Q1 25-26 PBT Rs. 130 lakhs (Q1 24-25 nil)

25-26 Q1 has been a strong quarter

CyberMedia Businesses



Auxo, Galaxy Logos		
Digital Marketing, Media Buying, Performance Marketing, Real Time Bidding, Social Media, SEO	Data Analytics, Insights, Trackers, Market Research, Advisory Services, Consulting	Digital Media, Awards, Events, Webinars, Forums, Magazines
CMRSL is a AI/ML technology driven digital marketing services, programmatic media buying and web publisher monetization solution company.	CMR offers data analytics and has been the front runner in industry insights, consulting, advisory and market research services	Largest specialty media house in South Asia. CyberMedia brands includes Dataquest, PCQuest, Voice&Data, DQ Channels, CIOL
Auxo, Galaxy logos	CMR logo	DQ, PCQ, V&D, CIOL, DQC logos

Digital Marketing

- **Galaxy, CyberAds and Auxo Ads** are our proprietary IP offerings providing AI/ML based digital marketing solutions, programmatic, and monetization solutions
- The company is a Google AdWords and DV360 partner, as well as a Google Publishing Partner, i.e. Partnering on AdSense, AdX and GAM360 products
- Directly engages both sides of the ecosystems i.e. advertiser (demand-side) and publisher (supply-side).
- We create **value across the entire ecosystem**

Digital agency

Mid size comprehensive media buying agency with OwnDV360 seat



Competition



more...

CMR

Strategic direction, faster insight, brand enablement for technology ecosystem

- First Party Data: Data Collections,
- Insights and Predictive Analytics
- Custom Dashboards
- Market Research
- Consulting

CMRSL, is an institutional member of the Market Research Society of India and senior CMRSL analysts are individual members of ESOMAR

Media Group



*The new-age
integrated media
group influencing the
tech industry with
quality platforms*

Parameter	Monthly Numbers
Website Users	377K
Website Sessions	432K
Instagram Page Reach	3.5Mn
Facebook Page Reach	3.5Mn
LinkedIn Impressions	216K
Social Media Followers	140K



Start-up Investments

- ▶ Investments in over 20 start-ups
- ▶ CMD conferred the “National Entrepreneurship Award as Best Mentor” by Ministry of Skill Development and Entrepreneurship, Government of India.
- ▶ Each year 5-10 new start-ups will be nurtured and invested

Strengths of the company

- ▶ Legacy & Brand Reputation
- ▶ Robust Digital Presence
- ▶ Industry Partnerships
- ▶ Diversified Revenue Model
- ▶ Tech-Driven Operations
- ▶ Customer Loyalty & Market Reach

Our Growth strategy is built upon five key pillars

- ▶ Digital Transformation
- ▶ Content Innovation
- ▶ Geographical Expansion
- ▶ Diversified Revenue Streams
- ▶ Operational Efficiency

The Future

Digital Marketing Dominance as Budgets Shift

- ▶ Adtech industry is expected to **grow at 30% CAGR.**
- ▶ CyberAds targeting is powered by first party data
- ▶ A strong team, that blends experience with great market relationships

The Future

Data is the new oil

- ▶ From “What Happened?” to “Why & What Next?”
- ▶ AI and Code based data is growing very rapidly
- ▶ On-demand, faster and competitive insights

The Future

Multi-Form Integrated Media Resurgence

- ▶ **The future belongs to high-quality, niche, collectible, and hybrid (print + digital) models – less about speed, more about depth, trust, and tactile experience**
 - ▶ Special interest media growing faster than general media
 - ▶ Digital fatigue driving in-depth analysis, curated features, collectibles
 - ▶ Multi-form (video, audio, text) content
 - ▶ Content that is design-rich and involves storytelling

The Rights Issue

Rights issue aimed at reducing the indebtedness of the company and provide funds for future growth

- ▶ Repayment of Loan availed from the related party through conversion outstanding Loan to Equity Rs. 3.8 cr
- ▶ To Meet Working Capital Requirements Rs. 3.3 cr
- ▶ General Corporate Purposes for future growth Rs. 2.5 cr

Annexures

Dataquest

- **Launched in 1982**, Dataquest was the first IT magazine in India, and it is known as the “Bible of Indian IT.”
- **Reader’s Profile:** MDs, CEOs, CIOs, CTOs, top management of the top IT and IT follower companies, CIOs & CXOs of large and mid-size Enterprises, and IT professionals, policymakers and academia of South Asia.
- **Annual Issues:** DQ Top 20, T-School Survey & Ranking, CIO Handbook, Digital Index, Employability Index, Datacentre & Cloud, Customer Satisfaction Survey.
- **Focus Areas:** Cloud, Mobility, Security, Digital Transformation, Deep Tech, IT infrastructure and data management, semiconductor, IT Spending, Research and analysis of market trends, new developments in the IT industry, data centres, and Annual surveys.
- **Digital Enterprise:** Transforming Enterprises through Digital Innovation.
- **Smart India:** Catalyzing Digital India through People, Technology and Policies.
- **Talent & Leadership:** Creating Leadership Competencies through Skill Talent and Inclusion.
- **Intelligent Computing** - Leveraging the cutting-edge of Cognitive Technologies for Innovation.
- **DO TOP 20-** Analyzing Market Segments & Company Performance

PCQuest



- Launched in 1987, and is India's most influential IT magazine
- **Readers Profile:** CXOs from Large, medium & small enterprises, SMBs, IT decision makers, developers, tech influencers, Tech enthusiasts, students & technology followers.
- **Annual Issues:** Enterprise Choice Award, Smartphone Special, Best IT implementation of India, Case Book, 'SME Choice Award', "Ultimate tech guide for SMEs & SMBs, Healthtech & Agritech.
- **Focus Areas:** Technology gadgets, Computing, assistive tech, mobile applications and accessories, their pros and cons, product reviews, Video reviews on hardware and its applications with consumer feedback, developers, particular focus, and case studies.
- **Gaming & Gadgets:** Reviews, product launches, latest gaming coverage.
- **Personal Tech:** Learn about wearables, tech trends that help you live and work digital
- **SMB & Enterprise IT:** Solutions and Implementation of IT, Use cases, solutions reviews, Insights, Analysis & Trending Technologies.
- **Health Tech & Agri Tech:** Analyses the current scenarios, market trends & latest tech & trends.

Voice & Data

- **Launched in 1994**, India's leading publication in both online & print remained on top all these years.
- **Reader's Profile:** MDs/CEOs/CTOs/CIOs/policy makers and movers & shakers of the telecom industry.
- **Annual Issues:** V&D 100, Gold Book, Annual telecom trends, OTT Rankings, 5G issues.
- **Focus Areas:** Voice services, Data services, Enterprise communications, User devices, Active networking, Structured cabling, Audio/Video conferencing, software and applications, Telecom infrastructure and services, MD/CEO/CXO interviews, latest trends, industry reviews, case studies, etc.
- **Telecom Leadership Forum:** Analysis & Meeting of Telecom ecosystem under one roof
- **Broadband India & Connectivity:** Analyses the changing paradigm in the Network and Telecom Infrastructure
- **Gold Book:** Resource Guide for Telecom Infrastructure & Services

CiOL.com



- **Launched in 1996**, CiOL is India's leading online portal. India's first technology news website.
- **Readers Profile:** MDs, CEOs, CTOs, CIOs, CxOs, policymakers & movers of the industry
- **Focus Areas:** IT news, Start-Ups, Modern technologies like cloud, virtualisation, unified communication, IOT, Big Data, AI, machine learning, AR, VR, MR, collaboration, and more.
- **Categories:** Enterprise, Tech News, CIO Leadership, Mobile, Start-ups, Tech Buzz, Digital Transformation
- **Hot Sections:** Start-up Circle, CXO of the Week, Tech News, Enterprise, CIO Leadership, IOT Hub, SMAC.
- Publishes 300+ content every month.

DQ Channels



- **Launched in 1999** to serve as the channel space for the country's advisory on IT trade & business.
- **Readers Profile:** System integrators, Distributors, Resellers, Cloud Partners, and IT Dealers.
- **Annual Issues:** channel satisfaction survey, solution champs, Gold Club: Gold Club profiles India's Top 50 solution providers, distributors, and emerging SPs / Distributors based on their revenue.
- **Focus Areas:** Channel Chief, CEO Speak, Guest Gyan, Spotlight, Vendor Speak, Women Power, Best Deployment, Success Stories, Rapid Fire, etc.
- **Solutions Showcase:** Recognizing capabilities in delivering unique solutions (Products & Services)
- **Channel Champions:** Showcasing Partners- Revenues, Market Shares, New Business Opportunities, Expansion and Geographic Growth
- **Channel Connect:** Intelligence to leverage Partner-Vendor collaboration.
- **Market Insights:** Gathering Channel Partner Intelligence

Financial Performance (Rs. cr)

	20-21	21-22	22-23	23-24	24-25
Revenue	38.78	72.01	78.63	104.26	87.65
EBITDA	2.29	4.40	5.36	7.71	0.97
Exceptional Exp	-	-	(6.00)	1.38	8.91
PBT	0.11	2.03	9.74	5.03	(8.97)

	Q1 24-25	Q1 25-26
Revenue	20.77	26.08
EBITDA	0.27	1.58
Exceptional Exp	0.04	-
PBT	-	1.30

Financial Performance

Stand alone (Rs. cr)

5-years	20-21	21-22	22-23	23-24	24-25
Revenue	7.76	14.59	15.45	16.21	12.39
EBITDA	1.12	1.08	1.15	1.30	(2.17)
Exceptional Exp	-	-	(6.00)	0.60	8.91
PBT	(0.36)	(0.08)	6.61	(0.09)	(11.94)

Q on Q	Q1 24-25	Q1 25-26
Revenue	2.60	3.95
EBITDA	(0.54)	0.28
Exceptional Exp	0.04	-
PBT	(0.78)	0.04