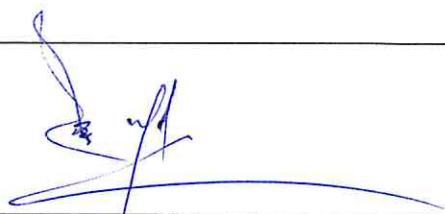
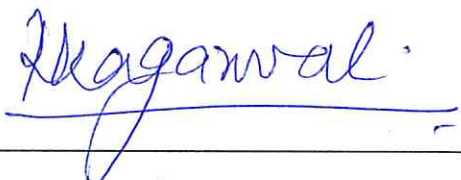



## FORM B

### Format of covering letter of the annual audit report to be filed with the stock exchanges

1.	Name of the Company	JAGRAN PRAKASHAN LIMITED
2.	Annual financial statements for the year ended	March 31, 2013
3.	Type of Audit qualification	The qualification relates to non amortisation of the title- Dainik Jagran as required by Accounting Standard (AS-26) notified under the Companies Act.
4.	Frequency of qualification	Repetitive qualification since 2004-2005
5.	Draw attention to relevant notes in the annual financial statements and management response to the qualification in the directors report:	<p><b>Audit Qualification-</b> Para 6 referred to in the Auditors' Report, "Regarding non-amortisation of the title 'Dainik Jagran' owned by the Company (the "Title") and forming part of 'Intangible Assets' in the financial statements aggregating Rs. 1,700 Lakhs (March 31, 2012: Rs. 1,700 Lakhs), over the 'finite' life of the Title, which has not been determined by the management since the same is considered to be indefinite, resulting in non-compliance with Accounting Standard 26 – Intangible Assets. As the life of the title has not been determined, the impact of the aforesaid non-amortisation on the amortisation expense for the year, net profits for the year, earnings per share for the year, reserves as at the year end and the intangible assets as at year end are not ascertainable."</p> <p><b>Management Response-</b>As explained in Notes to Accounts 13(a) and Corporate Governance Report in Clause 13(v) (c) as "During the year, there is no qualification except the one regarding non-amortization of the Title-Dainik Jagran ("the Title") as contained in previous year's audit report.</p> <p>Accounting Standard 26 – Intangible Assets prescribed by the Companies (Accounting Standards) Rules, 2006, and the relevant provisions of the Companies Act, 1956, requires amortization of intangible assets over their estimated useful life. In view of the Management, Title Dainik Jagran has an indefinite life and therefore it is not amortised.</p> <p>Considering the impending convergence of Indian Accounting Standards with International Financial Reporting Standard ("IFRS") as indicated by the Institute of Chartered Accountants of India, and press note from Ministry of Corporate Affairs, the Company considers it likely that its financial statements will also be prepared in accordance with IFRS when notified.</p> <p>Post migration to IFRS, the Company will no longer</p>



		be required to amortize the Title but will need to test the same for impairment annually or earlier, if there arises a triggering event in the interim period. The Company believes that on the basis of its business projections, no impairment on such review will arise and accordingly, considering the above impending migration to IFRS, the Company has not amortized the value of Title of Rs 1,700 lakhs, as currently required by Accounting Standard – 26.”
6.	Additional comments from the board/audit committee chair:	
7.	Signed by-	
	• CEO/Managing Director	
	• CFO	
	• Auditor of the Company	
	• Audit Committee Chairman	