



Dainik Bhaskar
GROUP



Dainik Bhaskar

VISION

TO BE THE LARGEST AND MOST
ADMIRER LANGUAGE MEDIA BRAND ENABLING
SOCIO-ECONOMIC CHANGE

IRS 2019, Q4 - Update

Dainik Bhaskar GROUP

DAINIK BHASKAR GROUP STANDS #1 NATIONWIDE.

IRS 2019, Q4 | AIR - URBAN, MAIN + VARIANT I
Excluding Financial Dailies



Dainik Jagran Group Times of India Group Dainik Bhaskar Group

Dainik Jagran (Main) 7802	The Times of India (Main) 5263	Dainik Bhaskar (Main) 9353
Dainik Jagran (Variant) 240	The Times of India (Variant) 103	Dainik Bhaskar (Variant) 621
Inquilab 187	Vijay Karnataka (Main) 1400	Divya Bhaskar (Main) 2156
Mid-Day (7D-English) 340	Vijay Karnataka (Variant) 41	Divya Bhaskar (Variant) 20
Mid-Day (7D-Gujarati) 181	Navbharat Times 2106	Divya Marathi (Main) 819
Nai Dunia 885	Maharashtra Times 1477	Divya Marathi (Variant) 32
NavDunia 132	Mumbai Mirror 708	Saurashtra Samachar 158
	Bangalore Mirror 163	
	Pune Mirror 60	
	Ei Samay 644	
	Navgujarat Samay 95	

Figs in '000s

Dainik Bhaskar Group is also # 1 newspaper group as per IRS 2019 Q4, AIR (U + R) and TR (Urban) – excluding financial dailies



ANOTHER PROUD MOMENT FOR INDIA.

Dainik Bhaskar is now the world's 3rd
largest circulated newspaper.

Rank	Newspaper	Country	Copies in Lakh
1	Yomiuri Shimbun	Japan	81.2
2	Asahi Shimbun	Japan	56.0
3	Dainik Bhaskar	India	43.2

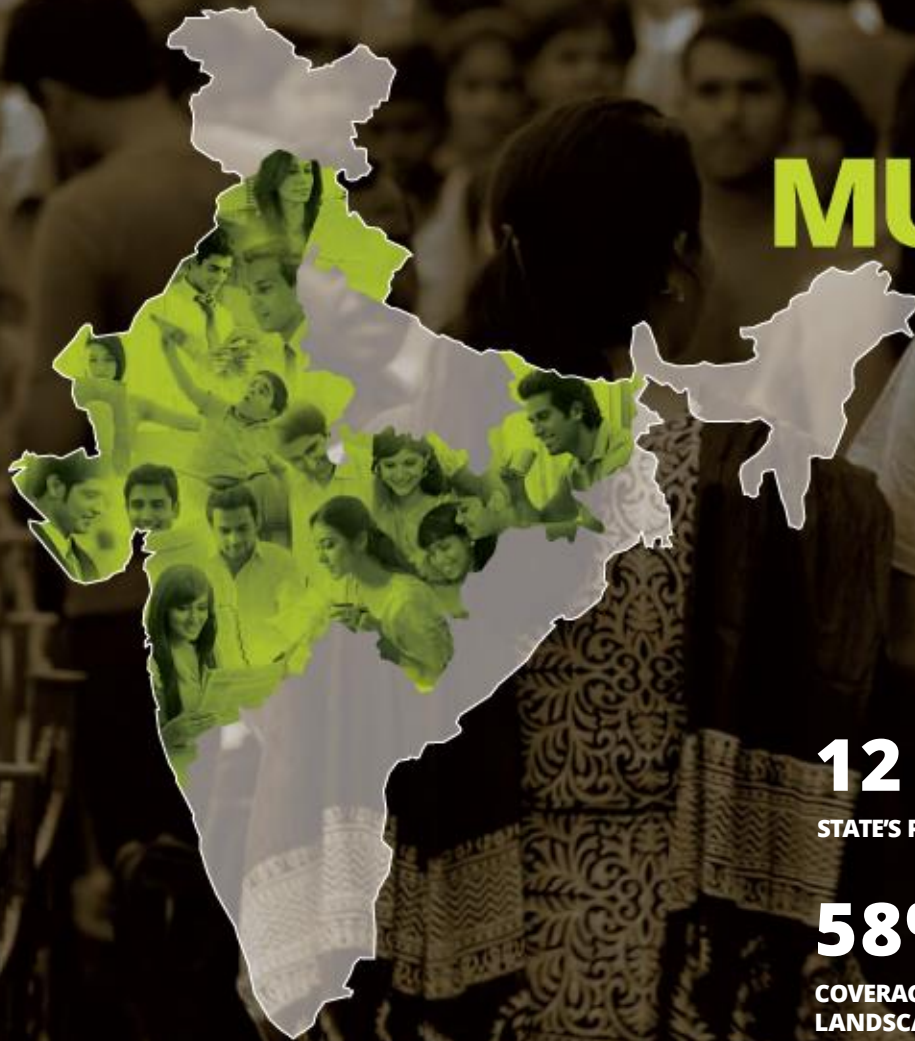
Source: WAN (FRA)- World Association of Newspapers and News Publishers Report 2018



Madhya Pradesh | Chattisgarh | Rajasthan | Bihar | Jharkhand | Punjab | Chandigarh | Haryana | Himachal Pradesh | Gujarat | New Delhi

INDIA'S LARGEST MULTI EDITION NEWSPAPER GROUP

THE DAINIK BHASKAR GROUP IS BRINGING FORTH THE POTENTIAL OF THE CITIES WHICH ARE AT THE CENTRE STAGE OF THE DEVELOPMENTAL LANDSCAPE. WE ARE INDIA'S LARGEST NEWSPAPER GROUP.



12

STATE'S PRESENCE

49%

INDIA'S URBAN
POPULATION ADDRESSED

58%

COVERAGE OF INDIAN
LANDSCAPE

51%

OF CONSUMER MARKET SIZE

Map not to scale

SOURCES: RNI, Census 2011/Indicus Analytics Market Skyline of India 2013

DAINIK BHASKAR GROUP AT A GLANCE

- ~10,000 Employees
- 12 States & 65 Editions
- 3 Languages
- 54.50 lakh circulation
- 6.6 Cr. Total Readership
- 54 printing plants
- 30 Radio stations in 7 states
- 9 Portals & 4 Apps

Source: ABC JD '19 Main + Variant | IRS 2019 Q4, TR | Main + Variant

PRINT

DAINIK BHASKAR GROUP PROVIDES SEAMLESS HIGH-VALUE FOOTPRINT

The DB footprint covers a third of Urban India

Offering 19 of India's 1Mn+ Cities, 180 1L+ Cities and more than 1,600 other Urban Towns

The Dainik Bhaskar footprint virtually mirrors the HSM footprint of a GEC

*Population in 000's

Sr. No.	Reporting Towns	Pop	Sr. No.	Reporting Towns	Pop
1	Ahmedabad UA	6716	12	Aurangabad UA	1208
2	Surat UA	5184	13	Gwalior UA	1143
3	Jaipur (M Corp.)	3079	14	Amritsar UA	1134
4	Indore UA	2356	15	Jodhpur UA	1124
5	Bhopal UA	1917	16	Ranchi UA	1119
6	Patna UA	1883	17	Kota (M Corp.)	1100
7	Vadodara UA	1811	18	Chandigarh UA	1039
8	Nashik UA	1649	19	Dhanbad UA	1037
9	Rajkot UA	1523	20	Durg-Bhilainagar UA	974
10	Ludhiana (M Corp.)	1488	21	Jalandhar UA	860
11	Raipur UA	1354	22	Solapur (M Corp.)	834

Source: IRS 2019 Q4

INCREASE IN CIRCULATION IS IN TANDEM WITH CONSTANT GROWTH IN COVER-PRICE REALISATION

53 % growth in 6 years

Figs. In Lakhs	Total	MPCG	Raj	Guj	CPH	BJH	Mah
2010	35.45	9.4	10.72	9.46	5.27	-	-
2016	54.42	12.75	15.2	9.65	6.72	5.3	4.25
Circulation Growth	18.97	3.35	4.48	0.19	1.45	5.3	4.25



Cover price has increased from Rs. 74 per month in 2012 to Rs. 120 per month in 2016.

A CAGR of 12 % in the last 5 years.

OUR EDITORIAL STRATEGY

Editorial Philosophy : *Kendra Mein Pathak* 'Reader at the center' is the driving force behind Dainik Bhaskar Group's editorial philosophy.

Editorial Drivers: Knowledge & Idea based journalism

Knowledge which is relevant & enriching to our readers with focused differentiation in approach to news features.

Editorial reach

- 3,000 + journalists
- Hyper Local reach
- 300+ bureau offices
- 13 + reporters based in international locations

Target Group: Urban Aspirer



PRODUCT DIFFERENTIATORS

DAILY

EDUCATION BHASKAR

Bhaskar is the only newspaper that supplies students with relevant info on each exam and each course, in the main newspaper.

KNOWLEDGE BHASKAR

This deals with one subject/segment which we deal with daily in various forms. Investment, Health, Laws & Rights, New Thinking on spirituality & religion, etc.

WEB BHASKAR

It provides the best of the web content on edit page. We continue to remain the only newspaper to do so.

SUNDAY

SUNDAY CONTENT JACKET

Highly readable weekend reading. Full of knowledge, research, ground stories, variety of issues are taken up every Sunday.

TIME PAGE

Bhaskar has got exclusive tie up with TIME and it aims to offer global reading to our readers.

HARVARD BUSINESS REVIEW

Bhaskar has tie-up with Harvard Business Review to offer variety of tips and talking targeting young professionals.

LIFE AND MANAGEMENT

A page which offers other utility content for our forward looking and modern professionals.

SATURDAY

PEOPLE & PLEASURE

A unique page offering complete snapshot on newsmakers of the week

LIVE WELL LOOK GOOD

A complete lifestyle page, every Saturday. Gives details of new product launches on variety of categories; Auto, Gadgets, Home Décor, etc.

MONDAY



NO NEGATIVE NEWSPAPER



This day we ensure that we carry only those news which are positive, informative, inspiring and only those negative news are carried

which are important for reader to know.

NO NEGATIVE LIFE SPECIAL PAGE

We carry half page of No Negative Life giving articles which are very positive and gives practical ways and means to lead positive life and negativity.

LAKSHYA

A special page on career and jobs. This gives complete insight on developing career.

AGRO BHASKAR

It offers specialized content on agriculture targeted for our upcountry readers.

SAMADHAAN MILJULKAR

Under this, each edition takes up a particular public issue which inflicts the city. And Bhaskar tries to reach its logical conclusion through all stakeholders by jointly solving the problem.

TIE-UP WITH THE NEW YORK TIMES

Bhaskar has tie-up with The New York Times to provide its best content to our readers every Monday. This is taken on edit page.

BEST IN CLASS COLUMNISTS

देश के नंबर 1 अखबार के लिए लिखते हैं देश के सर्वश्रेष्ठ लेखक

पाठकों को खबरों के आगे की तस्वीर जानना बेहद जरूरी है। इसीलिए दैनिक भास्कर के पाठकों के लिए चुना गया है देश के ऐसे प्रख्यात लेखकों और पत्रकारों को जिनके पास हैं वर्षों का अनुभव...



गुरुचरण दास



राजदीप सरदेसाई



शेखर गुप्ता



चेतन भगत



शशि थरूर



प्रीतीश नंदी



वेदप्रताप वैदिक

NO NEGATIVE MONDAY

No Negative Monday:

Through our 'NO NEGATIVE MONDAY' initiative the group encourages positivity and optimism. We publish no negative news on Mondays across all 65 editions of our publications so that that our readers start their week on a positive note with encouraging stories of courage and resilience against adversities.

* If there is any negative news which is significant for the readers, it is carried with a disclaimer.

- Positivity in negative news
- Stories of hope
- Negative stories with clear header
- Good news labeling



PRODUCT LINE UP



DAINIK BHASKAR

India's Largest Circulated Newspaper*

Dainik Bhaskar, the flagship hindi daily started its journey in 1958 from Bhopal. Dainik Bhaskar is India's largest circulated newspaper.

11 States, 46 Editions

5.33 crore Total Readership**

45.79 lakh Copies*

Published in:

Madhya Pradesh, Rajasthan, Chhattisgarh, Haryana, Delhi, Punjab, Himachal Pradesh, Jharkhand, Bihar, Gujarat and the Union Territory of Chandigarh.

Frequency: All 7 Days

Newspaper Printing Dimensions

52(H) x 33 (W)



DIVYA BHASKAR

Divya Bhaskar, started its journey in 2003 from Ahmedabad by displacing the legacy newspaper. Today, Divya Bhaskar is a dominant and a premium Gujarati language newspaper.



2 States, 9 Editions

85.69 lakh of Readership*

8.46 lakh Copies **

Published in:

Gujarat & Maharashtra

Frequency: All 7 Days

Newspaper Printing Dimensions

52(H) x 33 (W)

DIVYA MARATHI



Divya Marathi, entered the market in 2011 from Aurangabad. Today it is the leading premium marathi language Newspaper.

1 State, 6 Editions

39.43 lakh readers*

24,820 Copies**

Published in:

Maharashtra

Frequency: All 7 Days

Newspaper Printing Dimensions

52(H) x 33 (W)

MADHURIMA



- Madhurima is a weekly supplement dedicated to our women readers featuring inspiring empowerment articles.
- It aims to applaud the spirit, efforts and success of women.
- Madhurima seeks to be a change driver for women in society by providing emotional and relevant content.
- It covers every aspect of a woman's life right from latest trends in the society to relationship, fitness, health, fashion, literature, food, home and others. It is indeed a woman's complete friend.

Published	Days
Dainik Bhaskar	Every Wed
Dainik Bhaskar, Chandigarh	Every Tuesday
Dainik Bhaskar, Bihar	Every Friday
Divya Bhaskar & Divya Marathi	Every Tuesday

BAL BHASKAR



India's Largest Children's Magazine*

- Bal Bhaskar is a weekly children's supplement with a total readership of 36.17 lakh*
- Comprising of interactive and customised editorial content, with a focus on entertainment, education and activities for children.
- A warm and welcoming brand, this magazine has etched a place for itself in the hearts of children.
- Periodicity - Every Saturday

DB STAR



- DB Star is known for its hard hitting news, investigative journalism and campaign on social issues.
- Apart from its exclusive news section, it also carries a bouquet of news features, lifestyle and glamour pages.
- DB Star also carries pages in English for the youth.
- The newspaper helps people raise their voice and express their values of freedom of speech by creating movements in the society.

State	Edition	DB Star (Tabloid)	DB Star (Broadsheet)
MP	Bhopal	Mon,Tue,Thu,Fri,Sat	Sunday
	Indore	Mon,Tue,Thu,Fri,Sat	Sunday
	Gwalior	Mon,Tue,Thu,Fri,Sat	Sunday
CG	Raipur		Sunday

INNOVATIVE FRONT PAGES



- Only newspaper in India to take an objective view
- Showed positive impact on farmers and simultaneously showed the impact on middle class
- Unique 2 minute guide which gave a quick snapshot of the budget

INNOVATIVE FRONT PAGE



- Only newspaper to provide complete coverage on the 1st Anniversary of Demonetization
- Decoded the impact of Demonetization in A,B,C,D format
- Easy and simple for readers to understand

RADIO

MY FM



- Guided by the 'JIYO DIL SE' philosophy, positivity has been core to MY FM's existence and has been consistently brought alive through our content
- MY FM is No. 1 amongst affluent class-in-car radio listenership, decision makers and youth.
- Network in 7 States & 30 cities

Maharashtra (ROM)	Rajasthan	Punjab & Haryana	M.P	Chhattisgarh	Gujarat
Nagpur	Jaipur	Amritsar	Indore	Raipur	Ahmedabad
Aurangabad	Udaipur	Jalandhar	Bhopal	Bilaspur	Surat
Akola	Jodhpur	Chandigarh	Gwalior		Rajkot
Nashik	Kota	Hisar			
Jalgaon	Ajmer	Karnal			
Solapur	Bikaner	Jabalpur			
Ahmadnagar					
Dhule					
Sangli					
Nanded					

DIGITAL & MOBILE

DB DIGITAL

‘One stop destination for Informative, Captivating and Original Content.’



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Digital Portals

- dainikbhaskar.com** (Largest Hindi news website)
- divyabhaskar.com** (Largest Gujarati website)
- divyamarathi.com** (Marathi News website)
- jeevanmantra.in** (Spiritual & life management)
- homeonline.com** (End to end solutions for new home)
- bollywoodbhaskar.com** (Ultimate Bollywood website)
- moneybhaskar.com** (India's First SME business website in hindi)
- bhaskareducation.com** (Prominent Education website)
- dbpost.com** (English News Website)

4

Mobile Apps

- Dainik Bhaskar +
- Divya Bhaskar
- Divya Marathi
- Homeonline Mobile app

DB DIGITAL

dainikbhaskar.com

is the largest Hindi news website*

divyabhaskar.com

is the world's No. 1 website in the Gujarati language*

*Source:: ComScore March 2019

SOLUTIONS OFFERING

NATIVE AND BRANDED CONTENT

Brands partner with Dainik Bhaskar Group to reach out to readers through Native and Branded content which influences habits, drives sales and channelizes social initiatives which readers voluntarily welcome.



નવરાત્રી દરમિયાન રખાતી વાળની કાળજી

નવરાત્રીમાં પુકરીઓ ઘોઘાં, ઘાંઘી, બેંબોડો અને કાળે ખુબસૂરતી રાખવાનું વખત પહોંચી જાય છે. ગરબા રખાતી વખતે વરસોનો ઘાલ છે. જેથી કે મેર રખાનો ટેકાબુદર ઉપયોગ થતો હોય છે. જેના કારણે વાળ કાઠ થઈ જાય છે. આ દરમિયાન પછી ઘાલ વાળ તરત રમો તે માટે ખુબ કાળજી રાખવી પડે છે. જેના માટે તુરુહ ઘોઘા તરુહ કાચવડુ અને જ્યારે પસ માત્રુ પોષાતુ હોય ત્યારે વરસખુ ઉપચારમાં દહીં, ઘા, મેથી ધાંડર અને જાડુના ફૂલની પેસ્ટ બનાવીને કાઠાક સુધી આધારમાં રખાને પછી માત્રુ પોંટ મારો છે. અને તો પાલ્યામાં પણ તેમ દવા કરીએ તેમ હાંધુ હોવા કારણે તે સુંદર હોય છે.

કેવે તેને સુંદરમાં તેવથી વાળમાં દરબી પેંદર મિનિટ બસાજ કરો. તે પછી ઘોંટ ટોચેલા ટૂટીએન્ટ આપો, પાંદરમાં જાંબીન ડ્રિપ કન્ટ્રાક્ટિંગ ટૂટીએન્ટ પણ હાંધુ કરાય છે. બેરબાલનું ખાત ખાત રાખવું કે વાળને ક્ષયેય ઠીકા હોય ત્યારે પોંચા નહીં. તેમાં તેવથી બસાજ કરીને પછી જ વાળને ઠીકા ખોઈએ. તેમાં પણ જે ઠીકા કરે તેવનો ઉપયોગ કરવામાં આવે તો તે વધારે ખુબસૂરત અને કાળા દેખાશે. તે નોનસ્ટીકી હોવાથી તેથી વધારાનો અનુભવ કરાવવું નહીં અને વાળમાં તેમ માત્રુ હોવા કારણે તે સુંદર હોય છે.

સ્ત્રીઓ સુંદરતા તેમજ વાળમાં સુંદરી છે અને તેમાં પણ ખુબસૂરતી વાળમાં તેનું સૌંદર્ય વધારે પોંચી ઠીક છે. વધારે વખત વાળને ખુબસૂરતી રખાવું તેને માટે તુરુહની અને ખરબાજ વડી જવાની સલાહ વિતા સલાહથી રહે છે. જેર એન્ડ કોસ્મેટિક્સ અને તેનું નોન સ્ટીકી કોસ્મેટિક વાળને કિટાવવાનું અને કોસ્મેટિક્સની કોર આપે છે. તેના કારણે તમારા તુરુહ વાળની કાળજી કરાઈ જશે અને તમે ઠીકાથી ત્યારે નિશ્ચિત તરુહ વાળને ખુબસૂરતી રખાવી શકો છો. તે અને ખુબસૂરતી સુંદરતા અપનાવો જેર એન્ડ કોસ્મેટિક્સ.

પ્રશ્ન 1 વાળ ઘોંટા પડેલાં શું કરવું? (વાળ કેસના સેવામાં જ જાણો તે)
 (તો) જોઈ જમાવ (1) હાંધુ ટોચેવ ડ્રિપમેન્ટ (1) જી કન્ટ્રાક્ટિંગ ડ્રિપમેન્ટ
 જમાવ DHAHC <આપની જમાવ> <વામ> <સાંચેર>
 ઘાંધી આ જ 52000 01164 આ નંબર ઉપર મેસાજ કરો.
 દરરોજ 10 કલાકના સમયમાં કુલોટી ટાઇમનું ડાઈવર કામે અમર પ્રેમ કુલોટી ટાઇમનું ડાઈવર કામે કરીને કામે કરાવે

SAMPLING

The group's substantial reach serves as an efficient distribution channel for Sampling.

Sachets of Shampoos/Lotions/Sauces/Mouth Freshners, Masalas and others can be sampled.

Brochures and leaflets can be inserted depending on size, weight and paper quality.

**WHERE CAN
YOU SAMPLE**

रसमंग

नदरु

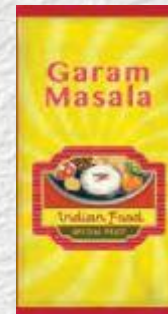
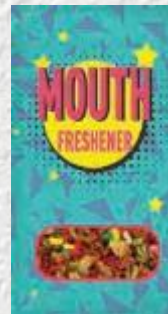
मधुरिमा

सुनंदा

धर्मदर्शन

सत्य मन्थन

city लास्ट



INTEGRATED MULTIMEDIA PLANS

Effective marketing follows a holistic approach. The group aids in creating integrated multimedia plans for brands to utilise touchpoints optimally.



Lenovo partnered with the group and executed the campaign - 'Maan Bhi Samman Bhi' to reach out to first time buyers and young aspirants.



Johnsons & Johnsons partnered with Dainik Bhaskar Group to create awareness about baby skin care amongst young mothers. The initiative encompassed promotions in print, digital, radio & on ground.



Using the power of technology, the group has the capability to create immersive AR experiences - print ads that work like a virtual mirror.

INNOVATIONS

A strong back - line support ,quality control and customer service, the Dainik Bhaskar Group brings brands upfront innovatively

Godrej Aer - Used print media as an immersive experience. The product USP was demonstrated with fragrant ads.

Godrej Aer



Make it heard



Touch



Fragrance Printing



3D the New Dimension

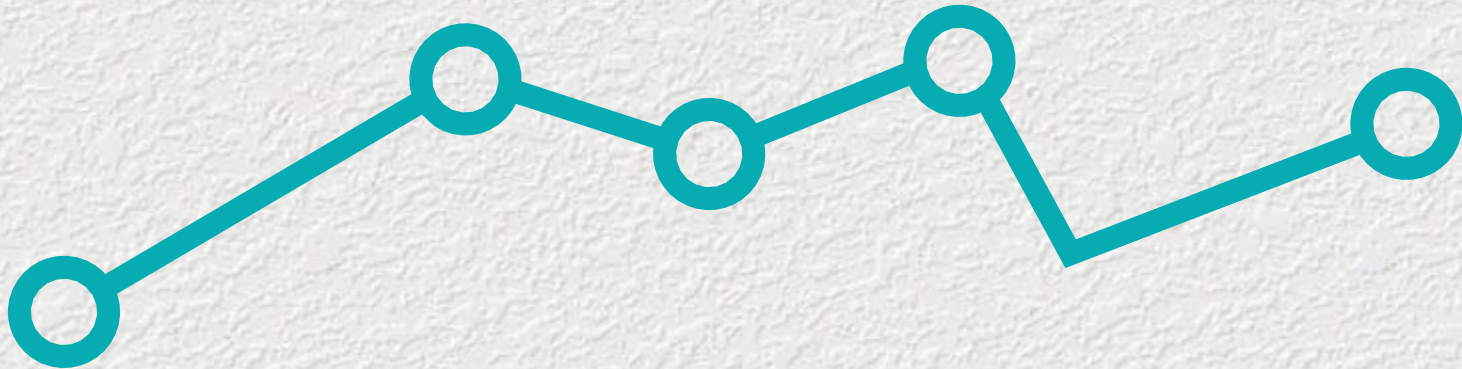


MARKET-SHARE LINKED DEALS

The group partners with clients with high emphasis on ownership of increased market share, category expansion and hyper local initiatives to overcome hurdles in territorial sales.

A popular noodle brand wanted a focussed campaign on driving sales of a particular SKU. A frequency campaign with a mix of high - impact ads, regular ads and advertorials were used.

Madhurima was used to communicate and engage with the women audience.



CLIENT NEED BASED RESEARCH

The group provides the finest cultural and social intelligence to clients and delivers macro and hyper local insights through it's researches.



Research/Survey
done as per client
requirement



Usage and Attitude
surveys by Dainik
Bhaskar Group



ACTIVATIONS

On - ground expertise, wide coverage and a deep understanding of our readers are some of the benefits when Dainik Bhaskar Group formulates and executes consumer activations.

Gillette, a self grooming initiative - Safalta Apni Mutthi Mein for students was conducted in MP & Gujarat.



सौजन्य से

दैनिक भास्कर



BRANDED EVENTS

Dainik Bhaskar Group's capabilities to execute events of any nature is unparalleled.

Nari Pratibimb - The group executed a brand engagement activity for **Kent RO** in MP, CG, CPH, Maharashtra, Bihar, Jharkhand, Gujarat & Rajasthan market



A Painting competition
'How women see today's woman'

MADHURIMA CLUB

Madhurima Club is group's one-of-a-kind exclusive property for women readers.

Through seminars and Madhurima club meet-ups, brands can obtain real - time feedback on trials, conduct experiential marketing and drive women centric initiatives.

मधुरिमा क्लब



Star Plus partnered with Madhurima to engage with women readers to promote their programs

FLAGSHIP EVENTS

The Dainik Bhaskar Group is known to conduct unique events. From large scale gatherings to intimate fireside usiness discussions, the group makes them memorable and impactful.

Bhaskar Utsav - A week long festival featuring the who's who of India engaging the audience with great mix of entertainment. Footfall of approximately 50,000-70,000 is registered.

Uttarayan - Gujarati readers celebrate Uttarayan with Divya Bhaskar every year. The energy of our readers celebrating the festival is a treat to watch.



Thank You