



# **Dainik Bhaskar**

## **GROUP**



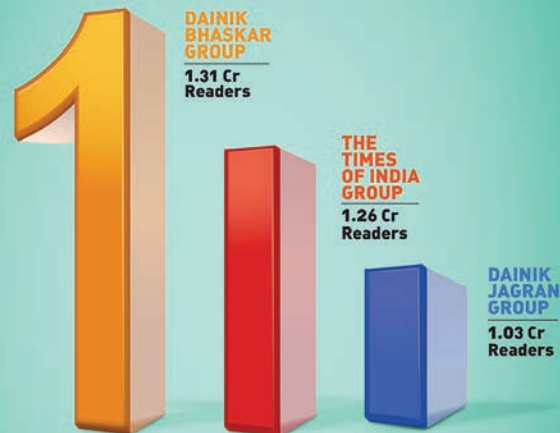
# **Dainik Bhaskar**

## **VISION**

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

# DAINIK BHASKAR GROUP IS INDIA'S #1 NEWSPAPER GROUP

IRS 2019, Q3 | AIR - URBAN (Excluding financial dailies)



Dainik Bhaskar (Main) 9077  
Dainik Bhaskar (Variant) 709  
Divya Bhaskar (Main) 2162  
Divya Bhaskar (Variant) 127  
Divya Marathi (Main) 815  
Divya Marathi (Variant) 27  
Saurashtra Samachar 171

The Times of India (Main) 5549  
The Times of India (Variant) 176  
Vijay Karnataka (Main) 1437  
Vijay Karnataka (Variant) 38  
Navbharat Times 2103  
Maharashtra Times 1443  
Mumbai Mirror 791  
Bangalore Mirror 169  
Pune Mirror 59  
El Samay 696  
Navgujarat Samay 103

Dainik Jagran (Main) 8108  
Dainik Jagran (Variant) 275  
Inquilab 205  
Mid-Day (English) 369  
Mid-Day (Gujarati) 187  
Nai Dunia 982  
NavDunia 152

**Dainik Bhaskar  
GROUP**

Fig in '000s | The above data represents all 7-day dailies. AIR for Ahmedabad Mirror, Sandhya Times (6 day daily) and Purnima Tribune not featured, as sample size is below 50.

# 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

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

Source: ABC JJ '19 Main + Variant, IRS 2019 Q3 | TR | Main + Variant

# PRINT

# DAINIK BHASKAR GROUP PROVIDES SEAMLESS HIGH-VALUE FOOTPRINT

The DB footprint covers a third of Urban India

Offering 20 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**

Sr. No.	Reporting Towns	Pop	Sr. No.	Reporting Towns	Pop
1	Ahmedabad UA	6656	12	Aurangabad UA	1196
2	Surat UA	5140	13	Gwalior UA	1133
3	Jaipur (M Corp.)	3048	14	Amritsar UA	1127
4	Indore UA	2328	15	Jodhpur UA	1113
5	Bhopal UA	1899	16	Ranchi UA	1110
6	Patna UA	1870	17	Kota (M Corp.)	1086
7	Vadodara UA	1798	18	Dhanbad UA	1032
8	Nashik UA	1631	19	Chandigarh UA	1031
9	Rajkot UA	1506	20	Durg-Bhilainagar UA	969
10	Ludhiana (M Corp.)	1480	21	Jalandhar UA	854
11	Raipur UA	1332	22	Solapur (M Corp.)	831

Source: IRS 2019 Q3

# 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’s editorial Philosophy.

## **Editorial Drivers : Knowledge & Differentiator**

Knowledge that should be relevant & enriching to our Readers, with focused differentiation in approach to news features.

## **Editorial reach**

3,000+ journalists  
Hyper Local reach  
300+ bureau offices

**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 है वर्षों का अनुभव...



गुरुचरण दास



राजदीप सरदेसाई



शेखर गुप्ता



चेतन भगत



शशि थरूर



प्रीतीश नंदी



वेदप्रताप वैदिक

# NO NEGATIVE MONDAY



- A common grouse against media is that the news channels and newspapers are full of negative news such as crime, corruption and scams, making readers feel that all that is happening in society is negative.
- Taking the cue from this dissatisfaction about negative news the Dainik Bhaskar Group pioneered a change never witnessed in the history of media.
- The group launched its “No Negative Monday” campaign building a culture of positivity through its large reader base by:
  - 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. It is India's largest circulated newspaper.

**11 States, 46 Editions**

**5.37 crore Total Readership\***

**45.73 lakh Copies**

***Published in 11 States:***

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)

Source: ABC JJ '19 Main + Variant, IRS 2019 Q3 | TR | Main + Variant

# DIVYA BHASKAR



**Divya Bhaskar**, started its journey in 2003 from Ahmedabad by displacing an eight decade old deep rooted Gujarati newspaper. Today it's the leading Premium Gujarati language Newspaper.

**2 States, 9 Editions**

**92.61 lakh of Readership\***

**8.31 lakh Copies \*\***

***Published in 2 States:***

Gujarat & Maharashtra

**Frequency:** All 7 Days

**Newspaper Printing Dimensions**

52(H) x 33 (W)

Source: \*IRS 2019 Q3 | TR | Main + Variant, \*\*ABC JJ '19

# DIVYA MARATHI



**Divya Marathi**, entered the market in 2011 from Aurangabad. Today it's the leading Premium Marathi language Newspaper.

**1 State, 6 Editions**

**38.37 lakh readers\***

**27,493 Copies\*\***

***Published in 1 State:***

Maharashtra

**Frequency:** All 7 Days

**Newspaper Printing Dimensions**

52(H) x 33 (W)

Source: \*IRS 2019 Q3 | TR | Main + Variant, \*\*ABC JJ '19

# 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.
- The magazine seeks to be a change driver for women in society by providing emotional and latest 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 circulated in Gujarat.
- 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



- 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					

\*Rest Of Maharashtra

# **DIGITAL & MOBILE**

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



9

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



**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**

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.



**प्रश्न : पान धोता पहले शुं करुं?** (पचान उपरान लेखानं च आपेत मे)

(D) ओरिध भसाए (E) छोट टोवेक डिप्रेन्ट (F) थिप निमग्नानि डिप्रेन्ट

जखन DBHC <आपनो खवाह> <नाम> <राशिर>

बाणी आपुं जे **92000 01164** आ नंबर उपर भेसज करी.

रहेरना 100 भमभरानि सिंग जखे 20000 वरिपर लेले. जमर सुनाउ पुरिपर सावेरि कहेवेलेनी प्रकाश

करो नमस्कारनिमो  
रहेरि आसिहो करी  
सुख भवतु कालि



# 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**

एसरंग

जलरंग

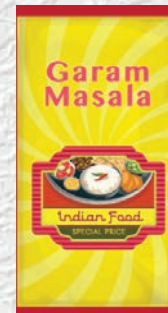
मधुरिमा

सुनंदा

धर्म दर्शन

बाल मस्कर

city लास्कर



# 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

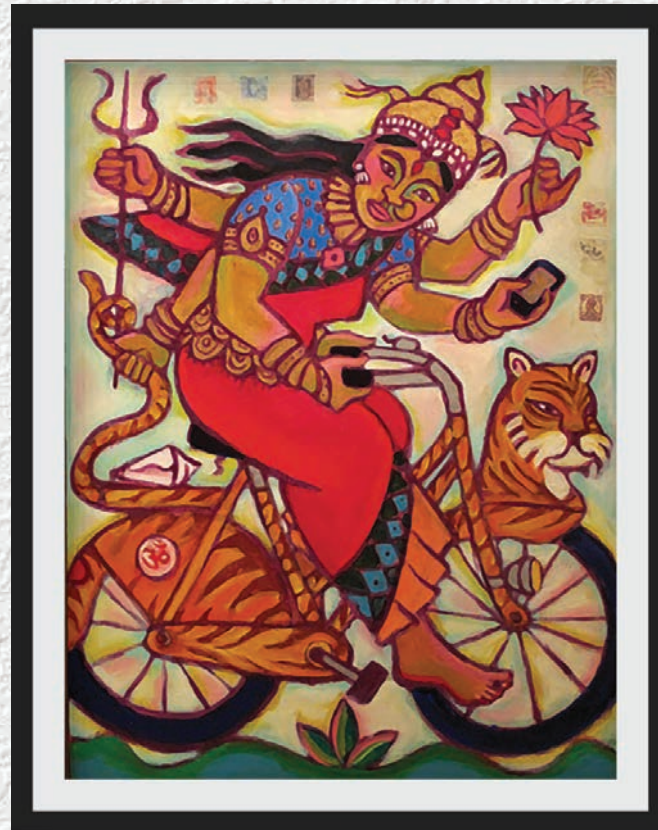
  
**दैनिक भास्कर**



# 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



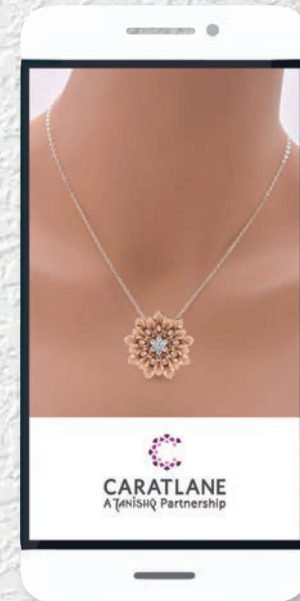
Star Plus partnered with Madhurima to engage with women readers to promote their programs

# 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.



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

# CLIENT NEED BASED RESEARCH

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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



# 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**



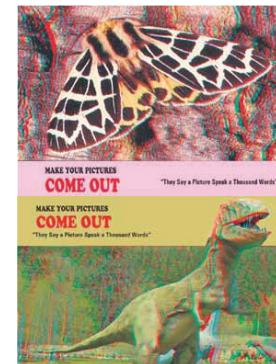
**Touch**



**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.



# 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***