12 states
PRESENCE
58%
COVERAGE OF INDIAN LANDSCAPE
THE DAINIK BHASKAR GROUP IS BRINGING FORTH THE HIGH POTENTIAL CITIES AT THE CENTRE STAGE OF THE DEVELOPMENTAL LANDSCAPE. WE ARE INDIA'S LARGEST NEWSPAPER GROUP.

49% INDIA'S URBAN POPULATION ADDRESSED

51% OF CONSUMER MARKET SIZE

Sources: Census 2011/Indicus Market Skyline 2015
SINCE INCEPTION, THE DAINIK BHASKAR GROUP HAS EXEMPLIFIED DYNAMISM AND MOMENTUM. OUR WELL-STRATEGISED, READER-CENTRIC BUSINESS MODEL HAS SEEN US TRANSFORM:

FROM BEING A LOCAL PLAYER TO NATIONAL
FROM ONE LANGUAGE TO FOUR
FROM PRINT TO RADIO TO DIGITAL AND MOBILE PLATFORM

INDIA’S LARGEST NEWSPAPER GROUP
LAUNCHED IN 1958, DAINIK BHASKAR IS INDIA’S MOST TRUSTED HINDI LANGUAGE NEWSPAPER.

6 NEWSPAPERS

286 SUB-EDITIONS

30 RADIO STATIONS

11 DIGITAL PORTALS

WE CONSISTENTLY ENHANCE OUR OPERATIONAL CAPABILITIES AND LEVERAGE THE SAME FOR HIGH LEVELS OF EFFICIENCY.

RESOURCE CAPABILITY

3,000+ JOURNALISTS

OPERATIONAL CAPABILITY

57 STATE-OF-THE-ART PRINTING PLANTS ACROSS 12 STATES

Source: Brand Trust Report India study 2015
VISION
To be the largest and most admired language media brand enabling socio-economic change.

VALUES
TRENDSETTER
We have established our thought leadership through many of our campaigns, reader engagement initiatives and product offerings; hence driving enhanced value for our readers and advertisers.

RESULT-ORIENTED
Result driven orientation is an important part of our everyday work ethos. We are metric driven in our reader connect, business operations and in our measurement of stakeholders' satisfaction.

ANALYTICAL
We follow a logical and data-driven approach in all our endeavours. This ensures that we are able to deliver market intelligence to our stakeholders.

CONNECTED
We establish a strong connect with our readers and trade partners to ensure a superlative product offering. Our signature twin contact program has helped us become No. 1 in most of the markets from the day of launch.

BRAND POSITIONING
Deliver cutting-edge content and knowledge that gives you the confidence to succeed.
DIVERSIFIED PRESENCE

MEDIA

NEWSPAPERS
Dainik Bhaskar
Divya Bhaskar
Divya Marathi
DB Star
DB POST
Saurashtra Samachar

MAGAZINES/ SUPPLEMENTS
Aha! Zindagi
Bal Bhaskar
Young Bhaskar
Madhurima
Rasrang
Navrang
Kalash
Dharmdarshan
Rasik
Lakshya

DIGITAL
dainikbhaskar.com
divyabhaskar.com
divyamarathi.com
moneybhaskar.com
fashion101.in
bollywoodbhaskar.com
jeevanmantra.in
dbcric.com
gadgets.bhaskar.com
food.bhaskar.com
homeonline.com

RADIO
94.3 MY FM
7 States, 30 Stations

APPS
Dainik Bhaskar
Mobile App
Hindi language news app
Divya Bhaskar
Mobile App
Gujarati language news app
The Dainik Bhaskar Group has diverse interests that span newspapers, magazines, radio, digital offerings and mobile applications. The group also has a presence across industries such as textile, power, real estate, hospitality and is active in the field of education, art and culture.
EVERY DAY NEARLY 5.9 CR READERS SAY GOOD TO OUR
The Dainik Bhaskar Group is building a culture of positivity through its large reader base. Our flagship newspapers (Dainik Bhaskar, Divya Bhaskar and Divya Marathi) have been at the forefront of establishing circulation records, enabling social agendas and delivering best-in-class products in their respective geographies. With 66 editions in four languages, our publications reach 12 states across India.
# PRINT MEDIA DOMINANCE

## NEWSPAPERS

**DAINIK BHASKAR** *(HINDI NEWSPAPER)*

The flagship Hindi daily started its journey in 1958 from Bhopal. It is India’s largest circulated newspaper.

<table>
<thead>
<tr>
<th>STATES</th>
<th>EDITIONS</th>
<th>COPIES</th>
<th>READERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>46</td>
<td>34,53,304#</td>
<td>4.6 crore*</td>
</tr>
</tbody>
</table>

Dainik Bhaskar sold 34,53,304 copies which includes 2,95,961 variant copies daily.

Bihar, Chandigarh, Chhattisgarh, Gujarat, Haryana, Himachal Pradesh, Jharkhand, Madhya Pradesh, New Delhi, Punjab and Rajasthan.

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**DIVYA BHASKAR** *(GUJARATI NEWSPAPER)*

Started its journey in 2003 from Ahmedabad. It is considered the voice of urban Gujarat.

<table>
<thead>
<tr>
<th>STATES</th>
<th>EDITIONS</th>
<th>COPIES</th>
<th>READERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>9</td>
<td>7,70,023#</td>
<td>88.5 lakh*</td>
</tr>
</tbody>
</table>

Divya Bhaskar sold 7,70,023 copies which includes 9,480 variant copies daily.

Gujarat and Maharashtra.

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**DIVYA MARATHI** *(MARATHI NEWSPAPER)*

Started in 2011 from Aurangabad. Divya Marathi is Maharashtra’s Only Independent Daily.

<table>
<thead>
<tr>
<th>STATE</th>
<th>EDITIONS</th>
<th>COPIES</th>
<th>READERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>6</td>
<td>3,90,683**</td>
<td>30.5 lakh*</td>
</tr>
</tbody>
</table>

Maharashtra

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**DB STAR** *(HINDI NEWSPAPER)*

Chhattisgarh and Madhya Pradesh.

<table>
<thead>
<tr>
<th>STATES</th>
<th>EDITIONS</th>
<th>COPIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>4</td>
<td>2,59,532**</td>
</tr>
</tbody>
</table>
THROUGH **7 NEWSPAPERS AND 10 PERIODICALS**
CIRCULATED ACROSS **14 STATES**

<table>
<thead>
<tr>
<th>Newspaper/Magazine</th>
<th>State</th>
<th>Edition</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>DB POST (ENGLISH DAILY IN BHOPAL)</td>
<td>Madhya Pradesh</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Newspaper/Magazine</th>
<th>State</th>
<th>Edition</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAURASHTRA SAMACHAR (GUJARATI REGIONAL NEWSPAPER)</td>
<td>Gujarat</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

**MAGAZINES/SUPPLEMENTS**

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>AHA! ZINDAGI</td>
<td><strong>40,000</strong></td>
</tr>
<tr>
<td>BAL BHASKAR</td>
<td><strong>1,30,000</strong></td>
</tr>
<tr>
<td>YOUNG BHASKAR</td>
<td><strong>50,000</strong></td>
</tr>
<tr>
<td>MADHURIMA</td>
<td><strong>59,59,788</strong></td>
</tr>
<tr>
<td>DHARM达尔SHAN</td>
<td><strong>10,80,439</strong></td>
</tr>
<tr>
<td>RASRANG</td>
<td><strong>10,89,339</strong></td>
</tr>
<tr>
<td>RASIK</td>
<td><strong>3,96,723</strong></td>
</tr>
<tr>
<td>KALASH</td>
<td><strong>10,80,439</strong></td>
</tr>
<tr>
<td>NAVRANG</td>
<td><strong>24,73,343</strong></td>
</tr>
<tr>
<td>LAKSHYA</td>
<td><strong>8,77,231</strong></td>
</tr>
</tbody>
</table>

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*Source: ABC JD'17 | IRS 2017, TR (Main+Variant) | Internal estimates*
Through our ‘NO NEGATIVE MONDAY’ initiative, the Dainik Bhaskar Group encourages positivity and optimism. We aim to ensure that our readers start their week on a positive note with encouraging stories of courage and resilience against adversities. We publish no negative news on Monday across our all 66 editions of the Group.*

The initiative has been widely acclaimed by readers and is marked as a pioneering step in the history of journalism in India.

*If there is any negative news which is significant for the readers, it is carried in a separate pull-out or page with a disclaimer.
'READER AT THE HEART OF EVERYTHING WE DO' is the driving force behind Dainik Bhaskar's editorial philosophy.

All our editorial decisions are based upon the pillars defined under our content philosophy:

- **RELEVANCE**: Is it relevant to the reader?
- **USEFUL**: Is it of utility?
- **INTERESTING**: Is it interesting enough for the reader?
- **ENRICHING**: Is it with knowledge that enriches the reader?
READER-CENTRIC INITIATIVES

ZIDD KARO DUNIYA BADLO

*Zidd* is our clarion call; the resilience, the determination, the strength to change and be at the helm of change. Every Friday, we carry an editorial stance in the form of a *Zidd* feature that can help change the world for the better.

NO NEGATIVE NEWS MONDAY

A first-of-its-kind initiative, where all the Group newspapers publish only optimistic news on Monday, encouraging readers to start their week on a positive note.

SUNDAY JACKET

An initiative to deliver power packed compilation of knowledge content, based on extensive research, sets a trend by breaking away from the norm of Sunday newspapers being in the leisure reading space.

An initiative to address one specific subject/segment daily, such as investments on Tuesday, health on Wednesday, laws and rights on Thursday, decoding a word in news on Friday and new thinking on spirituality and religion on Saturday.

An initiative to motivate a collaborative effort by civil society and civic authorities to engage for a larger public good.

CONTENT TIE-UPS

Exclusive content syndication tie-ups with international and national dailies and magazines.

- The New York Times
- Harvard Business Review
- TIME
- The Economist
THE NEWS IS MADE OF
Digital India is a growing, vibrant reality. Enhanced internet access and smartphone penetration has paved the way for a whole new set of opportunities and barrierless methods of communication. DB Digital aims at providing tailored content relevant for our markets in four different languages. Our mobile applications provide a complete package of infotainment for reader engagement. At the Dainik Bhaskar Group, being with the news is about being more than a newspaper.
GROWTH. DIVERSITY
@DB.DIGITAL

21.95 million
FANS ON FACEBOOK#

6.92 lakh
FOLLOWERS ON TWITTER#

1.09 Billion
PAGE VIEWS PER MONTH*
*Google Analytics data for May, 2018

74.3 million
UNIQUE VISITORS*
*Google Analytics data for May, 2018

PAGE VIEWS - 1.09 BN
UNIQUE VISITORS - 74.3 MN
APP DOWNLOADS - 12.36 MN
AS ON MAY 2018

DEVELOPED MOBILE-FRIENDLY
WEBSITES AND APPLICATIONS
FOR READERS ACROSS INDIA

OUR MOBILE APP IS A ONE-STOP
DESTINATION AIMED AT PROVIDING
THE USERS ACCESS TO NEWS FROM
MORE THAN 800 CITIES

THE APPLICATION HAS BEEN
ACCREDITED WITH 5 STAR RATING
BY INDUSTRY STALWARTS
MOBILE BUDDY
A one-stop destination for both information and entertainment.

• A single application for news in four languages – Hindi, Marathi, Gujarati and English
• Location specific news alert, one of its kind
SNOOKER WAS INVENTED IN JABALPUR BY SIR NEVILLE CHAMBERLAIN

AHMEDABAD, ALSO KNOWN AS THE ‘MANCHESTER OF THE EAST’ IS THE LARGEST DENIM SUPPLIER IN INDIA

CHANDIGARH IS THE FIRST PLANNED CITY IN INDIA DESIGNED BY ARCHITECT LE CORBUSIER

‘DIAMOND CROSSING’ NEAR NAGPUR IS THE ONLY RAILWAY CROSSING WHERE INDIA CROSSES NORTH-SOUTH AND EAST-WEST

WE KNOW
When it comes to radio, we pride ourselves on being on the same wavelength as our listeners. At the Dainik Bhaskar Group, we have evolved the concept of 'local understanding' into an art. As a result, we have emerged as the first radio station to connect with our national audience at a local level. We are fondly referred to as India’s Local FM Network, because we know our markets, and our listeners, best.

90% of diamonds in the world are cut and polished in Surat.

The walls of Kumbhalgarh Fort near Udaipur extending 38 kms is the second longest wall in the world after the 'Great Wall of China'.
FLYING HIGH ‘ON AIR’

MY FM IS THE LARGEST & FASTEST GROWING RADIO NETWORK OF THE TIER II & TIER III CITIES IN INDIA.

MY FM REACHES OUT TO MORE THAN 11.76 CR. PEOPLE THROUGH ITS NETWORK

SPREAD ACROSS 7 STATES AND 30 CITIES

Source: Census 2011
OUR BRAND PROPOSITION

‘JIYO DIL SE’ INSPIRES LISTENERS BY URGING THEM TO FOLLOW THEIR HEART. IT SHOWS THEM THE WAY TO LIVE LIFE TO THE FULLEST, WHILE GIVING THE BRAND A YOUNG AND VIBRANT FEEL.

94.3 MY FM IS THE LARGEST & FASTEST GROWING RADIO NETWORK OF THE TIER II & TIER III CITIES IN INDIA

We provide Innovative & unique programming with a strong consumer centric approach. A finger on the pulse of local issues and a yearning to effect socio-economic change reflects in our content properties, be it radio documentaries or crossfire programmes, 94.3 MY FM connects with our listeners emotionally.

STATES: Chhatisgarh, Gujarat, Haryana, Madhya Pradesh, Maharashtra, Punjab and Rajasthan.


SIMPLE
ACTS
BRING
At DBCL, our societal initiatives are underpinned by our corporate vision. All our CSR programmes are linked to a relevant cause and seek to involve stakeholders in unique ways. In all we do, we aspire to contribute to building a better society and a progressive nation.
SOCIAL STEWARDSHIP

INITIATIVES TOWARDS ENVIRONMENTAL AWARENESS AND CONSERVATION

EK PED EK ZINDAGI
THE BIG IDEA: Encourage people towards afforestation and planting trees
OUTCOME: Planted more than 1.3 million saplings

SAVE BIRDS
THE BIG IDEA: Encouraged people to provide foodgrains and water to birds during summer
OUTCOME: Distributed more than 1 million Sakoras

TILAK HOLI
THE BIG IDEA: Encourage people to use abir and gulal instead of coloured water during Holi
OUTCOME: More than 1,25,000 readers celebrated Holi with dry colours

MITTI KE GANESH
THE BIG IDEA: Encourage people to bring home clay idol instead of ‘plaster of paris’ idol to avoid contamination of natural water bodies
OUTCOME: In the city of Indore, the authorities have passed a law to manufacture Ganesha idols made only of clay
INITIATIVES THAT HAVE HELPED UPLIFT THE UNDERPRIVILEGED

**ANNADAAN**
**THE BIG IDEA:** Encouraged people to contribute food-grains for distribution among the underprivileged
**OUTCOME:** 15,000 farmers received 300 tonnes of food grains

**VASTRADAAN**
**THE BIG IDEA:** Encouraged readers to contribute warm clothes to the underprivileged
**OUTCOME:** Donated 1.44 lakh pieces of clothing to the victims of the J&K floods in 2014

**COMPUTER EDUCATION**
**THE BIG IDEA:** Encourage basic knowledge of computers, social networking platforms and e-mail to senior citizens and housewives
**OUTCOME:** Attracted more than 32,000 housewives and senior citizens

**SAARTHAK DEEWALI**
**THE BIG IDEA:** Encourage people to celebrate the core message of Diwali by making it special for the underprivileged
**OUTCOME:** A brighter Diwali for the underprivileged
BEYOND MEDIA

THE DAINIK BHASKAR GROUP ALSO HAS INTERESTS IN DIVERSE, NON – MEDIA BUSINESSES

DB Power Ltd

**DB POWER LTD**
A leading energy player in India, committed to set up Power infrastructure facilities at multiple locations with a Power generating capacity of approx. 2,500 MW under 2 SPVs namely DB Power Limited for 2x 600 MW Coal based project in Chattisgarh and 2 x 600 MW Coal based Power station in Madhya Pradesh

**1,200 MW**
2 Units of 600 MW Sub critical Coal based thermal power plant in Chattisgarh. Both the units have commissioned and its under commercial operation
- Tied-up more than 60% of the capacity under long-term Power Purchase Agreements with State Discoms of Chattisgarh, Tamilnadu and Rajasthan

**1,320 MW**
2 units of 660 MW Super critical Coal based thermal power plant in Madhya Pradesh. The project is in planning stage
- Tied-up for 35% of the capacity with Madhya Pradesh State Discom

REAL ESTATE

**DB CITY MALL (BHOPAL)**
- Spread over 1,350 thousand sq.ft of floor space; the mall is one of the largest shopping centres in central India
- Over 165 Indian/International brands and F&B outlets under one roof

**RESIDENTIAL**
- Affordable housing and commercial properties
- Located in Indore, Gwalior, Bhopal, Ahmedabad and Raipur

BHASKAR INDUSTRIES (P) LTD

- An integrated mill with spinning, weaving and finishing, all under one roof
- Annual production capacity of 40 million meters of Denim Fabric per annum and cotton yarn capacity of 17,500 MT
- More than five quality certifications

COURTYARD® BY MARRIOTT

**COURTYARD® Bhopal**
- Located in the DB City Mall, Bhopal
- 101 spacious rooms and 26,000 sq. ft. indoor and outdoor event spaces
- Ultra-modern amenities; a blend of comfort and functionality
SPREADING KNOWLEDGE

THE SANSKAAR VALLEY SCHOOL
A co-educational, day-cum-residential school, established under the aegis of Sharda Devi Charitable Trust. The Sanskaar Valley School is among the **TOP 10** schools in India as per the latest survey by C-fore for ‘Education World’.
- Spread over 37 acres
- Affiliated to ICSE board, a global member of Round Square and a certified ‘YES’ center of IAYP
- Available option for CIE, an international curriculum, Cambridge International Examinations and UK Sanskaar Valley

DAINIK BHASKAR SCHOOL OF MEDIA EDUCATION (DBSME)
A flagship venture of the Dainik Bhaskar Group, addressing personnel development and training requirements across various levels.
- Provides exposure to contemporary international practices in the field of media and journalism
- Equip teams with innovative sales techniques to constantly challenge the set benchmarks

ABHIVYAKTI
Centre of fine arts and performing arts; provides training in some of the most exciting disciplines.
- Established in the year 1999 in Bhopal followed by a center in Indore in 2003
- Workshops on art & culture, personality development and culinary training for women and children
Every year the **LARGEST GARBA FESTIVAL** in Central India is organised under the aegis of Abhivyakti in Bhopal, Indore and Jaipur.
DBCL wins three awards at **ABBY 2014**

DBCL wins Gold Award for Best Launch in Punjab at the **APMA Awards (Asian Publishing Management Awards)** in 2007

DBCL wins five awards at **CMO Asia Awards 2011**

DBCL wins five awards at **Creativity International 2016** and two awards in 2013

DBCL wins three awards at **DMA Asia ECHO 2015**

DBCL wins **Flames Awards** in 2015

DBCL wins four **Golden Mike Awards 2011** and five awards in 2013

DBCL wins four awards in 2014 and 10 awards in 2015 at **Hermes Creative Awards**

DBCL wins **IFRA Asia’s Annual Media Awards 2004** Best in info graphics - Newspaper (Gold Award)

DBCL wins the award for Print Advertising Sales and Retention category at **INMA (International News Media Marketing Association)** in 2009

DBCL wins platinum at **Summit MEA 2016** for **Zidd Karo Duniya Badlo**

Dainik Bhaskar and Divya Bhaskar win **WAN IFRA 2010**, ‘Best in Print' award

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**Case study topic**

Divya Bhaskar’s launch in Ahmedabad

**Developed by**

IIM Ahmedabad

**Case study topic**

Divya Marathi’s launch in Maharashtra

**Developed by**

IIM Bangalore

**Case study topic**

Making Breakthrough Innovation - companies who have challenged the status-quo

**Featured as** one of the eleven case studies in Porus Munshi's book
1958
LAUNCHED DAINIK BHASKAR newspaper from Bhopal in Madhya Pradesh

1977
DBCL WAS THE FIRST COMPANY TO INSTALL WEB OFFSET MACHINE against uniform prevalent practice of rotary machine

1983
INDORE EDITION LAUNCH: DBCL was the first company to launch a newspaper edition in a different city within the same state

1996
JAIPUR LAUNCH: Dainik Bhaskar became the first Hindi newspaper to launch an edition in another state

2003
GUJARAT LAUNCH: DBCL launched Divya Bhaskar (the Gujarat daily of the Group), its first language newspaper other than Hindi

2005
WARBURG PINCUS INVESTED IN DBCL (DBCL was an unlisted company at that time)

2005
DBCL is given the license to launch its radio business – MY FM IN 17 CITIES

2006
FIRST REGIONAL NEWSPAPER BRAND TO SET UP SAP SYSTEM IN INDIA

2008
INITIATED MASSIVE INVESTMENT IN UPGRADING PRINTING INFRASTRUCTURE ACROSS ALL MARKETS

2009
DBCL INTRODUCED ESOPS TO MOTIVATE EMPLOYEES

2010
DBCL GOT LISTED WITH A HUGE SUBSCRIPTION OF 39.5 TIMES

2011
MAHARASHTRA LAUNCH: DBCL launches Divya Marathi; the 4th language newspaper of the Group

2014
EXPANDED INTO THE 14TH STATE through the launch of Dainik Bhaskar’s 37th edition in Patna, Bihar

2015
INITIATED ‘LIVE NO NEGATIVE’ to encourage a more optimistic environment, and usher in every new week with greater enthusiasm and positivity. Launched four portals – moneybhaskar.com, fashion101.in, jeevanmantra.in and dbcric.in

2016
DBCL LAUNCHED DB POST - English Daily in Bhopal

HOMEONLINE.COM - Online Real Estate Portal

2017
DBCL completes 20 YEARS OF FORMIDABLE PRESENCE IN RAJASTHAN
94.3 MY FM expands its presence to 13 MORE CITIES

2018
DAINIK BHASKAR GROUP IS NOW INDIA’S #1 NEWSPAPER GROUP
IRS’17 AIR-URBAN, MAIN + VARIANT
Excluding financial dailies