



Registered Office: DB Corp Ltd., Plot no 280, Sarkhej-Gandhinagar Highway, Near YMCA Club, Makarba, Ahmedabad (Gujarat)

### Press Release

## **Dainik Bhaskar Emerges Frontrunner In Ranchi City- Reveals IMRB Readership Survey**

**Mumbai, December 22, 2010:** Dainik Bhaskar, the flagship brand of DB Corp Limited has emerged as a key frontrunner newspaper in Ranchi city in Jharkhand, within 3 months of its launch, based on the readership survey conducted over November and December 2010 by IMRB – one of the top market research companies globally.

As revealed by the IMRB readership survey, Dainik Bhaskar with Average Issue Reader (AIR) of 270000 (Two lac seventy thousand) readers has emerged as a very formidable player with a very narrow gap with Prabhat Khabar which has a readership of 303000 (Three lac three thousand), while Hindustan newspaper has a readership of 168000 (One lac sixty eight thousand) followed by Dainik Jagran with 92000 (Ninty two thousand) readers.

Further, the survey also reveals that in the Social Economic Class (SEC) A & B, Dainik Bhaskar is the clear leader with 128000 readers compared to 118000 readers of Prabhat Khabar and 81000 readers of Hindustan newspaper.

**Commenting on the development, Mr. Sudhir Agarwal, Managing Director, D B Corp Limited said,** *“The readership survey conducted by IMRB is an acknowledgment of D B Corp Limited’s expansion philosophy of achieving a formidable position from the first day of launch and of our execution capabilities. The survey also reinforces Bhaskar’s unique and strong proposition to readers in terms of content that has strengthened our readership numbers over formidable peers, and also reflects our strong readership profile. Bhaskar’s firm readership position amongst Socio Economic Class A and B readers make our publication the preferred choice amongst leading advertisers which presents a great opportunity to be monetized by D B Corp Ltd.”*

### **About DB Corp Limited**

D B Corp Ltd. is one of India’s leading print media companies that publishes 7 newspapers with 53 editions, 135 sub-editions in 3 multiple languages (Hindi, Gujarati and English) across 13 states in India. Our flagship newspapers Dainik Bhaskar (in Hindi) established in 1958, Divya Bhaskar and Saurashtra Samachar (in Gujarati) have a combined average daily readership of 17.5 million, making us the most widely read newspaper group in India with presence in Madhya Pradesh, Chattisgarh, Rajasthan, Haryana, Punjab, Chandigarh, Himachal Pradesh, Uttarakhand, Delhi, Gujarat, Maharashtra, Jharkhand and Jammu. Our other noteworthy newspaper brands are Business Bhaskar, DB Gold and DB Star and, DNA (in Gujarat and Rajasthan) on a franchisee basis.

DBCL is the only media conglomerate that enjoys a leadership position in multiple states, in multiple languages and is a dominant player in its all major markets.

The Company's other business interests also span the radio segment through the brand "My FM" Radio station with presence in 7 states and 17 cities, and a strong online presence in internet portals.

**For more information, please contact:**

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