



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

Press Release

***DB Corp Limited Announces Launch Of New Editions
And New Printing Centers, In Existing Territories***

- **To Enhance Proximity To readers**
- **Provide Quality & Most Updated Content**
- **Expansion Of Untapped Urban And Rural Readership Base**

Mumbai, September 13, 2010: DB Corp Limited (DBCL), one of India's leading print media companies today announced the company's Mega plans to launch new editions and new printing centers in its existing territories. This endeavor by DBCL is aimed to further penetrate the untapped urban & rural readership base across India, to be nearer to readers and to provide them with the most updated Quality content and last hour news.

Centers already launched and to be launched shortly this year:

Dainik Bhaskar has already launched its 4th Edition from **Bhatinda** (Punjab) on **12th September'2010**.

Further, Dainik Bhaskar will also launch a new printing centre in **Madhya Pradesh** from **Itarsi** on **19th September'2010**.

In order to further strengthen its readership and connect with readers, Dainik Bhaskar has already launched full fledged Printing Centres in **Sirohi** and **Barmer** in Rajasthan on **5th September'2010**. Additionally, **2 more printing centers** in Rajasthan will be launched in **October '2010**, which will increase the number of DBCL's printing centers to 17 in the state.

An independent edition from **Nagour** (Rajasthan) will be launched on **19th September' 2010**.

In **Gujarat**, DBCL for its brand **Divya Bhaskar** will launch **2 more printing Centres** in **November 2010**.

Commenting on company's plans, Mr. Sudhir Agarwal, Managing Director, DB Corp Limited said, *"In addition to strengthening our branding efforts, we have also embarked upon an aggressive campaign to expand our all-India readership base in existing territories. We believe that we have always distinguished our self through quality content, highly relevant to readers, and through launching new printing centers and editions, we will be able to cover more pertinent updates on the region's economic and social needs and development. The expanded readership, through these launches will also enable us to increase our advertiser clientele as we become a stronger advertising medium for marketers."*

About DB Corp Limited

D B Corp Ltd. is one of India's leading print media companies that publishes 7 newspapers with 49 editions, 130 sub-editions in 3 multiple languages (Hindi, Gujarati and English) across 12 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 17.2 million, making us one of the most widely read newspaper groups in India with presence in Madhya Pradesh, Chattisgarh, Rajasthan, Haryana, Punjab, Chandigarh, Himachal Pradesh, Uttarakhand, Delhi, Gujarat, Maharashtra and Jharkhand. Our other noteworthy newspaper brands are Business Bhaskar, DB Gold and DB Star and, DNA (in Gujarat and Rajasthan) on a franchisee basis.

We are the only media House, with multiple languages that enjoy a leadership position in multiple states 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:

Mr. Prasoon Pandey, Head – Investor Relations, DB Corp Limited; Ph: 022 39804817 / 18 (D) 39803815