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**Press Release**

***DB Corp Limited Announces Launch of 2<sup>nd</sup> Edition of Dainik Divya Marathi in Nashik, Maharashtra***

**Mumbai, July 4, 2011:** DB Corp Limited (DBCL), one of India's leading print media companies and home to flagship news papers Dainik Bhaskar, Divya Bhaskar and Saurashtra Samachar today announced the successful launch of its **Marathi Newspaper Dainik Divya Marathi from Nashik, Maharashtra**. With **Dainik Divya Marathi's 2<sup>nd</sup> Edition launch in Nashik**, D B Corp Ltd. will extend its reach to major Cities of Maharashtra - Aurangabad and Nashik. Prior to its 62<sup>nd</sup> Edition launch from Nashik, DBCL had launched the 60<sup>th</sup> edition of its publication from Aurangabad in May 2011.

In keeping with its launch tradition and leadership momentum of previous launches, **Dainik Divya Marathi** has once again, been welcomed with great enthusiasm and eagerness, by readers in Nasik and has emerged as the most popular newspaper in the city from day 1 of its launch.

**Commenting on the successful launch, Mr. Sudhir Agarwal, Managing Director, DB Corp Limited said,** *"Nashik is one of the major cities of Maharashtra and a key agricultural and industrial hub, and therefore our successful launch in the city is extremely significant to our growth strategy. Once again, the response to Dainik Divya Marathi has been very encouraging from our readers and advertisers in Nasik. The city is one of Maharashtra's growth engines with strong economic potential. Consequently, our launch planning, market analysis, audience classification, product development and research planning and execution were all developed keeping in mind our single objective of creating a very strong product with high quality content, addressing not only every reader's information needs but also an unbiased vehicle to support Nasik's economic development. We are excited with the launch of our 62<sup>nd</sup> edition and look forward to consolidating our presence in the region."*

**Intensive market analysis, rigorous project planning and sharp marketing and branding campaign steered Nasik launch to success:**

The Nasik project has also been accomplished in 2 phases – **Phase I:** covering intensive door-to-door surveys to collate readers' feedback and views on content, design and expectations of readers. Over 1,84,000 units, including households and commercial establishments, were covered as part of the pre-launch surveys in Nasik.

In **Phase 2** households in the city were visited to book orders and generate subscriptions. Significant emphasis was given on market research team development, grooming, intensively training executives for door-to-door survey covering a plethora of communication aspects such as introduction,

presentation, personality grooming, discussion techniques, conducting research, selling skills and various other issues.

Similar to the Aurangabad launch, a powerful branding campaign supported the launch and announced the progress of the survey at every stage – *“Tumchi Marji Janoon Ghyayla Yetoye”* (We are coming to know your opinion/wishes!) and *“Na Sattechi, Na Mastichi, Aata Chalel Tumchi Marji”* (No political propaganda, nor any media hype, now our opinions will matter! )

### **Survey observations:**

One of the largest surveys conducted in Nashik region, to know the opinion of readers revealed most interesting observations:

- ❖ 92% people of Nasik want non-aligned, independent and unbiased newspaper, not affiliated to any political party or an influential category of society.
- ❖ 93% people feels Nasik should be Maharashtra's finest city
- ❖ 91% respondents want a balanced focus on both national and international news with local stories
- ❖ 87% people of Nasik also wish to read about health as well as humour-related content besides daily news
- ❖ 87% want amenities of cosmopolitan cities in Nasik
- ❖ 82% people believe that industrial development should get priority in and around the periphery of Nasik city
- ❖ 79% people have expressed disappointment over poor rail connectivity

### **About DB Corp Limited**

D B Corp Ltd. is one of India's leading print media companies that publishes 8 newspapers with 62 editions, 191 sub-editions in 4 multiple languages (Hindi, Gujarati, English and Marathi) 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 18.1 million, making us one of the most widely read newspaper groups in India with presence in Madhya Pradesh, Chhattisgarh, Rajasthan, Haryana, Punjab, Chandigarh, Himachal Pradesh, Uttrakhand, Delhi, Gujarat, Maharashtra, Jharkhand and Jammu. Our other noteworthy newspaper brands are Business Bhaskar, DB Gold and DB Star and, DNA (in Gujarat Rajasthan and MP) on a franchisee basis.

DBCL is the only media conglomerate that enjoys 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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