

DAINIK BHASKAR: First newspaper printed at Raigarh, Chhattisgarh


दैनिक भास्कर

From 19th Feb 2012, Dainik Bhaskar readers at Raigarh, Chhattisgarh get the benefit of more detailed local news coverage of Raigarh, Jashpur and Janjgir-Champa area. As their copies will now be printed in Raigarh. This will be the FIRST newspaper to be printed from Raigarh.



Additionally, the readers will get the late night news as the newspaper will now go to bed late. The new printing centre will be servicing these areas with approximately 25,000 copies.

Alok Purohit, COO (MPCG & Gujarat) said 'This reader delight of more local news and latest news will further help the group consolidate its strong hold in the region. We are anyway the dominate newspaper in Chhattisgarh and Madhya Pradesh. In fact we are at the verge of reaching 50 lac readers mark in MPCG, which demonstrate our strong reader connects'.

Raigarh has a high 73.7% Literacy level which is at par with national average of 74.04%. In fact it enjoys 62% literacy among women. Raigarh though more known for its KOSA silk cloth and Dhokra bell casting items is in fact the cultural capital and an important Industrial hub of Chhattisgarh. It is on the world's industrial map, with the world's largest sponge iron plant. It is also a pivot city for steel.





Dainik Bhaskar already has editions from Raipur, Bilaspur, Bhilai and Jagdalpur in Chhattisgarh and as the leader has a readership of 10.67 Lac (AIR) IRS 11Q3.