



Dainik Bhaskar celebrates 15 years of historic success, a benchmarks in the industry

19 Dec 2012, Mumbai: 19th December 1996, history was created at Jaipur, Rajasthan when the newspaper industry witnessed a paradigm shift and a new benchmark was set for launching a newspaper.

Dainik Bhaskar entry in Rajasthan with the launch of its Jaipur edition broke all conventions and myths of launching of newspapers. In its first step outside Madhya Pradesh, start of expansion- Dainik Bhaskar become first newspaper to be No 1 on its day of its launch. Something considered impossible.

Dainik Bhaskar completes 15 successful years of glory in Rajasthan. With a loyal readership of 64 Lakhs, Dainik Bhaskar is Rajasthan's leading urban newspaper. With Dainik Bhaskar, Jaipur is the only city outside the top 8 Metros that can boast a single-city readership of more than 10 lakhs daily.

Celebrating these 15 years of success Dainik Bhaskar has organized "Jaipur Mahotsav" that will see 15 different activities touching each individual in more ways than one. These include seminars and workshops related to a reader interest subjects like marketing , painting, political, investment and many more which are for the children and women readers to be graced by eminent personalities from respective fields.

Talking about the 15 years journey, Manoj Agarwal, COO, Rajasthan and Jharkhand, Dainik Bhaskar Group, said "Rajasthan launch of Dainik Bhaskar is a landmark event in Indian print industry. Success at that time and success now can be linked to our deep understanding of readers needs ambition desire and even expectations. There is a continued product change that is dedfined basis changing reader interest. This has helped us further consolidate our position'

In last 15 year Dainik Bhaskar Group has expanded and today is -India's largest newspaper group. It today covers 13 states with 64 editions published in 4 languahes. Reaching 1.84 crore readers every day.