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## **Corporate Update**

### ***DB Corp Ltd Announces Association With Dale Carnegie To Launch Dainik Bhaskar School For Media Education***

**Mumbai, April 17, 2012:** DB Corp Limited (DBCL), India's largest print media company today announced its association with Dale Carnegie – a global leader in designing high impact training programs that offer people the knowledge, skills and practices they need to add value to the business; to launch the Dainik Bhaskar School for Media Education (DBSME). The school is aimed to provide an exclusive career program designed for DBCL professionals and help build a pool of modern media professionals for the company and industry at large.

DB Corp publishes 8 newspapers in 4 regional languages, supported by staff strength of over 11,500 employees, based in over 13 different states in India, will now have access to leading edge training and skill development techniques and facilities. This association will assist DBCL's expansion program, and Dale Carnegie's know-how will benefit DB Corp's employee to hone their skills. In phase 1 the emphasis will remain on training programs which will begin first with the Editorial and Ad Sales team of the Bhaskar Group. This program will cover a synopsis of the whole industry, which in turn will help the company to gain a competitive edge over its peers.

On the occasion of the launch, eminent motivational speaker Mr. Shiv Khara, delivered the opening address to DBCL staff at the Sanskaar Valley School Campus, Bhopal, which is nestled amidst expansive hills and greenery.

Dale Carnegie has a global experience of having worked with over 400 of the Top Fortune 500 companies. In India, Dale Carnegie has worked with over 700 corporate firms and trained 90,000 Dale Carnegie graduates in the last six years. Since 1912, the institution has focused on giving people in business the opportunity to sharpen their skills and improve their performance in order to build positive, steady, and profitable results. Connecting proven solutions with real-world challenges, Dale Carnegie Training is recognized internationally as the leader in bringing out the best in people.

***Commenting on this new initiative and launch Mr. Sudhir Agarwal, Managing Director, DB Corp Limited, said, "This is a first of a kind initiative by a media group to partner with Dale Carnegie – a world leader in enabling businesses to enhance performance and increase***

*knowledge by imparting highly resourceful training and consulting services. We are delighted to join hands with the best in the training industry. This endeavor is an extension of Bhaskar's vision to drive socio-economic change as the largest print media group and to help develop professionals attuned to the latest trends in media systems, processes and values. Presently, we will work with Dale Carnegie to design programs that will exclusively cater to the internal growing needs of professionally trained and job-ready manpower of the company, to sharpen our competitive strengths. At a later stage, we aim to offer challenging careers and training modules in media to aspiring youths in the country.”*

**Current Focus:**

Training programs at DBSME will begin with the Editorial and Ad Sales team first of the Bhaskar Group. Very specific training modules underscoring editorial demands and requirements will be undertaken first to strengthen the functional skills of participants, followed by a similar program for sales professionals that will focus on capability enhancement. The training programs offered will be residential and initially accommodate 75 professionals.

The DBSME will be a comprehensive career program for media professionals that familiarizes students with all aspects of the media industry in India in an interesting and informative way. The program focuses on core component of contemporary media sector including the editorial, sales, branding and marketing, administration, client Service and media technology. The programs will cover an overview of the entire industry.

**Infrastructure:**

The Media Residence is fully equipped with all modern facilities to conduct trainings for 75 participants at any given point of time. The Media School houses state-of-the-art infrastructure with well-equipped hi-tech class rooms that have been created to optimize learning. The facility is also equipped with a multi-purpose hall, amphi theatre, conference rooms and recreational facilities for participants.

**About DB Corp Limited**

D B Corp Ltd. is India's largest print media company that publishes 8 newspapers with 65 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 19.08 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, Uttarakhand, Delhi, Gujarat, Maharashtra, Jharkhand and Jammu. Our other noteworthy newspaper brands are Dainik Divya Marathi, Business Bhaskar, DB Gold, DB Star and, DNA (in Gujarat, Rajasthan & MP) 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.

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