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Press Release

DB Corp's Digital Media Business Records Phenomenal Growth Over last 3 Years

Mumbai, October 11, 2012: D. B. Corp Limited (DBCL), the largest print media group amongst national dailies, today shared the commendable progress of its subsidiary company- I Media Corp Ltd., engaged in digital media business.

www.dainikbhaskar.com (the largest Hindi website), www.divyabhaskar.com (the largest Gujarati website), www.divyamarathi.com and www.dailybhaskar.com have grown to ~250 million page views, per month, thus registering solid growth of ~1923 % over last 3 years.

- www.dainikbhaskar.com, DBCL's flagship internet property reported a growth of ~2694% in total page views over last 3 years with a growth of ~1650% of unique visitors to the site, which is an endorsement of the site's wide & varied coverage through presentation of national and global news, and wide readership appeal through categories like politics, domestic & international business, cricket, Bollywood, lifestyle & wellness, jokes, gadgets and games. Page views from DBCL markets, grew ~3265% over a 3 year period. Page views from non-DBCL markets (where DBCL is not present), grew ~3636% over a 3 year period, reflecting high content appeal of the site on a pan-India basis. Page views from international visitors showed a robust growth of ~ 1260%. Accessibility of state (across 13 states) and city specific news by global visitors; for instance, accessing news on latest developments in Rajasthan and specifically of remote city like Sikar, have emerged to be of high interest and are of preference to national & international viewers. www.dainikbhaskar.com remains the most engaging site with 11.17 minutes of visitor time spent on the site, second to www.divyabhaskar.com with visitor stickiness of 12.34 minutes.
- www.divyabhaskar.com – the largest Gujarati site, registered a growth of ~ 1098% of page views over last 3 years with an increase of ~737% in unique visitors to the site. Page views by global visitors to divyabhaskar.com have reflected a steep rise of ~593% over last three years. Similarly, growth in page views from DBCL Market is impressive

~2635%, while Non DBCL markets have also followed the trend reflecting a robust growth of over 1523%.

- www.divyamarathi.com – the Marathi newspaper launched by DBCL in 2010 is showing fantastic growth of ~1,147% and has also been demonstrating tremendous interest from non-DBCL markets showing a rise of ~1,130% and a rise of ~1,360% in total page views in this segment and ~600% increase in unique visitors to the site, since launch.

*“We are delighted with the commendable progress and growth of DBCL’s digital media business spanning our internet-based properties over last 3 years. Our growth strategy to increase page views and unique visitors to dainikbhaskar.com and divyabhaskar.com has been focused on making each property highly news-centric and enhancing readers’ engagement on the sites. We recognized the need for offering highly localized content and created state and even city-specific news for Jaipur, Bhopal, Indore, Raipur, Chandigarh, Ranchi and cities of Gujarat that has translated into great consumption and preference by global and domestic viewers. Our page views, readers’ engagement and time spent on the sites have been exponentially increasing through our various initiatives such as uploading real time news, creating attractive content through insightful stories and features and providing content across a range of categories that appeals to all age groups of audiences. Our viewer-focused approach has served us well in ramping up the digital business which will play a noteworthy role in offering a compelling print+internet proposition to advertisers, said **Mr. Gyan Gupta, CEO, Digital Media Business, D. B. Corp Limited.***

Key viewer movements across all DBCL online properties in August 2012:

- In terms of page views www.dailybhaskar.com has shown a robust growth of 37% over July-August and www.dainikbhaskar.com has shown 7% growth during the same period.
- New sections have been created on all websites such as **Brand Buzz** - information on luxury brands and coverage of world’s best brands and latest lifestyle products – which is the first of its initiative in Hindi, **Jeevan Mantra** – information on religion’s practical aspects, **Gadgets** – in-depth and complete coverage and comparison of Phones, Tablets, Cameras, Laptops, Mp3 players, TV and Business – analysis of capital market developments and industry-focused coverage – all of which have been instrumental in strengthening viewer traffic.

www.dainikbhaskar.com:

- Of the 163 million page views of dainikbhaskar.com for the month of August, ~48% page views originated from non-DBCL markets and 34% from DBCL markets.
- 49% of unique visitors to dainikbhaskar.com for the month originated from non-DBCL markets

- In August, Flicker, local news, home page, religion, Bollywood, sports were sections most accessed by viewers.

www.dailybhaskar.com:

- ~53% of total page views originated from non-DBCL markets and 41% accessed the site from global regions
- 59% of unique visitors for the month were from international regions, while 35% accessed the site from non-DBCL market regions

www.divyabhaskar.com:

- Of 67 million total page views in the month, 52% accessed the site from global regions and 37% from regions where DBCL is present
- 46% of total unique visitors who visited the site were from global markets, while 36% were from DBCL markets
- Flicker, e-paper, home page, Bollywood are the sections most viewed

About D. B. Corp Limited

D. B. Corp Ltd. is India's largest print media company that publishes 8 newspapers with 65 editions, 199 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 19.60 million, making us 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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