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Dainik Bhaskar Group Consolidates Presence In Bihar Launches 2nd Edition From Bhagalpur And Soon Launching Muzaffarpur And Gaya

Mumbai, July 27, 2015: DB Corp Limited (DBCL), India's largest print media company and home to flagship newspapers Dainik Bhaskar, Divya Bhaskar and Divya Marathi today announced the highly successful launch of Dainik Bhaskar's new edition from Bhagalpur in Bihar. With this launch, DB Corp Ltd reinforces its presences in Bihar – a region which is of high strategic importance for the company where Dainik Bhaskar has already established a very strong brand equity and a leadership position through the launch of its edition in Patna in January 2014. Dainik Bhaskar now publishes 6 newspapers with 39 editions in 14 states across India.

Over the next 20 days, Dainik Bhaskar is also set to launch two other main editions from Muzaffarpur and Gaya in August Beginning, with, in between launch of 7 district editions in Hajipur, Purnea, Biharsharif / Nalanda, Arrah, Chhapra, Samastipur and Darbhanga. This will complete Dainik Bhaskar's full foray in Bihar.

The Bhagalpur launch was implemented along a similar strategy as that of Patna driven by a well - strategized research and reader-centric survey that was also supported by an aggressive marketing and sales campaign which has once again proved its exceptional execution strength. A region with formidable peers, the Bhagalpur launch success was led by Dainik Bhaskar's most differentiated content quality, its credibility and a highly un-biased approach as India's leading media conglomerate. Even in the presence of other formidable competitive news dailies, the people of Patna have whole heartedly embraced the publication's offerings with rave reviews of the product that has made very deep positive first impressions with new readers, all of which have contributed to another landmark launch success story.

Commenting on Dainik Bhaskar's successful launch Mr. Sudhir Agarwal, Managing Director, DB Corp Limited, *"We are very encouraged with the overwhelming response to our launch in Bhagalpur. Dainik Bhaskar launched its edition in Patna in 2014 as the beginning of its Bihar foray and over a short*

period of time, we have cultivated our leadership position in this region through very hard work to deliver an excellent product which has been accepted and welcomed by the state and its readers as the most preferred media vehicle to participate in the socio-economic of this region. We have been studying the Bihar market for long and while we sensed and explored high market potential in Patna, we were also excited with the economic potential of Bhagalpur—the second prominent city of Bihar with the second highest urban population to Patna and a literacy level of 81%. Over the next few weeks we are set to complete our full roll-out in 2 other main editions and 7 district editions to accomplish our Bihar foray which will make a strong impact on our ability to provide a much deeper reach to advertisers and readers.

Our growth strategy is well aligned to the exciting prospects we find in Bhagalpur where we could establish a leadership position and create a marked impact in terms of readership and circulation. We are very encouraged by the fact that even in a much demanding environment our readers across diverse categories in this region have received the product with great appreciation and confidence. Trust and integrity are uncompromising principles for us and we are fully committed to deliver a superlative product to our readers in Bhagalpur addressing their local news needs as well as emerge as a vehicle of choice for the State's growth."

Intensive pre-launch personal contact campaign implemented to achieve target circulation and navigate marketing effort in desired direction

The Bhagalpur launch strategy was focused on 4 main segments:

- Deep understanding of the Bhagalpur market
- In-depth research on local consumer and readership behavior
- Research aimed at understanding actual reader needs and the opportunity to service the gap
- Execution of launch
- **Phase 1: Exhaustive analysis of readership and circulation opportunity:** the launch campaign was further defined to ensure total coverage of Bhagalpur through meticulous data collection, area planning and mapping of commercial establishments and households and SEC study. This understanding led to manpower assessment, training and team building towards the survey and laid the foundation for the brand engagement and development activities at an early stage as well as the personal contact campaign.

This stage concentrated on door-to-door interactions to engage with readers, build a bond to highlight the Dainik Bhaskar brand strengths, understand reader needs and preferences and survey around a total of 196,619 commercial establishments and households in the first phase. Surveyors were rigorously trained to collate readers' data and inputs including their profiles & lifestyle, understand their

news consumption preferences and needs, expectations from Bhaskar, product gap analysis, price inputs, develop a brand connect and encourage reader involvement right at the initial stages.

- **Phase 2: Product acceptance and booking activities:** this stage directed the product acceptance, final product creation and devising the marketing campaign around the final product roll-out plans. The marketing campaign included a high decibel visibility program including attractive out door media campaign through hoardings and kiosks, inserts in competitive newspapers, leveraging FM radio, cable adverts, cinema slides, human signage activities and several other below-the-line activities.

The personal contact program revealed interesting findings which are being integrated into the product that covers key issues identified by a huge majority including the electricity crisis being faced, cleanliness as a very major cause for concern, while a vast portion of respondents also cited the need to regulate corruption and urgently implement better law and order policies. Most respondents also discussed the need of neutral perspectives from press reports, while a significant number seek better coverage of local and international developments as well as weekend reading of supplements with more parenting and youth issues being highlighted.

The vital preferences and inputs from the survey have been absorbed into the product to create a newspaper that reflects the readership needs of present times, highlight key socio-economic issues, and emerge as a key media vehicle.

About DB Corp Ltd

DB Corp Ltd. is India's largest print media company that publishes 6 newspapers with Dainik Bhaskar 38 editions, Divya Bhaskar 7 editions & Divya Marathi 7 editions with 199 sub-editions in 4 multiple languages (Hindi, Gujarati, English and Marathi) across 14 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 19.8 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, DB Star and, DNA (in Gujarat & Rajasthan) 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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