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Press Release

***DB Corp Limited Announces Successful Launch Of
Dainik Bhaskar In Dhanbad, Jharkhand***

Mumbai, April 18, 2011: DB Corp Limited (DBCL), one of India's leading print media companies and home to flagship news papers Dainik Bhaskar, Divya Bhaskar and Saurashtra Samachar today announced the launch of Dainik Bhaskar's Dhanbad edition for public on April 17, 2011. As with other DBCL's launches in other regions, the publication has been attracting very positive reactions from readers in Dhanbad and has emerged as the most popular paper in the city from day 1 of its launch. The surrounding regions around Dhanbad will be launched shortly.

With the launch of DBCL's Dhanbad edition, the company successfully completes its foray in the Jharkhand region that had begun with the launch of Ranchi in August 2010 and Jamshedpur in December 2010.

Commenting on the successful launch, Mr. Sudhir Agarwal, Managing Director, DB Corp Limited said, *"Once again we have been overwhelmed by the response from our readers and advertisers following Dainik Bhaskar's launch in Dhanbad. Our launch in Dhanbad completes our foray in Jharkhand – a region that holds strong potential and is of great strategic importance to DBCL.*

Within 3 months after the launch of our Ranchi edition, the IMRB survey revealed Dainik Bhaskar as a key frontrunner news daily in Ranchi city, surpassing formidable peers. We are confident that with our understanding and experience of reader acquisition through our unique in-depth surveys and reader retention strategies, we will emerge a frontrunner in the Dhanbad region also. We have meticulously planned and ensured the best mix of content to cater to tastes of distinct readership profiles following our intensive research covering over 1,61,000 units including households, retail outlets and commercial units."

Ground work for Maharashtra launch well under way

Company has already completed Round 1 of the readership survey in Aurangabad. Round 2 survey for booking of copies is currently well under way and the company is receiving very encouraging response from readers. Maharashtra 1st Edition in Aurangabad is expected to be launched with in first quarter of FY 2011-12.

About DB Corp Limited

D B Corp Ltd. is one of India's leading print media companies that publishes 7 newspapers with 58 editions, 135 sub-editions in 3 multiple languages (Hindi, Gujarati and English) 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 17.9 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 Business Bhaskar, DB Gold and DB Star and, DNA (in Gujarat and 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.

For more information, please contact:

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