



Press Release

Dainik Bhaskar Group Boost Circulation Expansion Drive- Join Hands with Salman Khan

Mumbai, July 03, 2019: DB Corp Limited (DBCL), India's largest print media company and home to **flagship newspapers Dainik Bhaskar, Divya Bhaskar, Divya Marathi and Saurashtra Samachar**, has roped in Bollywood Super Star and Most Popular actor Salman Khan, to be the face of Dainik Bhaskar Group recent Circulation Expansion Initiative.

Dainik Bhaskar Group has devised a Print Media campaign featuring Salman Khan which promises readers a chance to win prizes worth Rs 21 crores. which revolves around the theme "Life Badal Jayegi, Boss". This initiative is to engage readers and garner interest among non-readers which will aid in circulation expansion.

Dainik Bhaskar's well-implemented Circulation expansion strategy has delivered strong results on account of increased market share. As per last ABC circulation reported data (July-December 2018), Dainik Bhaskar continues to maintain No 1 Circulated newspaper of India as well as leadership in Madhya Pradesh-Chhattisgarh, Rajasthan, Gujarat, Haryana, Chandigarh, Punjab (4 urban Cities), besides maintaining close No 2 formidable position in other markets.

Speaking on the development, **Mr. Girish Agarwal, Promoter Director said, "**
"Dainik Bhaskar Group has launched its mega scheme Jeeto 21 crores across its footprint in 12 states in Hindi, Gujarati and Marathi languages. The scale of the offer is unprecedented in the context of the Indian media industry. Our purpose of acquiring new readers and the retention of our existing readers will get a big boost through the scheme. We have engaged Salman Khan as the face of the scheme campaign. His popularity amongst the masses across all our markets will help ensure visibility for the scheme. This will help boost print readership and Dainik Bhaskar stands at the forefront of championing the cause of print in this country"

About DB Corp Ltd

DB Corp Ltd. is India's largest print media company that publishes 5 newspapers with Dainik Bhaskar 46 editions, Divya Bhaskar 9 editions & Divya Marathi 6 editions with 220 sub-editions in 3 multiple languages (Hindi, Gujarati and Marathi) across 12 states in India. Our flagship newspapers Dainik Bhaskar (in Hindi) established in 1958, Divya Bhaskar and Saurashtra Samachar (in Gujarati) and Divya Marathi (in Marathi) have a total readership of 6.6 crores, making us the most widely read newspaper group in India with presence in Madhya Pradesh, Chhattisgarh, Rajasthan, Haryana, Punjab, Chandigarh, Himachal Pradesh, Delhi, Gujarat, Maharashtra, Bihar and Jharkhand. Our other noteworthy newspaper brands are Saurashtra Samachar and DB Star. 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 "94.3 MY FM" Radio station with presence in 7 states and 30 cities. Its

growing digital business is led by 9 portals for rapidly expanding digital audiences, and 4 actively downloaded mobile applications.

For further information please visit www.bhaskarnet.com or contact:

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