



DB Corp Ltd

March 8, 2021

The Manager (Listing - CRD)
BSE Limited
Phiroze Jeejeebhoy Tower,
Dalal Street, Fort,
Mumbai - 400 001.
Scrip Code: 533151

The Manager (Listing Department)
The National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra (East),
Mumbai - 400 051.
SYMBOL: DBCORP

ISIN: INE950I01011

Sub.: Disclosure under Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('SEBI Listing Regulations') by D. B. Corp Limited ('the Company')

Dear Sir(s)/ Madam,

Pursuant to the aforesaid SEBI Listing Regulations, this is to inform you that D. B. Corp Limited (DBCL), India's largest print media company and home to flagship newspapers - Dainik Bhaskar, Divya Bhaskar, Divya Marathi and Saurashtra Samachar, as well as MY FM the leading FM radio network of Tier-II and Tier-III cities, is launching a Brand Marketing Campaign for Digital Business App on March 9, 2022. This campaign aims to drive brand awareness and downloads of its Dainik Bhaskar (Hindi) and Divya Bhaskar (Gujarati) mobile apps.

On the launch of this campaign, the Company is issuing a Press Release on the subject which is attached herewith.

Kindly take the same on record as the Company's disclosure under Reg. 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Thanking you.

Yours truly,
For D. B. Corp Limited



Anita Gokhale
Company Secretary & Compliance Officer





Dainik Bhaskar Brand Marketing Campaign for Digital Business App Awareness

Registered Office: DB Corp Ltd., Plot no 280, Sarkhej-Gandhinagar Highway, Near YMCA Club, Makarba, Ahmedabad (Gujarat) 380051

Press Release

Mumbai, March 08, 2022

DB Corp Limited (DBCL), India's largest print media company and home to flagship newspapers - Dainik Bhaskar, Divya Bhaskar, Divya Marathi and Saurashtra Samachar, as well as MY FM the leading radio network of Tier-II and Tier-III, is launching a Brand Marketing Campaign for Digital Business App on March 9, 2022

This campaign aims to drive brand awareness and downloads of its Dainik Bhaskar (Hindi) and Divya Bhaskar (Gujarati) mobile apps.

On the event of the launch of this campaign, **Sudhir Agarwal, MD, Dainik Bhaskar** said "The tagline of the campaign is "**Sach, Kareeb se Dikhta Hai**" which highlights the core offerings of Dainik Bhaskar - **High Quality, Trusted Journalism with a large focus on local, in-depth news**"

Mr Pankaj Tripathi, an acclaimed Filmy actor who is universally popular across the country, and especially in the core target markets of Dainik Bhaskar, with a very strong connect with both our brand values '**Local**' and '**Trust**' is the brand ambassador of the campaign.

Dainik Bhaskar owns and operates the **#1 Hindi and #1 Gujarati News Apps** in India with the fastest growth, highest engagement and retention across the News category in the last 2 years - and with this campaign, it is planning to amplify its growth even further.

APPS	Jan-20	Jan-21	Jul-21	Nov-21	Dec-21	Jan-22
Dainik Bhaskar Group	2.08	7.77	12.89	13.99	15.29	17.24
TOI (News Apps)	29.01	22.36	20.61	19.01	17.83	16.61
Aaj Tak	3.82	5.11	4.20	3.34	3.50	4.05
Dainik Jagran	0.35	0.39	0.63	0.54	0.55	0.73

Source: Comscore – Comparative Trend Wise MAU nos (in million)

Campaign Creative Attached below:



About DB Corp Ltd

DB Corp Ltd. is India's largest print media company that publishes 5 newspapers with Dainik Bhaskar 43 editions, Divya Bhaskar 8 editions & Divya Marathi 6 editions with 211 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 6.62 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 6 portals for rapidly expanding digital audiences, and 4 actively downloaded mobile applications.

For further information please visit <http://dbcortld.com/> or contact:

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