



February 15, 2022

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.: Press Release – D. B. Corp Limited announces 20% increase in ad rates on MY FM across all its key markets with effect from February 15, 2022.

Dear Sir/Madam,

Please find enclosed a Press Release being issued by the Company, on the captioned subject.

This intimation is also being made available on the website of the Company at www.dbcorpltd.com.

You are requested to take the above information on record.

Thanking you.

Yours truly,

For D. B. Corp Limited

Anita Gokhale

Company Secretary & Compliance Officer

Membership No: F4836

Encl : a/a



India's Largest Newspaper Group | 12 States | 64 Editions | 3 Languages

Registered Office :

Plot No. 280, Sarkhej-Gandhinagar Highway,
Near YMCA Club, Makarba,
Ahmedabad - 380 051, Gujarat

Corporate Office :

501, 5th Floor, Naman Corporate Link,
Opp. Dena Bank, C-31, G Block,
Bandra Kurla Complex, Bandra (East),
Mumbai - 400 051, Maharashtra

D. B. Corp Limited

CIN: L22210GJ1995PLC047208

Website: www.dbcorpltd.com

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

Press Release

Mumbai, February 15, 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, has announced a 20% increase in ad rates on MY FM across all its key markets with effect from February 15, 2022.

The key markets of MY FM have been witnessing a strong uptick in growth, as economic activity is returning to normal after the second wave last year. In addition, businesses across sectors are looking to increase their return on investment and get the most out of their advertising budgets. MY FM, with mass appeal across key demographics in Tier-II and Tier-III markets has been a strong beneficiary of this increased demand. This significantly increased demand has resulted in an opportunity for MY FM to increase ad rates to reflect the strong positioning that MY FM commands in these markets.

Commenting on the move, **Mr. Rahul Namjoshi, CEO, MY FM** adds, *"We are seeing renewed vigour in advertising revenues, almost all categories are back on radio for their advertising need especially in Tier II & III markets where Radio has always been very effective in hyper-local connect & have bounced back to pre-Covid levels. Over the last few months, we have witnessed significant demand in advertisements and consequently rising inventory pressure. Our priority has always been to deliver innovative content to our listeners and it is in our best interest to keep the listening experience and advertisers' interest in perfect harmony. The price hike will help us to continue offering an enjoyable listening experience for our listeners and deliver stronger ROI for advertisers"*

About DB Corp Ltd

DB Corp Ltd. is India's largest print media company that publishes 5 newspapers with Dainik Bhaskar 45 editions, Divya Bhaskar 9 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 6.6 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 6 portals for rapidly expanding digital audiences, and 4 actively downloaded mobile applications.

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

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