



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

Dainik Bhaskar Catapults To Number 2 Position In Bihar with 9.11 lakh readers

Mumbai, August 7, 2018

DB Corp Limited (DBCL), India's largest print media company and home to flagship newspapers Dainik Bhaskar, Divya Bhaskar, Divya Marathi and Saurashtra Samachar, today announced that Dainik Bhaskar has successfully established a formidable position in Bihar, over a short period of time.

Hansa Research Group undertook a commissioned readership research in Bihar to gauge the readership of various Hindi newspapers, their readership profile, key product consumptions, readers' engagement and brand satisfaction. ***As per this readership report, Dainik Bhaskar is at Number 2 position with an average issue readership (AIR) of 9.11 lakhs, while the legacy player has as AIR of 9.98 lakh readers. Further, in Patna city, Dainik Bhaskar is at Number 1 position with AIR of 5.07 lakh readers.***

Driven by the publication's aggressive circulation drive, supported by a sharp editorial plan and impactful on-ground activation efforts, Dainik Bhaskar has been successful in building a loyal and steadily growing readership base.

Key findings:

- At an overall level, Dainik Bhaskar is at Number 2 Position in terms of AIR 9.11 Lakh readers with a gap of only 9.5% from the legacy player
- **Readership profile:**
 - Dainik Bhaskar has highest proportion of NCCS A+B readers with 72%
 - Dainik Bhaskar is preferred by a more matured readership profile with average age of 35 years
 - AIR readership % amongst women readers is highest for Dainik Bhaskar
- Dainik Bhaskar at 81% has the highest primary readership (newspaper subscription-at home / at school / at office)
- **Time spent on reading** the news paper: Dainik Bhaskar's readers spend an average of 28 mins enjoying the product.

Mr. Girish Agarwaal, Promoter-Director, Dainik Bhaskar Group said, "The results of the indepth survey by Hansa Research to gauge Dainik Bhaskar's readership position and strengths across several important parametres in Bihar, have reiterated our strong position in Bihar, the success of our expansion stategy and the appeal of our product. In Bihar we have once again demonstrated our execution capabilities through a well planned editorial strategy to cater to underserved readers, innovative content, impactful activations and determined efforts to strengthen circulation. We will do our best to continue to maintain this growth momentum in Bihar and make all efforts in reducing the readership gap".

Dainik Bhaskar's success in Bihar was underpinned by a sharp, well-thought state editorial strategy that continued to maintain a reader-centric approach, Idea based Journalism and Knowledge-enriched content. Various high-decibel, Bihar-centric editorial campaigns centered around socially relevant issues also helped to strengthen and deepen Dainik Bhaskar's roots in Bihar.

The study was conducted across 13 towns. A sample size of 2085 respondents were taken, varying across age group of 12+ years, gender, all NCCS categories and urban 1 lakh+ towns. Feedback was captured through face to face interviews, with the help of a detailed structured questionnaire.

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About DB Corp Ltd

DB Corp Ltd. is India's largest print media company that publishes 6 newspapers with Dainik Bhaskar 46 editions, Divya Bhaskar 9 editions & Divya Marathi 6 editions with 220 sub-editions in 4 multiple languages (Hindi, Gujarati, Marathi and English) 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 5.9 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, DB Star and DB Post. 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:

Mr. P.K. Pandey

Head – Investor Relations

Tel: +91-22-71981500

Email: prasoon@dbcop.in

Address for investor communication:

DB Corp Ltd.

G 3 A/ 4-6 Kamanwala Chamber

New Udyog Mandir – 2, Mogul Lane,

Mahim (W), Mumbai, 400016