



## Press Release

Registered Office: DB Corp Ltd., Plot no 280, Sarkhej-Gandhinagar Highway, Near YMCA Club, Makarba, Ahmedabad (Gujarat)  
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### **MY FM Hikes Ad rates by 15%**

**New Delhi, Nov 16, 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, announced today that its radio division MY FM has increased its ad rates by 15 per cent across key markets. The hike is effective 15<sup>th</sup> November 2018 backed by strong growth in listenership across its key markets including Ahmedabad, Chandigarh, Jaipur, Indore, Bhopal, Nagpur, Raipur, Surat, Nashik, Aurangabad and Rajkot.

MY FM conducted Music test researches across its key markets, supplemented by in-depth consumer research to further strengthen product offerings that were undertaken over the last few months. Owing to its strong local connect and various product enhancement initiatives, the network has seen considerable growth and traction over the last few months. MY FM has been able to consolidate its leadership position across all key markets, which has widened the gap with the No. 2 player in each market. The hike has been initiated in line with MY FM's constant endeavour to bring the best of content and listening experience for its audience.

Speaking on the development, **Mr. Rahul Namjoshi, Business Head, MY FM**, said, *"Our priority has always been to deliver innovative content to our listeners. We are the No. 1 radio station across all markets that we operate in, which is a testimony of our strong connect with our audience. In fact, our RJs across these markets have a huge fan base on the digital medium with a few RJ videos having over 10 million views. Over the last few months, we have witnessed significant demand in advertisements and consequently rising inventory pressure. The increase in rates is backed by higher listenership and superior content as we remain focussed on our core attempt in building a strong brand and on delivering the most innovative content to our audience. 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 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 5 actively downloaded mobile applications.

**For further information please write to [rohit.mehrotra@myfmindia.net](mailto:rohit.mehrotra@myfmindia.net) or contact: 0120-4928800**