

## **Launched Main Editions In Muzaffarpur on August 8<sup>th</sup> and Gaya on August 4<sup>th</sup> and 7 district editions in Hajipur, Purnea, Biharsharif / Nalanda, Arrah, Chhapra, Samastipur and Darbhanga**

**Dear Associates,**

**We are delighted to share that D B Corp (Dainik Bhaskar Group)** has very successfully completed its roll-out in Bihar. The publication launched the Muzaffarpur edition on August 8<sup>th</sup> and Gaya edition on August 4<sup>th</sup> alongside the simultaneous launch of 7 district editions in Hajipur, Purnea, Biharsharif / Nalanda, Arrah, Chhapra, Samastipur and Darbhanga. **In Bihar, Dainik Bhaskar now has presence in Patna, Bhagalpur, Gaya and Muzaffarpur.** With these launches, Dainik Bhaskar Group now publishes 6 newspapers with 61 editions in 14 states across India.

A similar launch strategy was adopted for the Muzaffarpur and Gaya as followed in Bhagalpur and Patna. The success of both launches hinged on the intensive pre-launch personal contact campaign implemented to achieve target circulation that also directed the launch marketing strategies to create high-impact brand recall and visibility amongst local readers.

The Muzaffarpur launch strategy primarily centered on 4 main pillars:

- A thorough understanding of the local market
- Knowledge of local readership behavior
- Research to gauge on-ground reader needs and the opportunity to service the gap
- Seamless implementation of launch

A total of 165,643 commercial establishments and households in Muzaffarpur were contacted through the personal contact programme which was the first phase. This was critical in setting the momentum of the launch by understanding core insights of readership behavior, preferences, needs, while also highlighting the Dainik Bhaskar brand values and strengths and utilising the opportunity to build strong reader connect.

Key inputs of the personal contact program in Muzaffarpur, have been distilled to create the Muzaffarpur edition of Dainik Bhaskar that addresses actual reader's needs through issues they have identified as core and significant to the development of the local region and State. Some of these issues span urgent need to stem corruption, bring strict law and order control, better focus on hyper-local news and issues like consistent challenges of water-logging and growing traffic impediments, in addition to better coverage of national news and quality political analysis. The survey also revealed issues preferred by women readers who spend quality time reading the papers in the afternoon and weekends – with demand for better quality supplements covering parenting challenges, international news on education and overall well-being,

With 4 Main and 7 district editions in Bihar, Dainik Bhaskar has provided another high quality product to readers, as well as a compelling proposition to local partners and advertisers with deeper reach, to emerge as a media vehicle of choice.