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Press Release

DB Corp Limited Announces Public Launch Of Dainik Bhaskar In Jamshedpur

Mumbai, December 13, 2010: DB Corp Limited (DBCL), one of India's leading print media companies and home to flagship news papers Dainik Bhaskar, Divya Bhaskar and Saurashtra Samachar today announced the launch of Dainik Bhaskar Jamshedpur edition for public on December 12, 2010, following the highly successful launch of its Ranchi edition in August 2010. The publication has already been attracting encouraging reactions from readers since its launch and has become the most popular paper of Jamshedpur city from Day 1 of its launch. The 7 surrounding district editions will also be launched soon.

D B Corp Ltd. shall be launching the Dhanbad edition shortly to complete its foray in the state of Jharkhand.

Commenting on this significant development, Mr. Sudhir Agarwal, Managing Director, DB Corp Limited said, *"The launch of Dainik Bhaskar in Jamshedpur holds considerable importance to our expansion strategy in Jharkhand enabling us to broaden our presence in North India and strengthening our India footprint covering 13 states through 53 editions and 135 sub-editions. In a similar launch strategy as with our other editions, the Jamshedpur edition launch was also meticulously planned covering ~2,60,000 households and commercial units in Jamshedpur city and surrounding regions.*

The 'Steel city' presents enormous potential as one of the most important industrial townships that is home to a growing cosmopolitan readership base, also providing great opportunities for high quality educational, medical institutes and best facilities of urban life. Evidently, we are very enthused by the existing opportunity to tap into and expand the latent readership base in Jamshedpur and its surrounding 7 regions that critically support several small and large scale industries. Given our competitive advantages, we are confident that Dainik Bhaskar will emerge as a powerful vehicle to participate in the region's progress and become the most preferred advertising media for Corporates."

About DB Corp Limited

D B Corp Ltd. is one of India's leading print media companies that publishes 7 newspapers with 53 editions, 135 sub-editions in 3 multiple languages (Hindi, Gujarati and English) across 13 states in India. Our flagship newspapers Dainik Bhaskar (in Hindi) established in 1958, Divya Bhaskar and Saurashtra Samachar (in Gujarati) have a combined average daily readership of 17.5 million, making us one of the most widely read newspaper groups in India with presence in Madhya Pradesh, Chattisgarh, Rajasthan, Haryana, Punjab, Chandigarh, Himachal Pradesh, Uttarakhand, Delhi,

Gujarat, Maharashtra, Jharkhand and Jammu. Our other noteworthy newspaper brands are Business Bhaskar, DB Gold and DB Star and, DNA (in Gujarat and Rajasthan) on a franchisee basis.

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 "My FM" Radio station with presence in 7 states and 17 cities, and a strong online presence in internet portals.

For more information, please contact:

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