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**Press Release**

***DB Corp Limited Announces Launch of Marathi Newspaper- Dainik Divya Marathi in Aurangabad***

**Mumbai, May 30, 2011:** 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 successful launch of its **Marathi Newspaper Dainik Divya Marathi from Aurangabad, Maharashtra**. D B Corp Ltd., now, with launch of **Dainik Divya Marathi**, publishes newspaper in 4 languages. **Dainik Divya Marathi, Aurangabad** is the 1<sup>st</sup> Edition in Marathi and the 60<sup>th</sup> Edition of the D B Corp, overall. The publication has garnered extremely encouraging reactions from readers in Aurangabad and has emerged as the most popular newspaper in the city from day 1 of its launch. Following the launch of **Dainik Divya Marathi's** Aurangabad edition, an edition from Nasik will be launched shortly.

**Commenting on the successful launch of Dainik Divya Marathi, Mr. Sudhir Agarwal, Managing Director, DB Corp Limited said,** *"Undoubtedly, the response to **Dainik Divya Marathi** has been overwhelming from our readers and advertisers in Aurangabad city. The pre-launch surveys were one of the largest conducted in Aurangabad region and were an exciting challenge. Once again the results have reiterated our execution capabilities to meticulously plan and execute the pre-launch stages and launch the final product most successfully. The need for unbiased and fearless news daily with the sole primary interest of social and economic development of Aurangabad has emerged as the foremost observation by respondents through an intensive door-to-door survey. We are delighted that **Dainik Divya Marathi** has emerged as a product with very strong content appealing to diverse readership categories and we are committed to making it a superlative vehicle to participate in and promote Aurangabad city's socio-economic progress."*

**Intensive pre-launch campaign completed in 2 phases and supported by strong branding:**

As part of an aggressive pre-launch campaign - a hallmark for all Bhaskar's launches across India, the Aurangabad project has been accomplished in 2 phases – **Phase 1:** covering intensive door-to-door survey where readers were requested to share their views of 'their ideal news paper'. Over 140000 households and commercial establishments were covered as part of the pre-launch surveys in Aurangabad city. In **Phase 2** households in the city were visited to book orders and generate subscriptions.

The pre-launch exercise was well supported by a powerful branding campaign to announce the initiation of the survey at every stage – *"Tumchi Marji Janoon Ghyayla Yetoye"* (We are coming to know your opinion/wishes!) and *"Na Galli Chi, Na Dilli Chi, Aata Chalel Tumchi Marji"* (Now no wishes of any other City or Delhi, only your wish will prevail)

### **Survey observations:**

One of the largest surveys conducted in Aurangabad region, to know the opinion of readers revealed most interesting observations:

- ❖ 97% people of Aurangabad want an unbiased newspaper, not affiliated to any political party or an influential category
- ❖ 93% people want Aurangabad to be the best model city of Maharashtra
- ❖ 87% people of Aurangabad want facilities of cosmopolitan cities in Aurangabad
- ❖ 82% people want to give preference to industrial development
- ❖ 79% people have expressed views that the railway network is not adequately developed

### **About DB Corp Limited**

D B Corp Ltd. is one of India's leading print media companies that publishes 8 newspapers with 60 editions, 135 sub-editions in 4 multiple languages (Hindi, Gujarati, English and Marathi) 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 17.9 million, making us one of the most widely read newspaper groups in India with presence in Madhya Pradesh, Chhattisgarh, 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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