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## **Press Release**

# ***DB Corp Ltd. Announces Launch of 5<sup>th</sup> Edition of Divya Marathi in Maharashtra, from Solapur***

**Mumbai, April 02, 2012:** DB Corp Limited (DBCL), India's largest print media company today announced another successful launch of its **Marathi Newspaper Divya Marathi from Solapur, Maharashtra**. With **Divya Marathi's launch in Solapur**, D B Corp Ltd. has commenced its overall 65<sup>th</sup> edition. Dainik Divya Marathi Solapur edition is the 5<sup>th</sup> edition launched in Maharashtra.

**Divya Marathi** has once again, been welcomed with great enthusiasm and eagerness, by readers in Solapur and has emerged as the most popular newspaper in the city from day 1 of its launch.

*"Through the Solapur launch of Divya Marathi, we continue to steadily enhance our footprint in Maharashtra and we now have 5 strong Marathi editions along with Aurangabad, Nashik, Jalgaon and Ahmadnagar, said Mr. Sudhir Agarwal, Managing Director, DB Corp Limited, commenting on the successful launch.*

**He added,** "Solapur - one of the major cities of South Western Maharashtra, is expanding swiftly as a business and industrial hub with growing educational institutes and healthcare facilities. Once again, our launch planning has been meticulous aimed at expanding the readership base - beginning with the process of classifying the city based on demographics, developing a stimulating brand building strategy, intensive research to understand reader views and requirements, followed by distilling the findings to develop a strong reader-focused and engaging product. The key proposition of our Solapur launch campaign continued to be based on presenting an unbiased and fearless newspaper in the region "Na Ravanchi, Na Sahebanchi, Aata Chale! Tumchi Marji" (Neither influential class, nor Politicians, now public opinions will matter! ) – a theme that was central to the launches of the other 4 editions of Divya Marathi. As in other regions, we will continue to work hard to create reader delight through a high quality newspaper and offer a refreshing change to readers in this region."

### **Aggressive focus on marketing and branding for Solapur launch campaign:**

Solapur project launch saw a greater focus on branding and marketing activities to aggressively approach target audiences and corporates through inserts, product handbooks, pre-booking and pre-subscription offers and powerful hoardings to promote and announce the launch.

A compelling branding campaign supported the launch and announced the progress of the survey at every stage – *“Tumchi Marji Janoon Ghyayla Yetoye”* (We are coming to know your opinion/wishes!) and *“Na Ravanchi, Na Sahebanchi, Aata Chalel Tumchi Marji”* (*Neither influential class, nor Politicians, now public opinions will matter!* )

### **Survey observations:**

- ❖ 94% people of Solapur want an unbiased newspaper
- ❖ 93% of the people favor development
- ❖ 92% people of Solapur want that the newspaper should not favor any political parties, and also the newspaper should not be run by any politician
- ❖ 91% respondents want a balanced importance of both national and international news
- ❖ 87% people of Solapur also wish to read about health and entertainment and to have facilities of an urban cities of Maharashtra

### **About DB Corp Limited**

D B Corp Ltd. is India's largest print media company that publishes 8 newspapers with 65 editions, 191 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 19.08 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 Divya Marathi, Business Bhaskar, DB Gold, DB Star and, DNA (in Gujarat, Rajasthan & MP) 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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