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Dainik Bhaskar Rises In The West - Launches Surat Edition

Emerges #1 From Day 1 - Launches with ~2X Of Surat's Hindi Newspaper Circulation

Mumbai, May 2, 2017

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 successful launch of Dainik Bhaskar's new edition from Surat in Gujarat. With this launch, DB Corp Ltd now publishes 7 newspapers with 63 editions across 14 states across India, reinforcing its position as India's largest print media company with an expansive reach across the country. With the launch of Dainik Bhaskar in Surat, the media conglomerate has stormed Surat city with its awe inspiring and dynamic presence, backed by a well-strategised marketing campaign that has once again highlighted Dainik Bhaskar's unmatched execution excellence. In a state with extremely strong peer segment publishing news in the local (Gujarati) language, Dainik Bhaskar has validated it's ability to break new ground by establishing presence in a large cosmopolitan city with almost 28 lacs of non-Gujarati speaking population. Even in the presence of other formidable news dailies, the people of Surat have whole heartedly supported the publication's new offerings. Readers continue to share rave reviews of the newspaper that has already made deep positive first impressions with readers, which has created another landmark launch success story.

Commenting on Dainik Bhaskar's successful Surat foray Mr. Girish Agarwaal, Promoter Director, DB Corp Limited, *"With the launch of Dainik Bhaskar in Surat, we have consolidated our presence and stronghold in Gujarat. Surat is a vast and unique market, with a developed industrial belt which is home to some of India's leading corporates across textile, Information Technology and diamond polishing sectors. The region is taking progressive strides in expanding its infrastructure, transport, communications facilities and also has a strong cultural heritage. The 'Diamond City' is amongst the top 5 fastest growing city in the world, the third cleanest city in India, the second largest city in the state of Gujarat and ranked 8th in India with a GDP of \$40 Billion (USD). Therefore, our launch planning has been very meticulous beginning with the scanning process of strategically classifying the city to understand it's demographics.*

While Surat is a very competitive market with formidable print media companies catering to a large Gujarati readership base, it has significant untapped potential within a very large non-Gujarati speaking readership, which is an important target audience for Dainik Bhaskar. This segment comprises multicultural, industrialised households who have migrated from neighbouring states, having within them a large concentration of readers from Hindi speaking dominating states. Most importantly, they were faced with a limited choice for a Hindi newspaper of international standards with strong local new

coverage. We identified this opportunity where Dainik Bhaskar could address the gap through a customised, world-class product for this audience segment. We are delighted that Dainik Bhaskar has emerged as a powerful, high quality product representing Surat city that addresses the content needs of this category.”

Mr. Satyajit Sengupta, Chief Corporate Sales & Marketing Officer, DB Corp Limited added, “Our single-minded aim has always been to offer a world class, news-led product for consumers seeking not only news but analysis with insightful perspectives, issues that create a progressive impact on daily life, global developments and a segment of engaging content offering readership delight. At Bhaskar, brand building begins from the first day of our surveys when our research team first interacts with potential customers to introduce the product, the company and solicits views and feedback on their requirements, which in turn forms the basis of new product creation. All our activities have been focused on the single objective of creating a strong product with high value proposition. We look forward to fortifying our presence further in Surat and emerge as the choicest medium for advertisers.”

Exhaustive pre-launch ground study and high decibel marketing campaign accomplished in 3 phases; supplemented by impactful branding across Surat city’s strategic points:

Area scanning: Rigorous study phase to identify non-Gujarati areas and localities, mapping of societies with high potential Hindi newspaper readership, also identified markets, MNCs, corporate houses with a higher concentration of non-Gujarati readership base. The city was divided into 4 main zones and further segmented households into SEC categories.

1st phase of survey – As with every aggressive pre-launch campaign which has become a symbol of great assurance for all Bhaskar’s launches across India, the Surat project was led by well-trained surveyors that surveyed across Hindi speaking households in the first phase. The main objective of this survey was to create reader involvement and establish the DB Group’s long standing credibility and goodwill.

The key findings of the survey revealed:

- **Current immediate needs of Surat city:**
 - 98% respondents want Surat’s concerns to reach the Government.
 - 88% want focus on Law & Order
 - 84% want control on corruption

- **Identifying key needs of Hindi-speaking readers:**
 - 92% are seeking an international quality Hindi newspaper to highlight issues related to “Surat Ke Haq Lea”
 - 86% are seeking support in business from Government and Society
 - 78% prefer considering Air & Rail Services on priority

- **For Surat to establish it’s due position, what are the city’s immediate focus areas:**

- 89% seek focus on strengthening textile industry
- 84% seek focus on improvement in the transportation system
- 86% seek control over inspector raj

2nd phase of survey – Booking phase: A culmination phase where the reader is able to see a prototype of his newspaper tailored according to his feedback and needs. The results of the survey conducted in the first phase are shared with the reader as well as a product brochure with competitive strengths. This phase also introduces the pre-launch booking offers which lock booking for one year.

Simultaneous high decibel outdoor branding campaign – Outdoor advertising with ‘Ab Suraj Ugega Pashchim Se Surat Ke Aasman Mein’, ‘Surat Ke Aasmaan Ko Chahiye Apna Haq Be-Hichak Boliye’; ‘Surat Ke Haq Ki Baat Sunne Aapke Ghar Aa Raha Hai Dainik Bhaskar Ab’; ‘Ab Surat Hoga Duniya Se Do Kadam Aage Antar-Rashtriya Quality Ka Hindi Akhbar Dainik Bhaskar 29-Apr Se Surat Mein’; created a charged environment in Surat with powerful outdoor campaigns across key locations that significantly amplified Dainik Bhaskar’s launch. Well planned outdoor media campaign with hoardings and kiosks, banners, within the city comprised a 360 degree launch branding that enthused and attracted Surat’s targeted readers.

About DB Corp Ltd

DB Corp Ltd. is India’s largest print media company that publishes 7 newspapers with Dainik Bhaskar 41 editions, Divya Bhaskar 7 editions, & Dainik Divya Marathi 7 editions with 208 sub-editions in 4 multiple languages (Hindi, Gujarati, English and Marathi) across 14 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 19.8 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, Bihar, Jharkhand and Jammu. Our other noteworthy newspaper brands are Saurashtra Samachar, DB Star, DB Post and DNA (in Gujarat & 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 30 cities. Its growing digital business is led by 13 portals for rapidly expanding digital audiences (including dainikbhaskar.com, divyabhaskar.com, divyamarathi.com, dailybhaskar.com, bollywoodbhaskar.com, moneybhaskar.com, dbcric.com, jeevanmantra.in, fashion101.in, gadgets.bhaskar.com, food.bhaskar.com, homeonline.com postpickle.com and 2 actively downloaded applications Dainik and Divya Bhaskar mobile apps.

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