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Press Release

DB Corp Limited To Launch Dainik Bhaskar in Jammu For Public On October 18, 2010

This 51st edition launch will extend the presence of DBCL to 13 states across the nation

Mumbai, October 12, 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 announced today that the company is set to roll out the Jammu edition of Dainik Bhaskar for general public on October 18, 2010.

According to Mr. Ashu Phakey, Chief Operating Officer for state of Chandigarh, Punjab and Haryana and also Head of Jammu Project, *"The launch of our Jammu edition for public has indeed fortified our presence in North India and expanded our pan-India footprint to cover 13 States with 51 editions. We believe that Jammu, with a population of ~1.6 million, presents strong potential towards readership expansion. Through the launch of Dainik Bhaskar for public in Jammu, we aim to address a readership penetration gap of ~454,000 (according to IRS 2010 R1 data). Research and in-depth market survey has always been the basis of our launch strategies. Our pre-launch surveys have targeted 110,000 households and enterprises in Jammu district. We have collated and distilled their feedback and views to design and strengthen the editorial content of the Jammu edition."*

Intensive pre-launch surveys formed the basis of the launch campaign that commenced in June, 2010: To ensure optimum coverage for the surveys, Jammu city had been segmented into 5 regions. For each region of the city exhaustive lists of residential colonies and markets had been created and the regions were categorized on the basis of socio economic classification. As part of the pre-launch surveys, readers were first educated about Dainik Bhaskar and thereafter requested to share their views on 'their ideal newspaper' that they wish to read. In the second stage, households were visited to book orders and generate subscriptions.

About DB Corp Limited

D B Corp Ltd. is one of India's leading print media companies that publishes 7 newspapers with 50 editions, 130 sub-editions in 3 multiple languages (Hindi, Gujarati and English) across 12 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 17.2 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 and Jharkhand. Our other noteworthy newspaper brands are Business Bhaskar, DB Gold and DB Star and, DNA (in Gujarat and Rajasthan) on a franchisee basis.

We are the only media House, with multiple languages that enjoy a leadership position in multiple states 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.

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