



Registered Office: DB Corp Ltd., Plot no 280, Sarkhej-Gandhinagar Highway, Near YMCA Club, Makarba, Ahmedabad (Gujarat)

Dainik Bhaskar Is World's 4th Largest Circulated Newspaper Becomes India's Only Newspaper Amongst Global Top 5 Paid News Dailies

Mumbai, January 20, 2016

DB Corp Limited (DBCL), India's largest print media company and home to flagship newspapers Dainik Bhaskar, Divya Bhaskar, Divya Marathi and Saurashtra Samachar, today announced that as per WAN IFRA's recently published World Press Trends 2015 report Dainik Bhaskar (3.6 million copies) has been ranked as **the world's fourth largest circulated news daily**. WAN IFRA is the World Association of Newspapers and News Publishers.

Dainik Bhaskar is the only Indian news daily to feature amongst the world's top 5 most circulated newspapers. The other top 3 newspapers are The Yomiuri Shimbun (Japan- 9.1 million copies), The Asahi Shimbun (Japan- 6.8 million copies) and USA Today (USA- 4.1 million copies).

Additionally, Dainik Bhaskar for the third consecutive time has retained its position as the nation's #1 daily as per Jan-June 2015 report of Audit Bureau of Circulation. The audited circulation figure for Dainik Bhaskar is 3.6 million copies which is 15% and 20% more than the second and third largest dailies respectively.

WAN IFRA publishes the World Press Trends, the primary and most authoritative source of data on the newspaper industry worldwide, published annually since 1989, which is now available in an interactive format: the World Press Trends Database, that provides data and figures on the global newspaper industry: circulation, readership, revenue, advertising expenditure, digital usage, data for top selling titles in each country and more.

Commenting on the occasion, Mr. Vinay Maheshwari, Sr. Vice President (Sales & Market Development and Brand Marketing), DB Corp Ltd said, *"This is a great honor for us to be acknowledged as the World's 4th largest circulated newspaper and the only Indian daily news publication amongst top 5 global peers. This is a validation that audiences continue to read and value news products and national news corporations as ourselves, are successfully finding ways to monetize this continued interest and commitment from audiences. For us, product development has always taken centre stage with key initiatives including 'No Negative Monday', content associations with renowned global publications like TIME Magazine, Harvard Business Review, New York Times, that have helped create a bouquet of engaging content for readers across different categories. The Dainik Bhaskar brand has reached a global level with this ranking and we will strive very hard to maintain this position with the support of all our associates."*

Mr. Pradeep Dwivedi, Chief Corporate Sales & Marketing Officer, DB Corp Ltd said, *"This recognition being ranked amongst the top 5 news dailies in the world is a proud development for us and has encouraged us to even better ourselves while it is a great reward for the Bhaskar team and all staff. It is also a validation of our business model and strategy and our main emphasis of making the reader the centre of our existence. Our flagship event 'Unmetro – The action lies elsewhere', has been a great platform to explore the potential of Tier 2 and 3 Indian cities and this has always been our belief and vision to not only build Bhaskar's strong presence in these regions but also participate actively as socio-*

economic change agents. This global ranking will surely go a long way to further strengthen our position in our existing markets and we look forward to working more closely with all our partners.”

About DB Corp Ltd

DB Corp Ltd. is India's largest print media company that publishes 6 newspapers with Dainik Bhaskar 40 editions, Divya Bhaskar 7 editions, & Divya Marathi 7 editions with 206 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, Jharkhand and Jammu. Our other noteworthy newspaper brands are Dainik Divya Marathi, DB Star 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 17 cities, and a strong online presence in internet portals.

For further information please contact:

Mr. P.K. Pandey

Head – Investor Relations

Tel: +91 22 39501500

Email: prason@dbcop.in

Address for investor communication:

DB Corp Ltd.

G 3 A/ 4-6 Kamanwala Chamber

New Udyog Mandir – 2, Mogul Lane, Mahim (W), Mumbai, 400016