



## **Dainik Bhaskar Strengthens Radio Business Acquires 14 frequencies in the Phase III auctions My FM extends presence to 7 states and 30 cities**

**Mumbai, October 12, 2015:** DB Corp Limited (DBCL), India's largest print media company and home to flagship newspapers Dainik Bhaskar, Divya Bhaskar and Divya Marathi today announced that it has acquired 14 frequencies in the Phase III auctions.

Out of 14, 9 frequencies have been acquired in Maharashtra, where MY FM is poised to become the biggest FM player (excluding Mumbai & Pune) and has created a strong complementary local ad medium to Divya Marathi. With additional frequencies in Rajasthan, Bihar and CPH regions, Dainik Bhaskar has enhanced its existing footprint. It continues to be the biggest player in Rajasthan and with the acquisition of Bikaner is now able to cover 100% of Rajasthan state. It has also emerged biggest player in CPH region with inclusion of Hissar and Karnal and has also built a strong presence in Gujarat with acquisition of Rajkot.

Company FDI/ FII investment Limit is expected to increase to 26% from current 20% , after transition to Phase III.

**Said Mr. Pawan Agarwal, Deputy Managing Director, DB Corp Limited,** "MY FM has consolidated its presence in line with our stated strategy to be the market leader in 'Unmetro' geographies where DBCL has a significant print media footprint. My FM has now extended its presence to 7 states and 30 cities. The circuits we have acquired are very strategic to our print presence and complements our ability to provide and better reach and proposition for national advertisers, as well as supplement our overall top line, as we progress."





### **About D. B. Corp Ltd**

D. B. 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, Bihar, 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 visit [www.bhaskarnet.com](http://www.bhaskarnet.com) or contact:**

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14 States | 58 Editions | 4 Languages