



# DB Corp Ltd

May 1, 2017

The Manager  
(Listing – CRD)  
BSE Limited  
P J Tower, Dalal Street, Fort  
Mumbai - 400 001.

The Manager  
(Listing Department)  
The National Stock Exchange of India Limited  
Bandra-Kurla Complex, Bandra (East)  
Mumbai - 400 051.

Dear Sirs,

**Sub.: Dainik Bhaskar - Launch of Surat Edition**

Ref: Regulation 30 of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015  
("Listing Regulations")

Ref.: BSE – Scrip Code: 533151 – SYMBOL: DBCORP  
NSE – SYMBOL: DBCORP – Series: EQ

We are pleased to inform you about the successful launch of Dainik Bhaskar's new edition from Surat on April 30, 2017.

A copy of the 'Press Release' in connection with the above launch is attached herewith.

We request you to kindly take it on your records.

The above said may please be treated as disclosure under Regulation 30 of the Listing Regulations.

Thanking you,

Yours truly,

For **D. B. Corp Limited**



*for* Anita Gokhale  
Company Secretary & Compliance Officer





## **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 1, 2017**

D. B. 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, D. B. 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-strategized 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 its 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. Sudhir Agarwal, Managing Director, D. B. Corp Limited,** *"We are very encouraged with an overwhelming response to our launch in Surat. This was another extremely exciting challenge in a highly competitive region with formidable local peers that cater to a large Gujarati readership, that also presents a significantly large opportunity to tap the existing non-Gujarati speaking diaspora. We have been serving and studying this market for a long period which has an excellent literacy rate of 88%. Aligned to our market identification criteria; Surat revealed very impressive demographic features and a high untapped market potential. The 'Diamond City' is amongst the top 5 fastest growing city in the world and the third cleanest city in India. It is also the second largest city in the state of Gujarat and ranked 8th in India with a GDP of \$40 Billion (USD), while also being highly regarded for industrial growth in sectors like textile, Information Technology and diamond polishing.*

*Our intensive on-ground study revealed exciting prospects amongst Surat's non-Gujarati speaking, multicultural, industrialised households who have migrated from neighbouring states, having within them a large concentration of readers from Hindi dominating states like Rajasthan, NCR, Punjab, Haryana UP, Bihar, Jharkhand and Uttrakhand. This noteworthy segment had 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, product of global standards for this audience segment. Once again the results have reiterated our execution capabilities, thorough pre-survey planning and exhaustive pre-launch strategies leading to an impactful final roll-out. Our product has achieved wide acceptance with Hindi-speaking readers and we are delighted that Dainik Bhaskar has emerged as a powerful, high quality product representing Surat city, and that resonates the feedback and content needs of this category. We are committed to making Dainik Bhaskar the most preferred vehicle for our corporate partners and look forward to actively engaging in the region's socio-economic development."*



14 States | 58 Editions | 4 Languages





**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 D. B. Corp Ltd

D. B. 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.

**For further information please visit [www.bhaskarnet.com](http://www.bhaskarnet.com) or contact:**

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