



## Dainik Bhaskar Group Announces Launch of 4th edition of Dainik Divya Marathi from Ahmednagar

Mumbai, October 17, 2011

Dainik Bhaskar Group, India's largest newspaper group, announced successful launch of its 4th edition of Dainik Divya Marathi from Ahmednagar, Maharashtra. After successful launch of Aurangabad, Nasik and Jalgaon, within a period of 6 months, DBCL has expanded into 4 cities in Maharashtra.

Dainik Bhaskar Group had adopted the robust twin contact program in Ahmednagar too where they conducted a door-to-door survey which helped them map an in-depth understanding of readership patterns in the city. The survey revealed that Ahmednagar readers mirror Aurangabad, Nasik and Jalgaon readers and want an unbiased newspaper. The Ahmednagar edition of Dainik Divya Marathi has been crafted to fulfil the requirements of the readers in Ahmednagar which were revealed during the survey.

On the successful launch of its 4th edition in Maharashtra, Mr. Sanjeev Kotnala, VP Marcomm, Dainik Bhaskar Group commented, "We will continue to aggressively make inroads into Maharashtra to reach out maximum readers in this region in which will help our advertisers connect with readers of Maharashtra"

### About DB Corp Limited

D B Corp Ltd. is one of India's leading print media companies that publishes 8 newspapers with 60 editions, 135 sub-editions in 4 multiple languages (Hindi, Gujarati, English and Marathi) across 13 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 17.9 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 Business Bhaskar and DB Star and, DNA (in Gujarat and 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.