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Press Release

Dainik Divya Marathi Emerges Frontrunner in Aurangabad City-Reveals IMRB Readership Survey Meteoric rise within 3 months of launch – significantly ahead of established peers

Mumbai, September 10, 2011: Dainik Divya Marathi – the latest Marathi language newspaper launched by DB Corp Limited (DBCL) in Maharashtra, first from Aurangabad on May 29, 2011, **has emerged as a key frontrunner newspaper in Aurangabad city within 3 months of its launch**, based on the readership survey conducted in August 2011 by IMRB – one of the top market research companies globally.

As revealed by the IMRB readership survey, Dainik Divya Marathi with Average Issue Reader (AIR) of **342000 (Three lac forty two thousand) readers (total readership 405000) has emerged as the #1 news paper with a strong lead over Lokmat Newspaper** which has a daily readership of 273000 (Two lac Seventy three thousand) (total readership 344000), followed by Daily Sakal distantly with a daily readership of 65000 (Sixty five thousand).

The survey also reveals that in the Social Economic Class (SEC) **A & B, Dainik Divya Marathi is the clear leader with 86000 readers** compared to 53000 readers of Lokmat and 12000 readers of Daily Sakal newspaper.

Further, in Aurangabad, Dainik Divya Marathi has also **created a strong positive impression on the youth and young adults in the age group of 15 to 34 years with a combined readership of 221000**, a formidable lead over Lokmat with 172000 readerships and a significant advantage over Daily Sakal with 29000 readers in this category.

Commenting on this development, Mr. Sudhir Agarwal, Managing Director, DB Corp Limited said, *“The IMRB results for Aurangabad within a short span of 3 months of our launch is not only an acknowledgment of our execution capabilities in new markets where we aim to achieve a front-runner position from day 1 of launch, but is also a reinforcement of our growth model and expansion strategy. We are tremendously encouraged by the IMRB findings in Aurangabad, as they also reflect our readers' appreciation for the strong product in Dainik Divya Marathi that we have been able to customize according to their needs and interests.*

Aurangabad presented unique challenges and to ensure success, we expanded our attention and resources to confirm sharp project planning, intensive individual surveys, rigorous training of our researchers supported by a very strong branding campaign. Our strategy has been to expand the existing readership base and this has translated into strong readership numbers over long standing peers in the region with a healthier readership profile particularly in Socio Economic Class A and B which is a key criterion for leading advertisers. Divya Marathi has also made a strong impression on the youth and young adult category of readers in Aurangabad – evident from our readership numbers in this segment as they also comprise a significant and emerging section of consumers and decision makers highly relevant for corporate, across sectors. We believe that with our competitive strengths and track record in monetizing new opportunities, we are well placed to capitalize on growing opportunities in the non-metro urban markets.”

Other key observations from the survey:

- 25% more people read Dainik Divya Marathi every day, compared with any other newspaper
- Dainik Divya Marathi is read by 87% more of SEC A readers every day, compared to any other newspaper
- Dainik Divya Marathi is read by 28% more young adults (15-34 age group), compared to any other newspaper
- 65% of Dainik Divya Marathi readers have stopped reading other newspapers
- 84% of Dainik Divya Marathi readers believe that the new newspaper has met all their expectations or has exceeded their expectations and requirements

About DB Corp Limited

D B Corp Ltd. is India's largest print media company that publishes 8 newspapers with 63 editions, 191 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 18.1 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, Business Bhaskar, DB Gold and DB Star and, DNA (in Gujarat, Rajasthan & MP) 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.

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