



DB Corp's Marathi daily celebrates its 2nd Anniversary

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DB Corp Limited (DBCL), one of India's leading print media company today announced that its daily Marathi newspaper Divya Marathi celebrated its 2nd Anniversary. Today, the newspaper provides a complete coverage of Central Maharashtra with 5 editions from- Aurangabad, Nashik, Ahmednagar, Jalgoan and Solapur. The current readership stands at over a 1 million readers.

Hitherto Divya Marathi has received intense and unmatched support from its readers within Central Maharashtra. According to the Q4 2012 IRS report the newspaper added 3.29 Lakh readers in past 2 quarters. This makes Divya Marathi the only Marathi daily to grow 45% Aurangabad and 43% Nashik city thereby having the best profile readers in its class. This is further cemented by the fact that Divya Marathi has added 1.27 Lakh readers in SEC AB in the last 2 quarters.

As a token of appreciation Divya Marathi carried the pleasant smell of Kevda in its special 72 page issue. Furthermore the book 'Marathwadacha dosh kaya' (What is the fault of Marathwada) is a compilation of a series of articles on the subject which is anchored and authored by prominent personalities and published in Divya Marathi.

Commenting on the 2 years completion of Divya Marathi launch, Mr. Kumar Ketkar, Chief Editor Divya Marathi said "Two years is a very small period in any institutional history. But we feel proud, as well as humbled by the stunning achievement of Divya Marathi, completing two years and receiving not only appreciation but affection and confidence of our readers, advertisers and all other related communities in such a short time. Without sounding hyperbolic, I would say that we have made a media history of sorts, by opting for emerging centres of culture and market in the regions of

Marathwada, North and South Maharashtra. This is because we can "connect" and relate intellectually and emotionally with the profile of our readers."

Commenting on the success- Pradeep Dwivedi- Group Chief of Sales and Marketing said, "In the last two years Divya Marathi has made a strong connect with its readers of central Maharashtra across its editions. I would like to take this opportunity to thank our readers, our corporate clients and media agencies in recognizing the value delivered by Divya Marathi. Overtime, we have grown to be an integral aspect of the socio-economic and cultural fabric of the Maharashtra region. We have made significant endeavours to harness the local potential and have aligned this to group's vision to Press Release be enablers of socio-economic change. We are encouraged that Divya Marathi's success which is already read as a case study at IIM Bangalore. We remain committed to objective of unbiased reporting and to offer a strong content oriented product which has carved unique position in a competitive market."