



Divya Bhaskar Celebrates 10th Anniversary - Presents 'The Great Gujarat Crossword' - A Unique Event For Audiences in Gujarat

10 winners to be awarded sponsored visit to AD ASIA Vietnam

Mumbai, July 24, 2013

Divya Bhaskar, the Gujarati daily from the Dainik Bhaskar Group launched on 22nd June 2003, celebrated its 10th Anniversary. As part of the month-long celebrations, Divya Bhaskar presents 'The Great Gujarat Crossword' where 10 winners will get a fully sponsored trip to Ad Asia Vietnam 2013. The contest is open to professionals in the areas of Advertising, Media, Marketing and Communications.

'The Great Gujarat Crossword' is a very unique event and contest, truly one of its kind conceptualized by a media brand in India, that will provide the 10 winners a lifetime opportunity to be present along with the best in the industry at an international platform. Additionally, first 50 correct entries will also be awarded early bird prizes.

Divya Bhaskar launched 'The Great Gujarat Crossword' buzz campaign on 22nd July 2013 and will be available from 29th July for participation.

Pradeep Dwivedi, Chief Corporate Sales and Marketing Officer of Dainik Bhaskar Group, says "Gujarat is one of our most vibrant and exciting markets where our strong editorial focus on balanced and progressive journalism is establishing a strong connect with the readers. The state represents an ideal confluence of diversified big business and premium consumer demand patterns, aptly addressed by our publications with greater efficacy. We hope this initiative will help us discover a lot more and build stronger relationship with our readers."

The campaign is being promoted aggressively online, on ground and in print. Participants will be able to login and complete the crossword at www.divyabhaskarcrossword.com, or send their entry by post or handover to any Bhaskar employee.

Talking about the 'The Great Gujarat Crossword' campaign, **Sanjeev Kotnala, VP- Brand & Marketing, Dainik Bhaskar Group**, added "Divya Bhaskar has been a leading newspaper in Gujarat since its launch in 2003 and our Ahmedabad edition has over 10 lakh readers – significantly greater than peers. In addition to our readers, our business associates continue to be an integral part of our journey and this celebration in the state. Therefore, on this 10th anniversary we also took the opportunity to share this occasion with our business partners. The Great Gujarat Crossword is an expression to convey our gratitude and also presents a great opportunity for the winners to attend AD ASIA at Vietnam."

In 2003 Divya Bhaskar was launched after the well-known Twin-Contact Survey of 8 lakh households in Ahmedabad and 4 lakh households in the adjoining districts. The newspaper was launched with an initial print run of 4.52 lakh copies from Ahmedabad, a world record by any newspaper. Today Divya Bhaskar has 7 editions in 2 states of Gujarat & Maharashtra – Ahmedabad, Vadodara Surat, Rajkot, Bhavnagar, Bhuj & Mumbai and nine printing centres located across Ahmedabad, Vadodhara, Surat, Rajkot, Bhavnagar, Bhuj, Mehsana, Vapi and Junagarh. The paper has 37.92 lakh readers in the state and Divya Bhaskar's Ahmedabad edition is the only Gujarati Newspaper to have over 10 lakh readers in the city.

Celebrating a decade in Gujarat, Divya Bhaskar has organised a series of reader engagement events in Ahmedabad. The events include a motivational talk by T T Rangarajan, a talk show on business interests by K V Kamath, media seminar by Mr. Rajat Sharma, cookery show by chef Sanjeev Kapoor, and a financial talk by Nirmal Jain (IIFL) and Nilesh Shah (Axis Capital).