



## Get Set For The 3rd Edition Of MOSAIC 2014 - India's Best in Print Advertising from Dainik Bhaskar

**Mumbai, January 8, 2014:** India's creative professionals and creative standards have been acknowledged across several global platforms and celebrated over the past few years. The industry undoubtedly has moved to a whole new level of creative quality that has brought out some of India's most original and prolific work in print advertising. MOSAIC, a compendium of the most ingenious and inspiring Indian print advertising, is a committed effort from the Dainik Bhaskar Group to showcase in a single collection, the best of India's print work. Encouraged by the resounding success of the earlier 2 editions of MOSAIC, Dainik Bhaskar Group now commences entry processes for the third edition of MOSAIC 2014 - India's Best in Print.

The 2nd edition of MOSAIC showcased the best of print ads of 105 brands created by over 31 leading creative agencies in India, while the first edition featured over 70 brands of print campaigns by 25 leading agencies, curated by afaqs! Following its resounding success, the e-book version of MOSAIC has been downloaded 12,000 times. Greatly encouraged by the overwhelming response and support from industry participants, Dainik Bhaskar is committed take MOSAIC to even greater levels as a unique confluence of the best of Indian creative talent, teamwork and inspirational marketing for the next generation of consumers.

Amongst some of the most exciting features of MOSAIC are comments by the National Creative Directors on their rationale to choose the creative they considered to be best illustration of work by their agency. Additionally a section also highlights the 'top-picks' by the leading media practitioners/ clients.

Commenting on MOSAIC's 3rd edition, Mr. Girish Agarwal, Director, Dainik Bhaskar Group said, "We are proud to bring forth the 3rd edition of MOSAIC. This endeavor was launched by Dainik Bhaskar with the aim to showcase in a single collection, the great work being done in India in print advertising, while we have mostly referred to global compilations. This glaring gap has been bridged by MOSAIC. We are delighted that this has evolved into a brilliant source of inspiration and reference to the upcoming talented creative teams, clients and the agencies themselves in a format that can be easily accessed by all. We would like to thank all our agency partners and well-wishers for their support as we look forward to developing this exciting initiative further".

Mr. Sanjeev Kotnala, Vice President and National Head, Marcom, Dainik Bhaskar also said, "It has been a real pleasure to see MOSAIC establishing itself and growing to become a reference point for some of India's best print creatives, and evolve from being more than just a celebration of the best print work. Though MOSAIC's focus has never been on only showcasing award winning creative, never-the-less it sure is encouraging to note that a work featured in MOSAIC has also been a winner at various national and international award platforms. For us at Dainik Bhaskar, it is our significant endeavor to highlight the Indian talent within agencies and inspire them to do even better".

### About Dainik Bhaskar Group

DB Corp Ltd. is India's largest print media company that publishes 8 newspapers with 66 editions, 199 subeditions 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 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, Jharkhand and Jammu. Our other noteworthy newspaper brands are Dainik Divya Marathi, Business Bhaskar, DB Gold, 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.



India's Largest Newspaper Group | 14 States | 58 Editions | 4 Languages