



DAINIK BHASKAR GROUP introduces DB Assist



Promoted By



Dainik Bhaskar has entered into a strategic alliance with Bridgestone World Series Hockey and has also signed as the Global Partner for Team BHOPAL BADSHAHS.

'BHOPAL BADSHAHS', a strong team has famous players like Sardar Singh (Captain), Tushar Khandkar, Shivendra Singh, Raghunath V R, & Waseem Ahmad amongst many others & is Coached by Olympian V Bhaskaran, under whose tenure Indian teams achieved major laurels.

BRIDGESTONE WORLD SERIES HOCKEY – the "biggest prize money Hockey Tournament in the World spread with the winning team getting a prize purse of approx 10 cr will be played between February 29 to April 2, 2012, and will involve 200 leading Indian and International players. The league will be telecast across 30 countries.

A total of 59 matches between 8 teams will be played at 8 designated venues ; Bengaluru, Bhopal, Chandigarh, Chennai, Delhi, Jalandhar, Mumbai and Pune. BHOPAL BADSHAHS will play CHANDIGARH COMETS in the Inaugural tie of WSH on 29th February, 2012 at Chandigarh. The other 7 teams being Chandigarh Comets, Chennai Cheetahs, Delhi Wizards, Mumbai Marines, Karnataka Lions, Sher-E-Punjab and Pune Strykers.

Dainik Bhaskar has entered into this Strategic Alliance with great pride & a long term vision. Not only that Central India and the Punjab Haryana is a strong base for hockey, most of Dainik Bhaskar Group's footprint has many cities where the game of Hockey is very popular. Hence, it was a natural extension to promote Hockey, providing residents a heightened excitement through WSH. The group does have plans to work in promoting hockey in school and at a college level too.

Nimbus representative lauded Dainik Bhaskar's love for the sport and of being the first media house to come on board and appreciated the commitment and preparedness of the group for the partnership and promotion of hockey.

#### About Dainik Bhaskar Group

Dainik Bhaskar Group: 'India's Largest Newspaper Group' has a strong presence in newspapers, radio, event marketing, printing, short code, Digital, services and Mobile application. Its flagship Hindi daily newspapers are ; Dainik Bhaskar, Gujarati daily ; Divya Bhaskar, Marathi daily; Divya Marathi and English Daily; DNA , it covers 13 States with 64 editions reaching across 19.2 Million readers every day.

Additionally, it publishes 3 other newspaper titles Business Bhaskar ( Hindi financial and Business newspaper), DB



# Dainik Bhaskar GROUP

Gold, DB Star. In magazine sphere it publishes 'Aha! Zindagi' ( a magazine devoted to positivity in life), 'Bal Bhaskar' ( Hindi) and Young Bhaskar( English) for young readers and Lakshay (A personal career grooming magazine). The other media businesses includes MY FM ; FM Radio station network across 17 cities, 54567 (Short Code) and IMCL (Digital services)