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Press Release

DB Corp Limited Announces Launch of 3rd Edition of Dainik Divya Marathi from Jalgaon

- 3rd Edition of Dainik Divya Marathi , Marathi Language Newspaper from Jalgaon, Maharashtra
- 1st Edition of Dainik Divya Marathi launched from Aurangabad on 29th May'2011
- 2nd Edition of Dainik Divya Marathi was launched from Nashik on 3rd July '2011

Mumbai, September 10, 2011: DB Corp Limited (DBCL), India's largest print media company announced successful launch of 3rd edition of its **Marathi Newspaper Dainik Divya Marathi from Jalgaon, Maharashtra**. With launch of Jalgaon edition, within a period of 4 months, DBCL has expanded into 3 major cities in Maharashtra and has expanded its operations to over all 63rd edition.

Commenting on the extremely encouraging results at Jalgaon, Mr. Sudhir Agarwal, Managing Director, DB Corp Limited emphasized on the enhanced footprint of DBCL in Maharashtra, pointing out that *over the two quarters of the current fiscal, DBCL with 3 editions in Maharashtra is aggressively moving ahead on a focused strategy. We aim to fortify our success in Jalgaon to emerge as the preferred medium for advertisers and strongly connecting with our readers in this region.*

*Jalgaon is a vast market, with a rapidly developing industrial belt and is emerging as a premier educational hub. It has a strong cultural heritage and is now making progressive strides expanding its infrastructure, transport, communications facilities. Understanding the important role Brand Building plays for a new entrant, our planning has been meticulous, including our strategically classifying city to understand its demographic nuances. Additionally we have continued with the process of creating new product based on rich insightful feedback from readers in our 2-phase contact survey leading to subscription of copies. **This sharp focus on planning, management, marketing and branding has resulted in a successful launch of Jalgaon edition.***

As per our process Jalgaon launch also followed 2-phase survey methodology of door-to-door survey for inputs and later subscription booking. Major focus was on training of research and branding team.

Our survey **revalidated that the Jalgaon readers mirror Aurangabad and Nasik.**

- ❖ 97% people want an unbiased newspaper, not affiliated to any political party
- ❖ 93% people want Jalgaon to be amongst the top model cities of Maharashtra

- ❖ 91% respondents want balanced importance of both national and international news
- ❖ 87% people wish to read more about health and entertainment
- ❖ 87% want facilities in Jalgaon to be like any other cosmopolitan city
- ❖ 82% people give preference to industrial development
- ❖ 79% people feel that Jalgaon railway network is not adequately developed
- ❖ 69% people want much better education facilities for higher education

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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