



## DB Corp Expands Maharashtra Presence Launches 7th Edition of Dainik Divya Marathi from Amravati

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DB Corp Limited (DBCL), India's largest print media company today announced the launch of its 7th edition of Dainik Divya Marathi from Amravati. With this launch the Company has expanded its presence into 7 cities in Maharashtra, with 7 editions in the region and 66 editions across India. In keeping with the Company's new market launch trend, in Amravati, Divya Marathi was introduced amidst great jubilation and emerged as the most popular newspaper in the city from the first day of its launch. In its new region Divya Marathi was greeted with the same anticipation and excitement as when introduced earlier in Aurangabad, Nashik, Jalgaon, Ahmednagar, Solapur and Akola.

**Commenting on the successful launch at Amravati, Mr. Sudhir Agarwal, Managing Director, DB Corp Limited** said, "Another milestone has been created as we expand our presence in the state of Maharashtra with our 7th edition of Divya Marathi. In line with our launch strategy which we adapted to the Amravati market, we focussed on expanding the readership base in the region which is significantly under penetrated.

Amravati is the second largest city of the Vidarbha region after Nagpur and over time has emerged as the second most prominent education centre of Maharashtra after Pune. Although the launch planning was similar to that of other regions, our booking strategy did not only focus on self-generated responses but also targeted the Vidharba region and areas around Amravati. The region has a high literacy rate of over 93% and a rapidly developing workforce supported by a growing and active business environment comprising large markets and retail formats, factories, hospitals, education institutes, banks, telecom providers and is a business centre to some of India's most reputed companies. Our study of Amravati reveals a significant potential for DBCL to participate in as a growth partner and play a dynamic role to propel Amravati's socio-economic progress."

DBCL's Amravati launch has once again revalidated the company's execution capabilities. The launch was conducted in 3 broad phases beginning with initial introductory branding through seeking views and feedback, crystallisation of feedback to develop and design product and finally explore pricing and placing strategies of the product in the market. Corresponding to these phases, respective teams were mobilised to form the survey teams, visibility teams and the final Press Release implementation teams that were vigorously trained in communication skills, presentation skills, direct marketing skills, sales techniques and personality grooming.