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Dainik Bhaskar Rises In Bihar – Launches Edition in Patna Maintains Launch Success History

Mumbai, January 19, 2014: DB Corp Limited (DBCL), one of India's leading print media companies and home to flagship newspapers Dainik Bhaskar, Divya Bhaskar and Divya Marathi today announced the highly successful launch of Dainik Bhaskar's new edition from Patna, Bihar. With this launch, DB Corp Ltd now publishes 8 newspapers with 67 editions across 14 states across India, strengthening its position as India's largest print media company. With the launch of Dainik Bhaskar in Bihar, the media conglomerate has stormed Patna city with its awe-inspiring and impressive presence reinforced by a well strategized marketing and sales campaign that has once again proved its exceptional execution strength. Even in the presence of other formidable competitive news dailies, the people of Patna have whole heartedly embraced the publication's offerings with rave reviews of the product that has made very deep positive first impressions with new readers, all of which have contributed to another landmark launch success story.

Commenting on Dainik Bhaskar's successful Bihar foray Mr. Sudhir Agarwal, Managing Director, DB Corp Limited, *"We are thrilled and excited with a tremendous start to the new year and an overwhelming response to our launch in Bihar. This was truly an exciting challenge in a region with formidable peers. We have been studying the Bihar market for long which has a literacy rate of 64%. In line with our market identification criteria; we sensed and explored the opportunity in Patna that revealed impressive demographic features and high market potential - being the 15th most developed city in India as per GDP, high per capita consumption, and a key agricultural hub with rapid infrastructure growth. It is also the 5th fastest growing city in India and the 21st in the world.*

Our intensive on-ground study exposed an exciting prospect where we could establish a leadership position and create a marked impact in terms of readership and circulation. Once again the results have reiterated our execution capabilities, meticulous pre survey planning and thorough pre-launch strategies until seamless final roll-out. We unveiled our marketing campaign with bolder creative outdoor branding and a firm goal of igniting the Bhaskar brand in Bihar. Our product has already achieved wide acceptance

and we are delighted that Dainik Bhaskar has emerged as a product with very powerful, unbiased content appealing to diverse readership categories. We are committed to making it the most preferred vehicle to participate in and look forward to actively participating in the region's socio-economic progress.”

Intensive pre-launch ground study and well formulated marketing campaign completed in 2 phases supported by very imposing branding across Patna city's strategic points:

- **Well-combed ground plotting:** Following an analysis of the readership and circulation opportunity, the launch campaign was further defined to ensure total coverage of entire city through meticulous area wise planning, SEC study, location wise total household mapping and commercial area mapping (to include roadside markets, hospitals, hotels, shops, malls, industries / corporate, saloons, cash sale points, etc.)
- **1st phase of survey** - As part of an aggressive pre-launch campaign - a hallmark for all Bhaskar's launches across India, the Patna project was led by a concentrated in-city door-to-door study with 650 surveyors that surveyed around 338,000 households in the first phase. The main objective of this survey was to gauge first hand perception v/s reality feedback from readers to help identify the existing gaps to design the final desired product. Surveyors were rigorously trained to collate readers' data and inputs including their profiles & lifestyle, understand their news consumption preferences and needs, expectations from Bhaskar, product gap analysis, price inputs, develop a brand connect and encourage reader involvement right at the initial stages.

The key findings of the survey revealed:

- 91% of the surveyed preferred an unbiased newspaper.
- 89% said that they want to read political analysis which they miss in the existing newspaper.
- 58% of the people were dissatisfied when asked about the look and feel of existing newspapers.
- 99% of respondents wanted better cover priced newspaper
- **2nd phase of survey** – A second round of interactions with Patna's readers were conducted to reconnect with those surveyed in an effort to offer a product that met with their expectations and also undertake pre-launch bookings. Dainik Bhaskar also made a conscious effort towards social responsibility at this stage by taking various on ground initiatives such as Joy of Giving where people of Patna were encouraged to share with the underprivileged, initiatives on Diwali and Chatt puja and Good Health campaign - distribution of health booklet with diet charts and healthy life tips.
- **Simultaneous high decibel branding campaign** – with the themes “*Bolo Bihar Bolo*” (Talk Bihar Talk) and “*Bedharak Bolo...Aapki Marzi Jaanne Aa Raha Hai ...Dainik Bhaskar*” (Talk Without Hesitation

...Dainik Bhaskar is Coming To Know About Your Views) that created a charged environment in Patna. Impactful and attractive branding points across Patna were selected that significantly amplified Dainik Bhaskar's launch. Well planned outdoor media campaign with hoardings and kiosks, banners, human signage, auto branding, posters, radio campaign supplemented by newspaper inserts, cable advertising, cinema slides and rallies within the city comprised a 360 degree launch branding that enthused and attracted Patna readers.

About Dainik Bhaskar Group

DB Corp Ltd. is India's largest print media company that publishes 8 newspapers with 67 editions, 199 sub-editions in 4 multiple languages (Hindi, Gujarati, English and Marathi) across 14 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.

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