



Dainik Bhaskar
GROUP

INDIA'S LARGEST MULTI EDITION NEWSPAPER GROUP

THE DAINIK BHASKAR GROUP IS BRINGING FORTH THE POTENTIAL OF THE CITIES WHICH ARE AT THE CENTRE STAGE OF THE DEVELOPMENTAL LANDSCAPE. WE ARE INDIA'S LARGEST NEWSPAPER GROUP.

12

STATE'S PRESENCE

47%

INDIA'S URBAN
POPULATION ADDRESSED

48%

COVERAGE OF INDIAN
LANDSCAPE

51.63%

OF CONSUMER MARKET SIZE

Map not to scale

SOURCES: RNI, Census 2011 / Neilsen Market Skyline of India 2015-16

DAINIK BHASKAR GROUP AT A GLANCE

- 12 states & 64 editions
- 3 languages
- 54.5 lakh circulation
- 6.6 cr. total readership
- 53 printing plants
- 30 radio stations in 7 states
- 3 portals & 3 apps

DAINIK BHASKAR GROUP STANDS #1 NATIONWIDE.

IRS 2019, Q4 | AIR - URBAN,
MAIN + VARIANT |
Excluding Financial Dailies



Dainik Jagran Group Times of India Group Dainik Bhaskar Group

Dainik Jagran (Main) 7802	The Times of India (Main) 5263	Dainik Bhaskar (Main) 9353
Dainik Jagran (Variant) 240	The Times of India (Variant) 103	Dainik Bhaskar (Variant) 621
Inquilab 187	Vijay Karnataka (Main) 1400	Divya Bhaskar (Main) 2156
Mid-Day (7D-English) 340	Vijay Karnataka (Variant) 41	Divya Bhaskar (Variant) 20
Mid-Day (7D-Gujarati) 181	Navbharat Times 2106	Divya Marathi (Main) 819
Nai Dunia 885	Maharashtra Times 1477	Divya Marathi (Variant) 32
NavDunia 132	Mumbai Mirror 708	Saurashtra Samachar 158
	Bangalore Mirror 163	
	Pune Mirror 60	
	Ei Samay 644	
	Navgujarat Samay 95	

Figs in '000s



DAINIK BHASKAR IS THE WORLD'S 3rd LARGEST CIRCULATED NEWSPAPER.

The only Indian among the top 3.

Source: WAN IFRA- World Association of News Publishers Report 2019



Dainik Bhaskar

IRS 2019, Q4 UPDATE

DAINIK BHASKAR IS THE #1 NEWSPAPER IN RAJASTHAN



U+R, AIR, Main+Variant (in lacs)

	2017	Q4-2019	
DAINIK BHASKAR	50.36	60.61	20% Growth
RAJASTHAN PATRIKA	79.20	57.63	27% Decline

Rajasthan Patrika loses 21.57 lac readers in 2 years

IRS 2017: Dainik Bhaskar (Main) 4835, Dainik Bhaskar (Variant) 201 | Rajasthan Patrika (Main) 7404, Rajasthan Patrika (Variant) 517
IRS 2019 Q4: Dainik Bhaskar (Main) 6004, Dainik Bhaskar (Variant) Not Reported | Rajasthan Patrika (Main) 5656, Rajasthan Patrika (Variant) Not Reported

Figs in 000's

THE DOOSRA HITS THE MARK, 2ND TIME IN A ROW.

**DAINIK BHASKAR CONSOLIDATES ITS POSITION
AS THE NO.2 NEWSPAPER OF BIHAR.**

SOURCE : AUDIT BUREAU OF CIRCULATIONS

Publication	JD'19
HINDUSTAN	7,24,204
DAINIK BHASKAR	6,02,832
DAINIK JAGRAN	5,49,566 (Includes 10,440 variant copies)

Dainik Bhaskar (Main): Patna - 2,85,749; Muzaffarpur - 1,25,974; Gaya - 63,734 & Bhagalpur - 1,27,375

Hindustan (Main): Patna - 3,16,554; Muzaffarpur - 1,79,619; Gaya - 70,234; Bhagalpur - 83,530 & Purnia - 74,267

Dainik Jagran (Main): Patna - 2,13,341; Muzaffarpur - 1,30,262; Gaya - 43,864; Bhagalpur - 96,736 & Purnia - 54,923; **Dainik Jagran (Variant):** Patna - 10,440



BIHAR'S NO. 2 NEWSPAPER

PRINT

DAINIK BHASKAR GROUP PROVIDES SEAMLESS HIGH-VALUE FOOTPRINT

The DB footprint covers a third of Urban India

Offering 19 of India's 1Mn+ Cities, 180 1L+ Cities and more than 1,600 other Urban Towns

The Dainik Bhaskar footprint virtually mirrors the HSM footprint of a GEC

*Population in 000's

Sr. No.	Reporting Towns	Pop	Sr. No.	Reporting Towns	Pop
1	Ahmedabad UA	6716	12	Aurangabad UA	1208
2	Surat UA	5184	13	Gwalior UA	1143
3	Jaipur (M Corp.)	3079	14	Amritsar UA	1134
4	Indore UA	2356	15	Jodhpur UA	1124
5	Bhopal UA	1917	16	Ranchi UA	1119
6	Patna UA	1883	17	Kota (M Corp.)	1100
7	Vadodara UA	1811	18	Chandigarh UA	1039
8	Nashik UA	1649	19	Dhanbad UA	1037
9	Rajkot UA	1523	20	Durg-Bhilainagar UA	974
10	Ludhiana (M Corp.)	1488	21	Jalandhar UA	860
11	Raipur UA	1354	22	Solapur (M Corp.)	834

Source: IRS 2019 Q4

OUR EDITORIAL STRATEGY

Editorial Philosophy : *Kendra Mein Pathak* 'Reader at the core' is the driving force behind Dainik Bhaskar Group's editorial philosophy.

Editorial Drivers: Knowledge & Idea based journalism

Knowledge which is relevant & enriching to our readers with focused differentiation in approach to news features.



PRODUCT DIFFERENTIATORS

DAILY

EDUCATION BHASKAR

Bhaskar is the only newspaper that supplies students with relevant info on each exam and each course, in the main newspaper.

KNOWLEDGE BHASKAR

This deals with one subject/segment which we deal with daily in various forms. Investment, Health, Laws & Rights, New Thinking on spirituality & religion, etc.

WEB BHASKAR

It provides the best of the web content on edit page. We continue to remain the only newspaper to do so.

SUNDAY

SUNDAY CONTENT JACKET

Highly readable weekend reading. Full of knowledge, research, ground stories, variety of issues are taken up every Sunday.

TIME PAGE

Bhaskar has got exclusive tie up with TIME and it aims to offer global reading to our readers.

HARVARD BUSINESS REVIEW

Bhaskar has tie-up with Harvard Business Review to offer variety of tips and talking targeting young professionals.

LIFE AND MANAGEMENT

A page which offers other utility content for our forward looking and modern professionals.

SATURDAY

PEOPLE & PLEASURE

A unique page offering complete snapshot on newsmakers of the week

LIVE WELL LOOK GOOD

A complete lifestyle page, every Saturday. Gives details of new product launches on variety of categories; Auto, Gadgets, Home Décor, etc.

MONDAY



NO NEGATIVE NEWSPAPER



This day we ensure that we carry only those news which are positive, informative, inspiring and only those negative news are carried

which are important for reader to know.

NO NEGATIVE LIFE SPECIAL PAGE

We carry half page of No Negative Life giving articles which are very positive and gives practical ways and means to lead positive life and negativity.

LAKSHYA

A special page on career and jobs. This gives complete insight on developing career.

AGRO BHASKAR

It offers specialized content on agriculture targeted for our upcountry readers.

SAMADHAAN MILJULKAR

Under this, each edition takes up a particular public issue which inflicts the city. And Bhaskar tries to reach its logical conclusion through all stakeholders by jointly solving the problem.

TIE-UP WITH THE NEW YORK TIMES

Bhaskar has tie-up with The New York Times to provide its best content to our readers every Monday. This is taken on edit page.

NO NEGATIVE MONDAY

Through our 'NO NEGATIVE MONDAY' initiative the group encourages positivity and optimism. We publish no negative news on Mondays across all 65 editions of our publications so that that our readers start their week on a positive note with encouraging stories of courage and resilience against adversities.

- If there is any negative news which is significant for the readers, it is carried with a disclaimer.
- **Positivity in negative news**
- **Stories of hope**
- **Negative stories with clear header**
- **Good news labelling**

PRODUCT LINE UP



DAINIK BHASKAR

India's Largest Circulated Newspaper*

Dainik Bhaskar, the flagship hindi daily started its journey in 1958 from Bhopal. Dainik Bhaskar is India's largest circulated newspaper.

11 States, 46 Editions

5.3 crore Total Readership**

45.7 lakh Copies*

Published in:

Madhya Pradesh, Rajasthan, Chhattisgarh, Haryana, Delhi, Punjab, Himachal Pradesh, Jharkhand, Bihar, Gujarat and the Union Territory of Chandigarh.

Frequency: All 7 Days



DIVYA BHASKAR

Divya Bhaskar, started its journey in 2003 from Ahmedabad by displacing the legacy newspaper. Today, Divya Bhaskar is a dominant and a premium Gujarati language newspaper.



2 States, 9 Editions

85.6 lakh of Readership*

8.4 lakh Copies **

Published in:

Gujarat & Maharashtra

Frequency: All 7 Days

DIVYA MARATHI



Divya Marathi, entered the market in 2011 from Aurangabad. Today it is the leading premium marathi language Newspaper.

1 State, 6 Editions

39.43 lakh readers*

24,820 Copies**

Published in:

Maharashtra

Frequency: All 7 Days

DB STAR



- DB Star is known for its hard hitting news, investigative journalism and campaign on social issues.
- Apart from its exclusive news section, it also carries a bouquet of news features, lifestyle and glamour pages.
- DB Star also carries pages in English for the youth.
- The newspaper helps people raise their voice and express their values of freedom of speech by creating movements in the society.

State	Edition
Madhya Pradesh	Bhopal
	Indore
	Gwalior

MADHURIMA



- Madhurima is a weekly supplement dedicated to our women readers featuring inspiring empowerment articles.
- It aims to applaud the spirit, efforts and success of women.
- Madhurima seeks to be a change driver for women in society by providing emotional and relevant content.
- It covers every aspect of a woman's life right from latest trends in the society to relationship, fitness, health, fashion, literature, food, home and others. It is indeed a woman's complete friend.

BAL BHASKAR



India's Largest Children's Magazine*

- Bal Bhaskar is a weekly children's supplement with a total readership of 36.17 lakh*
- Comprising of interactive and customised editorial content, with a focus on entertainment, education and activities for children.
- A warm and welcoming brand, this magazine has etched a place for itself in the hearts of children.
- Periodicity - Every Saturday

RADIO

MY FM



- Guided by the 'JIYO DIL SE' philosophy, positivity has been core to MY FM's existence and has been consistently brought alive through our content
- MY FM is No. 1 amongst affluent class-in-car radio listenership, decision makers and youth.
- Network in 7 States & 30 cities

Maharashtra (ROM)	Rajasthan	Punjab & Haryana	M.P	Chhattisgarh	Gujarat
Nagpur	Jaipur	Amritsar	Indore	Raipur	Ahmedabad
Aurangabad	Udaipur	Jalandhar	Bhopal	Bilaspur	Surat
Akola	Jodhpur	Chandigarh	Gwalior		Rajkot
Nashik	Kota	Hisar			
Jalgaon	Ajmer	Karnal			
Solapur	Bikaner	Jabalpur			
Ahmadnagar					
Dhule					
Sangli					
Nanded					

DIGITAL & MOBILE

DB DIGITAL

‘One stop destination for informative, captivating and original Content.’



3

Digital Portals

- dainikbhaskar.com** (Largest Hindi news website)
- divyabhaskar.com** (Largest Gujarati website)
- divyamarathi.com** (Marathi News website)

3

Mobile Apps

- Dainik Bhaskar
- Divya Bhaskar
- Divya Marathi

DB DIGITAL

Data Informed Editorial Operations - Deep, real time analysis of content consumption patterns to address evolving needs of users.

Widest Local News Coverage - In-depth, daily local news coverage across more than 2500+ cities across India across the Hindi, Gujarati & Marathi markets.

Innovative News Formats - New formats to deliver news which is highly insightful, engaging and shareable, targeted at a large market segment and even those who cannot read.

Sustainable Distribution - New distribution methods to form a direct, loyal user base and control the quality of their user experience, instead of relying purely on search, social & aggregation platforms.

Hyper Personalization - Extremely high levels of personalization through the use of ML ensuring that every user gets the right news at the right time with the right context in their preferred user experience and mediums.

SOLUTIONS OFFERING

SAMPLING

The group's substantial reach serves as an efficient distribution channel for Sampling.

Sachets of Shampoos/Lotions/Sauces/Mouth Freshners, Masalas and others can be sampled.

Brochures and leaflets can be inserted depending on size, weight and paper quality.

**WHERE CAN
ONE SAMPLE**

रसमंग

नदरु

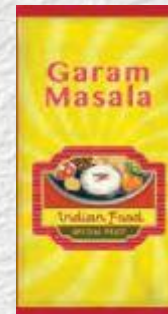
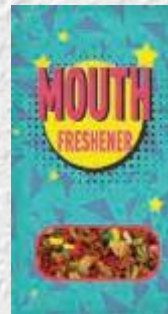
मधुरिमा

सुनंदा

धर्मदर्शन

सत्य मन्थन

city लास्ट



INTEGRATED MULTIMEDIA PLANS

Effective marketing follows a holistic approach. The group aids in creating integrated multimedia plans for brands to utilise touchpoints optimally.



Lenovo partnered with the group and executed the campaign - 'Maan Bhi Samman Bhi' to reach out to first time buyers and young aspirants.



Johnsons & Johnsons partnered with Dainik Bhaskar Group to create awareness about baby skin care amongst young mothers. The initiative encompassed promotions in print, digital, radio & on ground.



Using the power of technology, the group has the capability to create immersive AR experiences - print ads that work like a virtual mirror.

INNOVATIONS

A strong back - line support , quality control and customer service, the Dainik Bhaskar Group brings brands upfront innovatively

Godrej Aer - Used print media as an immersive experience. The product USP was demonstrated with fragrant ads.

Godrej Aer



Make it heard



Touch



Fragrance Printing



3D the New Dimension



MARKET-SHARE LINKED DEALS

The group partners with clients with high emphasis on ownership of increased market share, category expansion and hyper local initiatives to overcome hurdles in territorial sales.

A popular noodle brand wanted a focussed campaign on driving sales of a particular SKU. A frequency campaign with a mix of high - impact ads, regular ads and advertorials were used.

Madhurima was used to communicate and engage with the women audience.



CLIENT NEED BASED RESEARCH

The group provides the finest cultural and social intelligence to clients and delivers macro and hyper local insights through it's researches.



Research/Survey
done as per client
requirement



Usage and Attitude
surveys by Dainik
Bhaskar Group



ACTIVATIONS

On - ground expertise, wide coverage and a deep understanding of our readers are some of the benefits when Dainik Bhaskar Group formulates and executes consumer activations.

Gillette, a self grooming initiative - Safalta Apni Mutthi Mein for students was conducted in MPCG & Gujarat.



सौजन्य से

दैनिक भास्कर



BRANDED EVENTS

Dainik Bhaskar Group's capabilities to execute events of any nature is unparalleled.

Nari Pratibimb - The group executed a brand engagement activity for **Kent RO** in MP, CG, CPH, Maharashtra, Bihar, Jharkhand, Gujarat & Rajasthan market



A Painting competition
'How women see today's woman'

MADHURIMA CLUB

Madhurima Club is group's one-of-a-kind exclusive property for women readers.

Through seminars and Madhurima club meet-ups, brands can obtain real - time feedback on trials, conduct experiential marketing and drive women centric initiatives.

मधुरिमा क्लब



Star Plus partnered with Madhurima to engage with women readers to promote their programs

FLAGSHIP EVENTS

The Dainik Bhaskar Group is known to conduct unique events. From large scale gatherings to intimate fireside usiness discussions, the group makes them memorable and impactful.

Bhaskar Utsav - A week long festival featuring the who's who of India engaging the audience with great mix of entertainment. Footfall of approximately 50,000-70,000 is registered.

Uttarayan - Gujarati readers celebrate Uttarayan with Divya Bhaskar every year. The energy of our readers celebrating the festival is a treat to watch.



Thank You