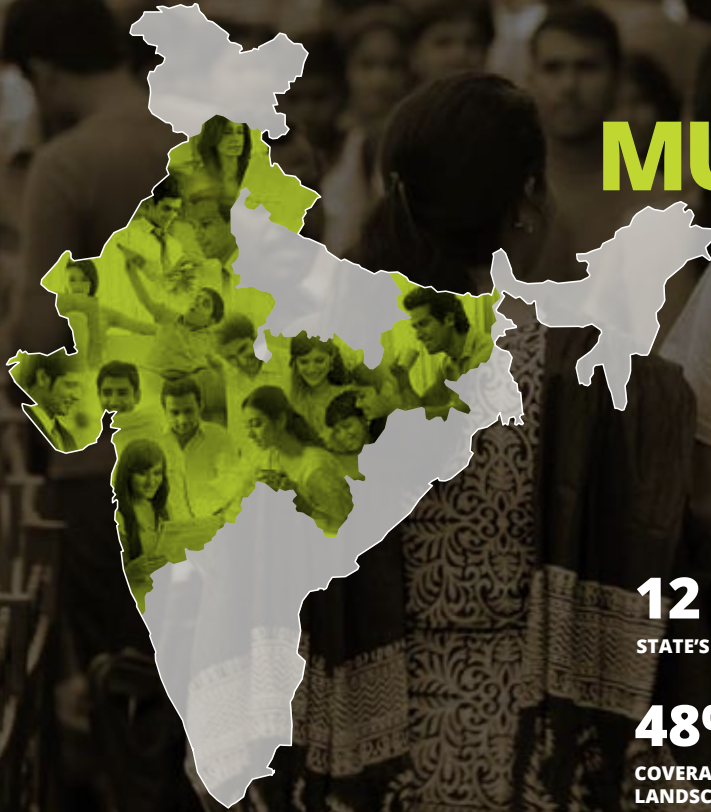




Dainik Bhaskar GROUP

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 & 61 Editions
- 3 languages
- 36.09 lakh circulation
- 6.6 Cr. total readership
- 51 printing plants
- 30 Radio stations in 7 states
- 4 portals & 4 Apps

DAINIK BHASKAR GROUP STANDS #1 NATIONWIDE.

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



Dainik Jagran Group	Times of India Group	Dainik Bhaskar Group
Dainik Jagran (Main) 7802	The Times of India (Main) 5253	Dainik Bhaskar (Main) 9353
Dainik Jagran (Variant) 240	The Times of India (Variant) 103	Dainik Bhaskar (Variant) 621
Amalab 187	Vijay Karnataka (Main) 1493	Divya Bhaskar (Main) 2336
Mid-Day (TD-English) 240	Vijay Karnataka (Variant) 41	Divya Bhaskar (Variant) 20
Mid-Day (TD-Gujarati) 181	Maharashtra Times 2104	Divya Manthra (Main) 618
Nir Ujala 195	Maharashtra Times 1477	Divya Manthra (Variant) 52
NedNews 132	Mumbai Mirror 708	Sourashtra Samachar 678
	Bangalore Mirror 183	
	Pune Mirror 59	
	E-Gazet 544	
	Navajivan Samay 95	

Figs in '000s



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

The only Indian among the top 3.

Source: WAN ITRA- 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

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

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

EDITORIAL STRENGTH

'Reader at the core' is the driving force behind Dainik Bhaskar's Editorial philosophy. Before writing anything, we ask ourselves two critical questions:

- Why would reader read this news?
- What will the reader get from this news?

Our editorial values include utilizing knowledge along with the exclusive editorial content.

Our editorial content is enriched through investigative reporting, in depth ground reports and detailed analysis of subject matter.

HIGHLIGHTS

International Reporter Network spreads across 22 countries of the world
Impressive line-up of National and International writers



Thomas L. Friedman
Pulitzer Prize winner,
Regular columnist for
The New York Times



Shekhar Gupta
Editor-in-Chief, ThePrint



Ruchir Sharma
Global investor,
Best-selling writer,
Columnist for
The New York Times



Sanjay Kumar
Professor and
Political analyst



Chetan Bhagat
English language
novelist



Rajdeep Sardesai
Senior journalist



Anshuman Tiwari
Editor-Money9



Rashmi Bansal
Writer and motivational
speaker



Neeraj Kaushal
Professor
Columbia University



Kaveree Bamzai
Reporter & Writer

Strategic tie-ups with top international media brands -



NO NEGATIVE MONDAY

Through our 'NO NEGATIVE MONDAY' initiative the group encourages positivity and optimism. We publish no negative news on Mondays across all 61 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**



नो निगेटिव न्यूज़ के साथ करें
सप्ताह की पॉजिटिव शुरुआत

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, 43 Editions

5.3 crore Total Readership*

30.7 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, 8 Editions

85.6 lakh of Readership*

5.2 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 States, 6 Editions

39.43 lakh of readership*

15080 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
Chhattisgarh	Raipur

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 – Twice a month (Friday)

RADIO

MY FM



- Guided by the 'CHALO ACHHA SUNTE HAI' 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
Nagpur	Jaipur	Amritsar	Indore	Raipur
Aurangabad	Udaipur	Jalandhar	Bhopal	Bilaspur
Akola	Jodhpur	Chandigarh	Gwalior	
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.’**



4
Digital
Portals

4
Mobile
Apps

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

- Dainik Bhaskar
- Divya Bhaskar
- Divya Marathi
- Bhaskar English

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 YOU SAMPLE

दूरदर्शन

नवदरश

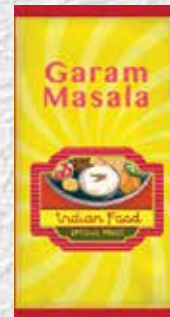
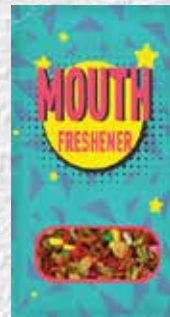
मधुरिमा

पुनर्पि

धर्म दर्शन

काल भस्कर

city लास्ट



MADHURIMA CLUB

मधुरिमा क्लब

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.



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

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



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.



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 50k to 70k 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.

Abhivyakti Garbha Mahoutsav - More than 20 year old Annual Property of Dainik Bhaskar Group.

5 days event with a quality footfall of 2 lakh crowd in each city Bhopal and Indore and 4 days event in Jaipur with a footfall of 1.5 lakh + crowd.

The biggest event with traditional Gujarati Garba & Dandiya called "Abhiviyakti Garba Mahoutsav"



EXPOS

MEGA PROPERTY EXPO

- 3 days event.
- Average customer footfall – 10k to 12k.
- Cities – Bhopal, Jaipur, Raipur, Ahmedabad, Surat, Aurangabad & Nashik.
- Major attractions - more property options at one place, spot booking, discount schemes form builders, property showcase, detailed guidance about property & loan details.



EDUCATION FAIR

- 3-4 days event.
- Average customer footfall – 7k to 8k.
- Cities - Bhopal, Indore, Jaipur, Raipur, Chandigarh & Ahmedabad.
- Major attractions - Career counselling session, spot admission, personality development, career guidance, education loan, scholarship information & psychometric test.

Entry Free

View More & Monitor Social Updates & News 100% on WhatsApp

AMITY UNIVERSITY PUNJAB & दैनिक भास्कर Presents **EDUCATION & Career Fair**

Co-Sponsored: ICFAT UNIVERSITY Associate Sponsor: MANAY RACHNA

20th & 21st Aug 21, Timing: 10:30 AM - 7 PM Sector 34 Ground, Chandigarh

Opportunity to interact: offline "Face to Face" for counselling and admission after long COVID era with all leading Universities, Colleges & Educational Institutes from across India under one Umbrella.

FREE CAREER COUNSELLING SESSION | COUNSELLING SESSION: EMOTIONAL WELLNESS & SKILL DEVELOPMENT | MANI MANIAL, Founder of Manay Rachna, Founder & Director of Fair

• Career counselling by Experts. • Emotional and Wellness counselling. • Attractive gifts and scholarships to be won. • Fully Air Conditioned.

In Association with: CHANDIGARH UNIVERSITY, CHITKARA UNIVERSITY, BHAKT BANRA UNIVERSITY, DAVV, Silver Fern, India for India

FOR STALL BOOKING CONTACT: Ajay Negi: 9888710691, Tarun Sharma: 9999985863

ACTIVATIONS

- **Objective:** To connect with the students seeking for further studies after grade 12th. The career counselling program is organised.
- A renowned speaker was invited to deliver the session on career options & skill enrichment.
- **Locations:** Bihar, Gaya, Muzaffarpur, Janshedpur & Dhanbad.
- **TG:** Students who are pursuing 12th or passed out class 12th recently & exploring the colleges/universities to get admission in the desired stream.



BYJU's

- Period: Aug-Oct'21 & 22.
- What was the objective? To reach out and engage with students for lead generation.
- How did we do it? We engaged with 5,000 schools in Gujarat, Madhya Pradesh, Chhattisgarh, Punjab and Haryana and enrolled students by one to one contact program.
- What was the result? Over 2.75 lac students registered for the activity.



AXIS MF



Objective: To reach out to citizens from all walks of life and create awareness about savings and investments Investor Awareness Programs (IAP) is organized.

Dainik Bhaskar in association with Axis Mutual Fund has organized the Investor Awareness Programs across different geographical locations of India.

Locations: Indore, Bhopal, Raipur, Jaipur, Ahmedabad, Patna & Ranchi.

TG: Individuals who are investing or keen to invest was invited preferably with the spouse.



SPEAK FOR INDIA

Speak for India Gujarat edition 2023-24 was a journey to find out the most vibrant and confident debater from the state of Gujarat. The Gujarat chapter of Speak for India owned by Federal Bank was executed by Divya Bhaskar.

Speak for India Gujarat had reached 20,000+ students across 500 colleges.

Market: Gujarat.

Touch Points: Degree colleges.

TG: Graduate & Post-Graduate students.



Thank You