



# DB Corp Ltd

## Press Release

### *DB Corp Limited announces Successful launch of Dainik Bhaskar in Ranchi, Jharkhand*

**Mumbai, August 27, 2010:** DB Corp Limited (DBCL), one of India's leading print media companies and home to flagship news papers Dainik Bhaskar, Divya Bhaskar and Saurashtra Samachar today announced that Dainik Bhaskar's new Ranchi edition has been launched on August 22, 2010. The publication has already been attracting encouraging reactions from readers since its launch and has become most popular paper of Ranchi and its surroundings from Day 1 of its launch. We shall shortly be launching 10 surrounding district editions shortly.

**Commenting on the successful launch, Mr. Sudhir Agarwal, Managing Director, DB Corp Limited said,** *"Dainik Bhaskar's launch in Ranchi has garnered an overwhelming response from readers and advertisers. The Bhaskar team's diligence and hard work towards extensive research, planning, and execution has been well acknowledged, and we have been able to launch much ahead of our earlier schedule.*

*The Ranchi edition has been meticulously designed across every aspect using our readers' inputs in content, masthead, overall presentation, issues covered - based on readers' requirements. We will continue to strengthen the edition through innovative branding efforts and strong content that will appeal to and involve all sections of the populace that will in turn develop our product to become the choicest vehicle for all advertisers'."*

#### **A paper by the people and for the people**

The Ranchi edition of Dainik Bhaskar has been launched with 32 pages in all-color format, with 16 pages of D B Star as complimentary copy. Additionally a 4-paged supplements thrice a week catering for women, children and to youth, is also available to readers.

In a unique endeavor, on a daily basis, Dainik Bhaskar's Ranchi edition will feature a guest editor, from amongst readers in Ranchi. They will be invited to write a column expressing their independent and personal views primarily focusing on various social and economic development needs of Jharkhand state as well as of Ranchi city.

Dainik Bhaskar's Jamshedpur edition is expected to launch in October and Dhanbad in December 2010 that will complete its foray in Jharkhand.



**Dainik Bhaskar**

**Divya Bhaskar**

**बिज्ञनेस भास्कर**

**DNA**  
Read the world



Madhya Pradesh, Chhattisgarh, Rajasthan, Punjab, Chandigarh, Haryana, Gujarat, New Delhi, Maharashtra, Himachal Pradesh, Uttarakhand.

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**Regd. Office :** DB Corp Ltd., Plot No. 280, Sarkhej-Gandhinagar Highway, Near YMCA Club, Makarba, Ahmedabad (Gujarat)



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## About DB Corp Limited

D B Corp Ltd. is one of India's leading print media companies that publishes 7 newspapers with 49 editions, 130 sub-editions in 3 multiple languages (Hindi, Gujarati and English) across 12 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 17.14 million, making us one of the most widely read newspaper groups in India with presence in Madhya Pradesh, Chattisgarh, Rajasthan, Haryana, Punjab, Chandigarh, Himachal Pradesh, Uttarakhand, Delhi, Gujarat, Maharashtra and Jharkhand. Our other noteworthy newspaper brands are Business Bhaskar, DB Gold and DB Star and, DNA (in Gujarat and Rajasthan) on a franchisee basis.

We are the only media House, with multiple languages that enjoy a leadership position in multiple states 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.

## For more information, please contact:

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**Dainik Bhaskar**

**Divya Bhaskar**

**बिज़नेस भास्कर**

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