



## **Dainik Bhaskar celebrates 20 Glorious years in Rajasthan**

December 2016 marked the completion of Dainik Bhaskar's glorious 20 years in Rajasthan. It has been an eventful 2 decades of growing together. As the state has grown leaps and bounds in terms of infrastructure, economy, affluence, education, IT sector, jobs we have progressed in our printing technology, circulation and content continuing to touch the lives of more and more readers each day. We are humbled and would like to celebrate the role of our readers and trade partners for contributing to this continued success.

The 20<sup>th</sup> Anniversary celebrations – the Dainik Bhaskar Utsav 2016 was spread over 9 days in Jaipur included special sessions with Baba Ramdev alongwith daily interactions with eminent personalities like ad – guru Piyush Pandey, Super chef Sanjeev Kapoor, Aamir Khan and Arnab Goswami among others. Tiger Shroff's dance performance, Sunidhi Chauhan's high voltage concert and a melodious evening with Kailash Kher. The 9 day event saw our readers participating in huge numbers throughout the festivity.

To mark the celebrations, a new ad campaign has been designed by Ogilvy for the national markets. The campaign is our tribute to the state, and a testimony of the progress and development that we have witnessed over last 2 decades in the state of Rajasthan. The campaign which will burst on print and online will be supported by activations like the Rajasthani pagdi – tying competition, parties, mailers and giveaways. A special marble inlay plate has been designed for the occasion as a giveaway.

Commenting on the occasion, Kaacon Sethi, Chief Corporate Marketing Officer , DB Corp said “ We are delighted to have reached this milestone. We want to celebrate with our partners and associate. Rajasthan is a high priority markets for a multitude of Indian brands and we are today a preferred medium of choice for them. Rajasthan has grown , and so have we in leaps and bounds. We take this opportunity to thank our partners and associates whose support keeps us striving.”

### **About DB Corp Ltd**

DB Corp Ltd. is India's largest print media company that publishes 7 newspapers with Dainik Bhaskar 40 editions, Divya Bhaskar 7 editions, & Dainik Divya Marathi 7 editions with 208 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, Bihar, Jharkhand and Jammu. Our other noteworthy newspaper brands are Saurashtra Samachar, DB Star, DB Post and DNA (in Gujarat & Rajasthan) 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 26 cities. Its growing digital business is led by 13 portals for rapidly expanding digital audiences (including [dainikbhaskar.com](http://dainikbhaskar.com), [divyabhaskar.com](http://divyabhaskar.com), [divyamarathi.com](http://divyamarathi.com), [dailybhaskar.com](http://dailybhaskar.com), [bollywoodbhaskar.com](http://bollywoodbhaskar.com), [moneybhaskar.com](http://moneybhaskar.com), [dbcric.com](http://dbcric.com), [jeevanmantra.in](http://jeevanmantra.in), [fashion101.in](http://fashion101.in), [gadgets.bhaskar.com](http://gadgets.bhaskar.com), [food.bhaskar.com](http://food.bhaskar.com), [homeonline.com](http://homeonline.com), [postpickle.com](http://postpickle.com) and 2 actively downloaded applications Dainik and Divya Bhaskar mobile apps.

**For further information please visit [www.bhaskarnet.com](http://www.bhaskarnet.com) or contact:**

**Mr. P.K. Pandey**

Head – Investor Relations

Tel: +91 22 39501500

Email: [prasoon@dbc Corp.in](mailto:prasoon@dbc Corp.in)

**Address for investor communication:**

DB Corp Ltd.

G 3 A/ 4-6 Kamanwala Chamber

New Udyog Mandir – 2, Mogul Lane, Mahim (W), Mumbai, 400016