



Celebration Ho Toh Aisa...20th Anniversary of Dainik Bhaskar in Rajasthan

DB Corp Limited (DBCL), India's largest newspaper group and home to flagship newspapers Dainik Bhaskar, Divya Bhaskar, Divya Marathi and Saurashtra Samachar, completed 20 years of Dainik Bhaskar's presence in Rajasthan in December 2016. To commemorate its 20th anniversary and celebrate the role of its readers and trade partners for contributing to this continued success, Dainik Bhaskar is hosting the largest inter – agency Rajasthani Pagdi Tying contest.

The publication is hosting the Pagdi Tying contest in top media agencies in Mumbai, Delhi and Bangalore. The unique activity kicked off today with Dentsu Mumbai, Havas & Initiative Media Delhi, Madison Bangalore, with a huge participation from the media planners, buyers and agency executives.

Along with pagdi tying, media executives played on the spot games and quizzes. Agency folks were seen taking selfies with their pagdis and props in the selfie booth. The delicious Rajasthani *pyaaz kachori and laddoos* were enjoyed by all.

Commenting on the occasion, Kaacon Sethi, Chief Corporate Marketing Officer, DB Corp, said, "Dainik Bhaskar's glorious 20 years in Rajasthan has been the most wonderful experience since it holds great historic significance for the Group. It has been the most exciting 2 decades that witnessed both the State's growth as well as ours. As the state developed significantly in terms of infrastructure, economy, affluence, education, IT sector and jobs, Dainik Bhaskar has also come a long way strengthening presence in Rajasthan and today it is an indispensable part of our readers' lives and therefore in media plans. We take the opportunity to thank our readers and all our business associates who have played an integral role in our success and growth in Rajasthan. We remain committed to work even harder to fulfil our responsibility as the leading news provider in the state, as active enablers of socio-economic change in the region and an effective medium for advertisers to reach their audiences in a trusted environment. "

Catch the entire action along with the images from all the agencies [HERE](#).