



DB Corp Ltd

October 4, 2019

To
The Manager
(Listing – CRD)
BSE Limited
P J Tower, Dalal Street, Fort
Mumbai - 400 001

(Fax: 022-22722037/38/39/41)

The Manager
(Listing Department)
The National Stock Exchange of India Limited
Bandra Kurla Complex, Bandra (East)
Mumbai - 400 051

(Fax: 022-26598237/38 or 022-26598347/48)

Dear Sirs,

Sub.: Intimation to Stock Exchange - Press Release: Dainik Bhaskar Group appoints Mr. Pathik Shah as the Chief Executive Officer, DB Digital

**Ref.: BSE – Scrip Code: 533151 – SYMBOL: DBCORP
NSE – SYMBOL: DBCORP – Series: EQ**

We are attaching a copy of the 'Press Release' in connection with the captioned subject.

We request you to kindly note the same.

Thanking you,

Yours truly,

For D. B. Corp Limited



Anita Gokhale
Company Secretary & Compliance Officer
Membership No: F4836

Encl: as above



Dainik Bhaskar Group appoints Mr. Pathik Shah as the Chief Executive Officer, DB Digital

New Delhi, October 04, 2019:

DB Corp Limited (DBCL), India's largest print media company and home to flagship newspapers, Dainik Bhaskar, Divya Bhaskar and Divya Marathi, announced the appointment of **Mr. Pathik Shah as the Chief Executive Officer for DB Digital**, its digital products business.

Backed by an extensive experience of close to a decade in building, operating and growing digital consumer products, Pathik will be responsible for driving the Digital Business at Dainik Bhaskar Group.

Prior to joining Dainik Bhaskar Group, Pathik was associated with Hike Messenger for almost seven years. He was designated as the Vice President, Products and also led M&A functions. During his tenure at Hike, he led many of the key product & growth initiatives which helped Hike grow to over 100 million registered users in less than 4 years. On the back of this rapid growth, Hike raised capital of more than \$250 million, accounting for a valuation of \$1.4 billion, becoming one of the fastest unicorns in India. Additionally, he also led and executed multiple M&A transactions for Hike, including an investment in WinZO and the acquisition of ZipPhone, Creo and a few others.

Commenting on the appointment, Mr. Pawan Agarwal, Dy. Managing Director, DB Corp Limited said "We are pleased to welcome Pathik on-board. We are confident that his proven ability to drive strategic growth especially in digital consumer products through product innovation, and his leadership skills will contribute to the Group's ambition of further strengthening the brand. Dainik Bhaskar Group is at an exciting stage of growth and we look forward to achieving several milestones on the journey ahead and reinforcing our position as one of India's largest and dynamic media conglomerates."

Mr. Pathik Shah, Chief Executive Officer, DB Digital said, "I am delighted to be a part of the DB Digital team of India's largest print media Company, Dainik Bhaskar Group. Having a leadership position in the print medium, we're now aiming to become the dominant player in digital news and content products built for India, targeting the enormous pool of ~500 million users who are either existing or soon-to-become users of internet directly via mobile phones, in the next couple of years. We have the opportunity of a lifetime to build a rich, mobile-first news product for this market and innovate on key aspects like engaging content formats and a seamless product experience optimized for India while continuing to deliver what we're already known for - high quality, trusted content. It will be my sincere endeavour to contribute meaningfully towards achieving success in this ambitious mission."

About DB Corp Ltd

DB Corp Ltd. is India's largest print media company that publishes 5 newspapers with Dainik Bhaskar 46 editions, Divya Bhaskar 9 editions & Divya Marathi 6 editions with 211 sub-editions in 3 multiple languages (Hindi, Gujarati and Marathi) across 12 states in India. Our flagship newspapers Dainik Bhaskar (in Hindi) established in 1958, Divya Bhaskar and Saurashtra Samachar (in Gujarati) and Divya Marathi (in Marathi) have a total readership of 6.6 crores, making us the most widely read newspaper group in India with presence in Madhya Pradesh, Chhattisgarh, Rajasthan, Haryana, Punjab, Chandigarh, Himachal Pradesh, Delhi, Gujarat, Maharashtra, Bihar and Jharkhand. Our other noteworthy newspaper brands are Saurashtra Samachar and DB Star. 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 "94.3 MY FM" Radio station with presence in 7 states and 30 cities. Its growing digital business is led by 9 portals for rapidly expanding digital audiences, and 4 actively downloaded mobile applications.

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India's Largest Newspaper Group | 12 States | 66 Editions | 4 Languages





DB Corp Ltd

For further information please visit www.bhaskarnet.com or contact:

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