



DB Corp Ltd

To
The Manager
(Listing – CRD)
The Bombay Stock Exchange Limited
Dalal Street
Mumbai - 400 001

Dated : May 11, 2010

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

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

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

Re : Intimation to Stock Exchanges- pursuant to clause 36 of the Listing Agreement.

Ref: BSE – Scrip Code : 533151 – SYMBOL : D B CORP
NSE – SYMBOL : DBCORP – Series: EQ

We would like to inform you that our company has initiated pre-launch activities around the impending launch of Dainik Bhaskar in Jharkhand.

We are attaching our Corporate Communication in this regard.

We request you to kindly take the above information on record.

Thanking you,

Yours truly,

For D.B. Corp Limited


(K. Venkataraman)
Company Secretary & Compliance Officer

Encl: as above

Dainik Bhaskar

Divya Bhaskar

विज्ञानेस भास्कर

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

Business Office : G-3A, Kamanwala Chambers, New Udyog Mandir-2, Mogul Lane, Mahim (West), Mumbai - 400 016. Tel.: +91 22 3988 8840 • Fax: +91 22 3980 4793
Regd. Office : DB Corp Ltd., Plot No. 280, Sarkhej-Gandhinagar Highway, Near YMCA Club, Makarba, Ahmedabad (Gujarat)



Corporate Announcement

DB Corp Limited Rolls Out Phase I Pre-launch Activities Covering Ranchi

Bhopal, May 11, 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 the company has initiated the pre-launch activities around the impending launch of Dainik Bhaskar in Jharkhand.

The 'Jharkhand Bihar project' has been planned to cover the entire Jharkhand region including Ranchi, Jamshedpur, and Dhanbad, in round one. As part of its pre launch strategy and approach, the unit will be launched in two phases – Phase I will include Ranchi and Jamshedpur, while Phase II will include roll-out in Dhanbad.

According to **Mr. Jagdish Sharma, Chief Operating Officer for state of Gujarat and Head of Jharkhand Project**, *"In line with our strategy to extend and build our leadership footprint, our pre-launch activities in the Jharkhand region is underway with great vigor. DBCL is strategically best placed to capture the hugely underpenetrated regional market that has a huge scope for readership and ad revenue expansion. Our expansion into Jharkhand therefore captures the high economic growth potential of the Jharkhand region."*

DBCL is highly regarded for its ability to identify new market opportunities and expand its readership through innovative market penetration strategies. As we have demonstrated in the past, meticulous planning, stringent controls, team creation and training and detailed project stages have been worked out and put in place to ensure accurate execution. This is an exciting stage as we prepare ourselves to extend our presence in India."

Phase I: Pre-launch Roll-out in Ranchi:

Pre-launch survey already commenced from May 1, 2010: To be completed in two stages where readers will be requested to share their views on 'their ideal newspaper' that they wish to read. In the second stage, households will be visited to book orders and generate subscription.

Approximately 3.20 lakh survey participants will be covered as part of pre-launch surveys that will also include households, commercial establishments, hotels, hospitals, hotels, banks, etc. for city of Ranchi and surrounding areas which includes Hazaribag, Kodarama, Dalton Ganj, Ramgarh, Garwah, Simdega, Gumla and Lohardaga .

A strong team forms the fundamental platform: A team of over 200 surveyors and a strong back up team of around 100 persons have been deployed and have already been rigorously trained to cover every survey zone identified and allotted.



Dainik Bhaskar

Divya Bhaskar

बिजनेस भास्कर



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

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About DB Corp Limited

DB Corp Limited is one of India's leading print media companies publishing 7 newspapers, 48 news paper editions, and 128 sub-editions in three languages (Hindi, Gujarati and English) in 11 states in India.

The company's key publications Dainik Bhaskar (in Hindi), Divya Bhaskar and Saurashtra Samachar (in Gujarati) position DB Corp as 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 and Maharashtra. Divya Bhaskar is the largest circulated news paper in Gujarat and is present in Gujarat and Maharashtra with 8 editions (Ahmedabad, Rajkot, Jamnagar, Surat, Baroda, Bhavnagar, Bhuj and Mumbai).

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:

Mr. Prasoon Pandey, Head – Investor Relations, Ph: 022 39804817/18
DB Corp Limited



Dainik Bhaskar

Divya Bhaskar

बिज़नेस भास्कर



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

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