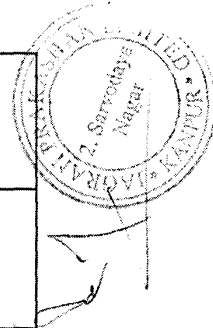


JAGRAN PRAKASHAN LIMITED

REGD. OFFICE: JAGRAN BUILDING, 2, SARVODAYA NAGAR, KANPUR - 208 005

STANDALONE AND CONSOLIDATED AUDITED FINANCIAL RESULTS FOR THE QUARTER AND YEAR ENDED 31st MARCH, 2012 (Amount Rs. In Lakhs except per share data)

PART I	Sr. No.	Particulars	STANDALONE			CONSOLIDATED		
			Quarter Ended		Year Ended	Year Ended		Year Ended
			31.03.2012 (Unaudited)	31.12.2011 (Unaudited)	31.03.2011 (Unaudited)	31.03.2012 (Audited)	31.03.2011 (Audited)	31.03.2011 (Audited)
1		Income from operations						
a.		Net sales / income from operations	30,334.06	31,701.51	27,551.90	1,21,591.75	1,09,010.97	1,32,498.64
b.		Other operating income	707.31	701.96	709.90	2,848.77	2,521.01	3,067.21
		Total income from operation	31,041.37	32,403.47	28,261.80	1,24,440.52	1,11,531.98	1,35,565.85
2		Expenses						
a.		Cost of material consumed	10,822.38	11,346.29	9,111.05	42,817.87	33,313.68	46,129.79
b.		(Increase) / Decrease in Finished Goods	(1.69)	0.32	(0.26)	(4.01)	8.32	(4.01)
c.		Employee benefits expense	4,283.15	4,065.41	3,654.60	16,031.15	14,297.40	19,427.38
d.		Depreciation and amortisation expense	1,814.16	1,651.05	1,604.49	6,566.56	5,642.70	7,093.50
e.		Other expenses*	9,348.06	8,479.88	8,354.67	34,333.46	29,695.24	38,327.61
		Total expenses	26,266.06	25,542.95	22,724.55	99,745.03	82,957.33	1,10,974.27
3		Profit from operations before other income, finance cost, exceptional items, prior period adjustments, share in associates profits and share of minority interests (1-2)	4,775.31	6,860.52	5,537.25	24,695.49	28,574.65	24,591.58
4		Other income #	1,833.55	(417.45)	551.11	2,536.11	2,319.06	2,546.87
5		Profit from ordinary activities before finance costs, exceptional items, prior period adjustments, share in associates profits and share of minority interests (3+4)	6,608.86	6,443.07	6,088.36	27,231.60	30,893.70	27,138.45
6		Finance costs	454.17	443.33	247.96	1,458.80	719.53	1,577.57
7		Profit from ordinary activities before exceptional items, prior period expenses, share in associates profit and share of minority interests (5-6)	6,154.69	5,999.74	5,840.40	25,772.80	30,174.17	25,560.88
								30,785.16

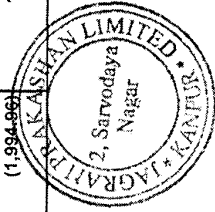


JAGRAN PRAKASHAN LIMITED

REGD. OFFICE: JAGRAN BUILDING, 2, SARVODAYA NAGAR, KANPUR - 208 005

STANDALONE AND CONSOLIDATED AUDITED FINANCIAL RESULTS FOR THE QUARTER AND YEAR ENDED 31st MARCH, 2012 (Amount Rs. in Lakhs except per share data)

Sr. No.	Particulars	Quarter Ended			Year Ended			Year Ended		
		31.03.2012 (UnAudited)	31.12.2011 (Unaudited)	31.03.2011 (UnAudited)	31.03.2012 (Audited)	31.03.2011 (Audited)	31.03.2011 (Audited)	31.03.2012 (Audited)	31.03.2011 (Audited)	31.03.2011 (Audited)
8	Exceptional items and prior period adjustments (net)	-	-	-	-	-	-	-	-	228.17
9	Profit from ordinary activities before tax and share in associates profit and share in minority interests (7-8)	6,154.69	5,999.74	5,840.40	25,772.80	30,174.17	25,560.88	30,556.99		
10	Tax expense	1,870.11	1,869.49	1,632.07	7,808.48	9,591.04	7,727.48	9,757.11		
11	Net Profit after tax and before share in associates profit and share of Minority Interests (9-10)	4,284.58	4,130.25	4,208.33	17,964.32	20,583.13	17,833.40	20,799.88		
12	Add: Share of Profits / (Losses) of Associates	-	-	-	-	-	(5.68)	(21.20)		
13	Less: Share of Minority Interest in Profits / (Losses)	-	-	-	-	-	(4.22)	-		
14	Net Profits (11+12-13)	4,284.58	4,130.25	4,208.33	17,964.32	20,583.13	17,831.94	20,778.68		
15	Paid-up Equity Share Capital (Face Value of Rs. 2/- each)	6,325.36	6,325.36	6,325.36	6,325.36	6,325.36	6,325.36	6,325.36		
16	Reserves Excluding Revaluation Reserves	68,812.35	-	63,713.25	68,812.35	63,713.25	68,863.64	63,896.91		
17	Basic and Diluted EPS (On Face Value of Rs. 2/- each)	1.35	1.31	1.33	5.68	6.51	5.64	6.57		
*	Includes:-									
	(i) Direct Expenses of Outdoor, Event and Digital Business	2,293.32	2,230.15	2,314.67	9,109.74	7,473.08	9,109.74	7,473.08		
	(ii) Stores and Spares Consumption	734.80	783.69	634.42	2,959.69	2,526.73	3,100.35	2,735.27		
#	Includes Exchange Rate Fluctuation Gain / (Losses) (net)	730.97	(1,283.83)	0.48	(1,994.89)	195.83	(2,061.16)	216.82		

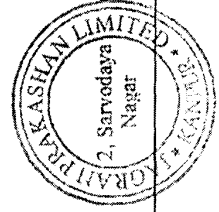


JAGRAN PRAKASHAN LIMITED
REGD. OFFICE: JAGRAN BUILDING, 2, SARVODAYA NAGAR, KANPUR - 208 005

STANDALONE AND CONSOLIDATED AUDITED FINANCIAL RESULTS FOR THE QUARTER AND YEAR ENDED 31st MARCH, 2012

PART II		STANDALONE				CONSOLIDATED	
		Quarter Ended		Year Ended		Year Ended	
Sr. No.	Particulars	31.03.2012 (Unaudited)	31.12.2011 (Unaudited)	31.03.2011 (Unaudited)	31.03.2012 (Audited)	31.03.2011 (Audited)	31.03.2012 (Audited)
A	PARTICULARS OF SHAREHOLDING						
1	Public Shareholding						
-	Number of Shares (Face Value of Rs. 2/- each)	12,74,01,043	12,80,56,402	14,96,16,553	12,74,01,043	14,96,16,553	14,96,16,553
-	Percentage of Shareholding	40.28	40.49	47.31	40.28	47.31	47.31
2	Promoters and Promoter Group Shareholding						
a)	Pledged / Encumbered						
-	Number of Shares	-	-	-	-	-	-
-	Percentage of Shares (as a % of the Total Shareholding of Promoter and Promoter Group)	-	-	-	-	-	-
-	Percentage of Shares (as a % of the Total Share Capital of the Company)	-	-	-	-	-	-
b)	Non-encumbered						
-	Number of Shares	18,88,66,814	18,82,11,455	16,66,51,304	18,88,66,814	16,66,51,304	16,66,51,304
-	Percentage of Shares (as a % of the Total Shareholding of Promoter and Promoter Group)	100.00	100.00	100.00	100.00	100.00	100.00
-	Percentage of Shares (as a % of the Total Share Capital of the Company)	59.72	59.51	52.69	59.72	52.69	52.69

Particulars		Quarter Ended 31.03.2012
B INVESTOR COMPLAINTS		
Pending at the beginning of the quarter		NIL
Received during the quarter		14
Disposed of during the quarter		14
Remaining unresolved at the end of the quarter		NIL



JAGRAN PRAKASHAN LIMITED
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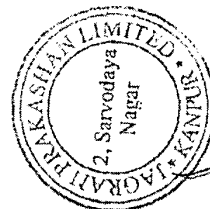
STANDALONE AND CONSOLIDATED STATEMENT OF ASSETS AND LIABILITIES AS AT MARCH, 31, 2012

(Amount Rs. In Lakhs)

Particulars	STANDALONE		CONSOLIDATED	
	31.03.2012 (Audited)	As At 31.03.2011 (Audited)	31.03.2012 (Audited)	As At 31.03.2011 (Audited)
A EQUITY AND LIABILITIES				
1 Shareholders' funds				
Share Capital	6,325.36	6,325.36	6,325.36	6,325.36
Reserves and Surplus	68,812.35	63,713.25	68,863.64	63,896.92
Total-Shareholders' funds	75,137.71	70,038.61	75,189.00	70,222.28
2 Minority Interest	-	-	795.78	-
3 Non-current liabilities				
Long-term borrowings	*17716.00	3,584.80	**47608.79	3584.8
Deferred tax liabilities(net)	7,196.01	6,282.67	7196.01	6282.67
Other Long-term Liabilities			600.00	-
Long-term provisions	466.09	390.08	897.28	642.21
Total-Non-current liabilities	7,662.10	10,257.55	8,693.29	10,509.68
4 Current liabilities				
Short-term borrowings	13,469.81	12,613.99	16734.23	13818.1
Trade payables	7,806.38	7,676.74	10963.87	8950.47
Other current liabilities	9,935.51	7,845.49	12769.29	8337.05
Short-term provisions	12,923.19	12,910.57	13020.95	12931.73
Total-Current liabilities	44,134.89	41,046.79	53,488.34	44,037.35
TOTAL-EQUITY AND LIABILITIES	1,26,934.70	1,21,342.95	1,38,166.41	1,24,769.31
B ASSETS				
1 Non-current assets				
Fixed Assets				
Non-current investment	56,602.62	49,432.02	93102.79	52493.51
Deferred tax assets (Net)	12,078.94	8,429.34	7733.86	5220.94
Long-term loans and advances	13,806.29	12,967.77	188.78	107.78
Other non-current assets	847.01	184.58	13712.83	13431.68
Total-Non-current assets	83,334.86	71,013.71	1,15,839.19	269.69
2 Current assets				
Current investments	17,078.87	14,730.24	17078.87	14730.24
Inventories	6,846.32	5,668.51	7750.94	6394.33
Trade receivables	24,391.84	21,259.10	28889.72	23103.08
Cash and bank balances	7,164.86	3,464.71	9954.75	3500.29
Short-term loans and advances	5,193.18	4,878.12	5196.08	4963.05
Other current assets	640.77	328.56	1065.65	554.72
Total-Current assets	61,315.84	50,329.24	69,936.01	53,245.71
TOTAL- ASSETS	1,44,650.70	1,21,342.95	1,85,775.20	1,24,769.31

* Includes Rs.95 Crores due to holding company

** Includes Rs. 298.93 crores dues of Company's subsidiary "Suvi Infomangement (Indore) Private Limited" since settled as part of consideration for acquisition thereof.



Notes:-

1 The above results have been reviewed by the Audit Committee and taken on record by the Board of Directors at their meeting held on May 26, 2012.

2 The consolidated financial results include results of the following entities (herein after referred as Group):

	Name of the Company	% of shareholding and voting rights	Consolidated as
1.	Midday Multimedia Limited	96.19%	Subsidiary
2.	*Suvi Info Management (Indore) Private Limited (SUVI)	100.00%	Subsidiary
3.	*Nai Dunia Media Limited (Nai Dunia)	100.00%	Subsidiary of SUVI
4.	*Shabda-Shikar Prakashan	100.00%	Subsidiary of Nai Dunia
5.	Leet OOH Media Private Limited	48.64%	Associate
6.	X-pert Publicity Private Limited	39.20%	Associate

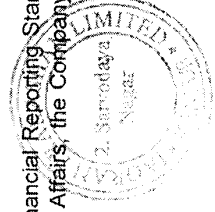
*The Profit and Loss Account has not been consolidated as SUVI become subsidiary of the Company as at the close of the business on 31st March 2012.

3 The Group is engaged primarily in printing and publication of Newspaper and Magazines in India. The other activities of the Group comprise outdoor advertising, event management services and digital business. However, these in the context of the Accounting Standard 17 on Segment Reporting notified under Section 211(3C) of the Companies Act, 1956 are considered to constitute single reportable segment.

4 There is no qualification in the Auditor's Report issued by the auditors except the one regarding non-amortisation of the Title-Dainik Jagran ("the Title") as also contained in previous year's audit report.

Accounting Standard 26 – Intangible Assets prescribed by the Companies (Accounting Standards) Rules, 2006, and the relevant provisions of the Companies Act, 1956, requires amortisation of intangible assets over their estimated useful lives. In view of the Management, Title Dainik Jagran has an indefinite life and therefore is not amortised.

Considering the impending convergence of Indian Accounting Standards with International Financial Reporting Standards ("IFRS") as indicated by the Institute of Chartered Accountants of India, and recent press note from Ministry of Corporate Affairs, the Company considers it likely that its financial statements will also be prepared in accordance with IFRS when notified.

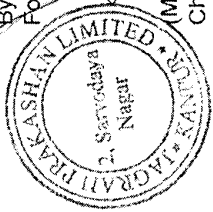


Post migration to IFRS, the Company will no longer be required to amortise the Title but will need to test the same for impairment annually or earlier, if there arises a triggering event in the interim period. The Company believes that basis its business projections, no impairment on such review will arise and accordingly, considering the above impending migration to IFRS, it has not amortised the value of Title of Rs. 1,700 lakhs in these financial results, as currently required by Accounting Standard – 26.

- 5 The figures for the last quarter ended March 31, 2012 are the balancing figures between the audited figures in respect of the full financial year and the unaudited published year to date figures up to third quarter ended December 31, 2011 of the current financial year.
- 6 Final dividend of Rs.3.5 per equity share of the face value of Rs.2/- each i.e. 175% on the paid-up equity share capital of the Company has been recommended by the Board.
- 7 Figures are re-grouped/re-cast, wherever necessary to make them comparable.

Dated: May 26, 2012
Place: New Delhi

By the Order of the Board
For Jagran Prakashan Limited



(Mahendra Mohan Gupta)
Chairman and Managing Director

Jagran Prakashan Limited announces FY12 results

Consolidated Operating Revenues up by 11.02% to Rs 1355.66 crores;

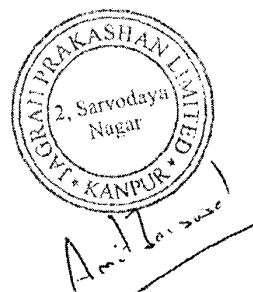
Recommended Final Dividend of Rs 3.50 per share i.e 175% of paid up capital.

Annual Results FY12 [(all comparisons with FY11) (Stand Alone)]

- Operating Revenues at Rs 1244.41crores, up by 11.57% from Rs 1115.32 crores.
- Advertisement Revenues at Rs 850.01crores, up by 10.90% from Rs 766.48 crores.
- Circulation Revenues at Rs 244.47 crores, up by 9.63% from Rs 222.99 crores.
- Event and Outdoor Revenues at Rs 113.20 crores, up by 20.49% from Rs 93.95 crores.
- Digital Revenues (excluding Advertisement Revenue) at Rs 8.24 crores, up by 23.17% from Rs 6.69 crores.
- Operating Profits at Rs 312.62 crores, as against Rs 342.17 crores.
- PAT (before adjustment of unrealised foreign exchange fluctuation) of Rs 190.50 crores as against Rs 204.78 crores (both net of tax).
- EPS (before adjustment of unrealised foreign exchange fluctuation) of Rs 6.02 as against Rs 6.47.
- PAT at Rs 179.64 crores, as against Rs 205.83 crores.
- EPS (annualized) of Rs 5.68 as against Rs 6.51.

Q4FY12 [(all comparisons with Q4FY11) (Stand Alone)]

- Operating Revenues at Rs 310.41 crores, up by 9.83% from Rs 282.62 crores.
- Advertisement Revenues at Rs 210.33 crores, up by 11.45% from Rs 188.73 crores.
- Circulation Revenues at Rs 62.79 crores, up by 12.39% from Rs 55.87 crores.
- Event and Outdoor Revenues at Rs 27.94 crores as against Rs 29.23 crores.
- Digital Revenues (excluding Advertisement Revenue) at Rs 2.28 crores up by 34.91% from Rs 1.69 crores.
- Operating Profits at Rs 65.89 crores as against Rs 71.42 crores.
- PAT at Rs 42.85 crores as against Rs 42.08 crores.
- EPS (non-annualized) of Rs 1.35 as against Rs 1.33.



Annual Results FY12 [(all comparisons with FY11) (Consolidated)]

- Operating Revenues at Rs 1355.66 crores, up by 11.02% from Rs 1221.09 crores.
- Advertisement Revenues at Rs 938.46 crores, up by 9.89% from Rs 853.99 crores.
- Circulation Revenues at Rs 265.35 crores, up by 11.29% from Rs 238.44 crores.
- Operating Profits at Rs 316.85 crores as against Rs 356.50 crores.
- PAT (before adjustment of unrealised foreign exchange fluctuation) of Rs 189.18 crores as against Rs 206.73 crores (both net of tax).
- EPS (before adjustment of unrealised foreign exchange fluctuation) of Rs 5.98 as against Rs 6.54.
- PAT at Rs 178.32 crores as against Rs 207.79 crores.
- EPS (annualized) of Rs 5.64 as against Rs 6.57.
- **Dues of Company's subsidiary "Suvi Infomanagement (Indore) Private Limited" of Rs. 298.93 crores included in long-term borrowings since settled as part of acquisition thereof.**

New Delhi, May 26, 2012; Jagran Prakashan Limited (JPL) (BSE SCRIP ID: 532705; NSE SYMBOL: JAGRAN), publishers of 'Dainik Jagran', India's largest read newspaper (Source: Indian Readership Survey 2011(Q4)), has reported standalone operating revenues of Rs.1244.41 crores for FY12, an increase of 11.57% over the previous year. The net profit for the year was at Rs 179.64 crores and the EPS for the year was at Rs 5.68 as against Rs 205.83 crores and Rs 6.51 respectively. EBIDTA margin (excluding other income) for the year was 25.12% as against 30.68% for the previous year.

Net profit is after accounting for impact of steep increase in newsprint prices (Rs. 57 crores) increase in circulation of Dainik Jagran (9.37%), initial loss from new brand Punjabi Jagran (Rs. 12 crores), higher depreciation (Rs 9 crores) and interest cost (Rs 7 crores) during FY12.

Out of total exchange fluctuation loss of Rs 19.95 crores, an amount of Rs. 15.17 crores relates to long term liabilities which is unrealised and may be reversed, if rupee appreciates at the time of repayment. The company had an option to capitalise fluctuation loss like many others but chose to charge it off to profit & loss account following conservative accounting policy.



Other significant developments during the year are:-

- (i) Advertisement revenue (stand alone) grew by 10.90% approximately which is higher than over all growth in the industry.
- (ii) As per IRS 2011 Q4, **Dainik Jagran continues to be the largest read daily in the country.**
Further, MIDDAY (English) and MIDDAY (Gujarati) grew in readership by 4.9% and 11.8% respectively on YoY basis.
- (iii) Launch of Punjabi language newspaper **Punjabi Jagran**, in two editions from Punjab which has been very well accepted by the readers and advertisers.
- (iv) Average circulation of Dainik Jagran registered a growth of 9.37% in comparison with FY2011.
- (v) Average circulation of I-Next registered growth of 22.52% in comparison with FY2011.
- (vi) Number of unique users on all online properties of the Group reached 5 million approximately in March 2012(Source: Comscore).
- (vii) **Major Awards and Recognitions**

Dainik Jagran

- 1) Won a Bronze in Effies Awards for the Jan Jagran Judicial Reforms under Corporate Advertising in Corporate Reputation category.
- 2) Dainik Jagran has been adjudicated as the Consumer Superbrand for the 3rd time in a row.

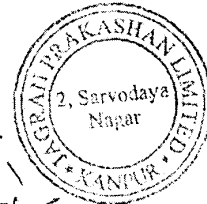
Mid-Day

- 1) WAN-IFRA Asia Media Awards 2012:
 - Gold for Best in Community Service – Smoke Free City Campaign
 - Bronze for Best in Editorial Content – Newspaper Feature Article for Malnutrition Campaign
- 2) INMA 2012:
 - 2nd place in the category of Public Relations and Community Service for MiD DAY Domestic Violence Campaign
- 3) WAN IFRA Young Reader's Award 2011:
 - Jury Commendation for Brand Category for MiD DAY Smoke Free City Campaign.

I-Next

WAN-IFRA Asia Media Awards 2012:

- Named as World Young Readers Newspaper of the Year
- Public Service Category Award for campaign "Bhari Basta".



Am 12.2012

(viii) Acquisition of Suvi Info-Management (Indore) Private Limited, 100% holding company of Naidunia Media Limited, publisher of Nai Dunia and Nav Dunia leading Hindi daily newspaper published from Madhya Pradesh and Chhattisgarh.

(ix) **Proposed Final Dividend of Rs 3.5 per share of face value of Rs. 2 each (175%) on the increased paid up share capital.**

Commenting on the performance of the company for the year ended 31st March 2012, **Mr. Mahendra Mohan Gupta, Chairman and Managing Director, JPL** said,

"After registering a growth of 15% in Q3, there was again a growth of 11.5% in advertisement revenue in Q4. Similarly, other revenues too recorded robust growth in the most economically difficult circumstances prevailing during the year. I could have expected nothing more from the team which has lived up to expectations and performed like leader.

I am also satisfied with the progress made by Midday and pretty optimistic about the recent acquisition. Within just a month, we have been successful in passing the benefits of synergies especially in the areas of revenue and newsprint cost.

However, we are cautious and we are taking all necessary steps to keep our cost under strict control as the external environment has worsened and is infact a hurdle in the way of progress. Nobody knows what is further in store but I am confident that the company will continue to perform incredibly."

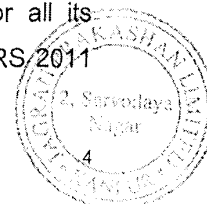
About Jagran Prakashan Limited

Jagran Prakashan Limited is a leading media house of India with interests spanning across newspapers, magazines, outdoor advertising, promotional marketing, event management, on ground activities and digital businesses.

Dainik Jagran Group is publisher of 12 brands of newspaper over 100 editions with 250 plus sub-editions and printed from 35 different printing facilities across 15 states in 5 different languages. Out of 12 publication brands, 2 are magazines and remaining 10 brands are newspaper brands. One of its brand I-Next is the first ever bilingual newspaper.

Average issue readership (AIR) and total readership (TR) of the Group for all its publication brands was **20.61** million and **68.45** million respectively (Source: IRS, 2011)

Anil Kumar



Press Release



Q4). These numbers exclude readership of City Plus which is not covered by IRS as well as readership of new launches viz Punjabi Jagran and the Inquilab (North) which will be covered by IRS in due course. **This makes Dainik Jagran Group largest print media group of the country.**

Its other businesses have a Pan-India presence and enjoy strong market position in their respective segments.

Established in 1942, the Group's flagship brand **Dainik Jagran** is the brainchild of the Freedom fighter, Late Shri Puran Chandra Gupta. **Dainik Jagran is India's largest read daily** with a total readership of **55.88 million** (source: IRS 2011 Q4) and this numero-uno position continues since 2003.

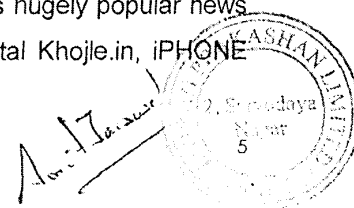
Dainik Jagran was voted as the most credible and trusted newspaper in India according to a Globescan survey commissioned by BBC-Reuters which was conducted across 10 leading countries including US, UK, Germany and Russia. Jagran Prakashan Limited has also been accorded the status of a Business Superbrand by the Superbrands Council.

In addition, company publishes other 3 newspaper brands **I-Next**, first ever bilingual newspaper published in 12 editions from 4 states, **City Plus** a weekly infotainment English newspaper published in 38 editions from Maharashtra, Karanataka, Andhra Pradesh and NCR and Punjabi newspaper **Punjabi Jagran** published in 2 editions from Punjab. I-Next and City Plus target the youth and are compact newspapers.

The company also publishes 2 monthly magazines - **Sakhi**, targeted at women and **Josh**, targeted at career oriented youth. The group also publishes **Jagran Varshiki**, an annual general knowledge digest and various national and state statistical compilations.

Amongst the company's divisions, **Jagran Engage** provides specialized 'Out of Home' advertising services with a Pan-India footprint and **Jagran Solutions** provides below the line solutions and carries on activities like promotional marketing, event management and on ground activities throughout the country.

The Company has strong presence in Digital business through its hugely popular news portal Jagran.com, Jagranjosh.com, classified award winner portal Khojle.in, iPHONE



version of Jagran.com, English version of Jagran.com known as JagranPost.Com, gaming portal Jeetle.com and Jagran on mobile i.e. m.Jagran.Com besides providing IVR/AVR/SMS through its short code service 57272.

The Company's subsidiary Midday Infomedia Limited is publisher of 3 newspaper brands, **Midday English** a niche English daily, **The Inquilab** the highest read Urdu daily of the country and **Midday Gujarati**. All the 3 brands are hugely popular newspaper brands in Mumbai, one of the two largest advertising markets of the country. In addition to Mumbai, **Midday English** is also circulated in Pune and **The Inquilab** is circulated in Kanpur, Lucknow, New Delhi, Gorakhpur, Varanasi, Allahabad, Meerut, Agra, Aligarh, Bareilly and Moradabad. Besides newspaper publication, the Company has one of the fastest growing internet portal **Midday.com** and has recently started celebrity management business.

The Company's another subsidiary Naidunia Media Limited is publisher of 6 editions of Hindi daily "**Naidunia**" published from Indore, Gwalior, Jabalpur, Raipur and Bilaspur and "**Navdunia**" from Bhopal.

As a responsible corporate citizen, JPL supports a specifically dedicated Group's outfit of Shri Puran Chandra Gupta Smarak Trust, **Pehel**, to discharge its social responsibilities and provide social services such as organizing workshops/seminars to voice different social issues, health camps/roadshows for creating awareness on social concerns and helping underprivileged masses. **Pehel** has been working with various national and international organizations such as World Bank on various projects to effectively discharge the responsibilities entrusted by the company. **Shri Puran Chandra Gupta Smarak Trust** has also been imparting primary, secondary and higher education to nearly 6000 students through schools and colleges at Kanpur, Noida, Lucknow, smaller towns Kannauj, Aligarh and are establishing two more schools/colleges at Varanasi and Dehradun. The company has also been assisting trusts and societies dedicated to the cause of promoting education, culture, healthcare, etc.

For further details, please contact:

Mr Amit Jaiswal
Jagran Prakashan Limited
Mobile +91 9839095594
Tel +91- 512- 2216161

