



DB Corp Ltd

November 3, 2017

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 in connection with elevation of Mr. Harrish Bhatia to head of State Sales of Dainik Bhaskar Group and Mr. Rahul Namjoshi to Business Head, MY FM.

**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



Encl: as above

Harrish Bhatia to head State Sales of Dainik Bhaskar Group

Rahul Namjoshi elevated to Business Head, MY FM

Mumbai, November 3, 2017

D. B. Corp Limited (DBCL), India's largest print media company and home to flagship newspapers Dainik Bhaskar, Divya Bhaskar, Divya Marathi and Saurashtra Samachar, today announced key realignments to the senior leadership team with immediate effect.

Mr. Harrish M Bhatia has been elevated as President, Sales & Marketing for all states' print business. In his new role, all state Chief Operating Officers as well as the marketing discipline will report to him. Harrish will report to Mr. Sudhir Agarwal, Managing Director.

Mr. Harrish Bhatia joined MY FM in Oct' 2001 and has been with the Dainik Bhaskar Group for 16 years. Prior to moving to the Radio division of the group he spent around 6 years with the print business where he led the Rajasthan Unit. Subsequently, he laid the foundation of Divya Bhaskar in Gujarat and also led the Corporate Sales & Marketing vertical of the Print Business. In 2007 he was made responsible for the Radio Business as Business Head and established MY FM. He successfully led MY FM to achieve breakeven level within a period of 3 years, which today has the Highest EBITA margins and is the No.1 radio player in the retail market across 7 states with 30 stations.

Speaking on the announcement Mr. Sudhir Agarwal, Managing Director, said, *"Harrish is an astute sales and marketing professional and has a deep understanding of the media and entertainment industry in India. He has played a key role in several core initiatives within the Group and with his vast exposure across brands and categories, deep industry relationships and strong leadership capabilities. I am confident that he will steer all our growth strategies being currently implemented to great success."*

Rahul Namjoshi assumes new role as Business Head, MY FM

In another significant and related development, Rahul Namjoshi, who was previously Corporate Sales Head, has been elevated as Business Head, MY FM. In his new role Rahul will be responsible for managing the MY FM Radio Business and will directly report to Mr. Pawan Agarwal, Deputy Managing Director.

Commenting on the development Mr. Pawan Agarwal, Dy. Managing Director, D. B. Corp Limited said, *"Rahul has been with us since 2007, and his thorough understanding of the radio business -- both at the retail and corporate level made him the obvious choice. The radio business is at a rapid execution phase across all its stations, making deep inroads with its audiences and leveraging significant*



opportunities in the segment. MY FM strengthens our overall offerings to advertisers and with Rahul's expertise in corporate and retail segments, MY FM is strongly placed to further consolidate its reach in our core regions."

Rahul joined the organization in March 2007 and held the role of Regional Head Gujarat and Cluster Head - NCR till 2012. In 2012 he was elevated to the role of National Corporate Sales Head and has been successfully handling the client solutions team and the states of Maharashtra and Gujarat. Out of the 13 frequencies secured during Phase III auctions, 9 were from Maharashtra aligned to MY FM's long term aim to consolidate its presence in the state. With 10 stations in Maharashtra MY FM is set to become the largest network of Real Maharashtra. It is already the largest network in Rajasthan, Punjab & Haryana, Madhya Pradesh and Chhattisgarh.

About D. B. Corp Ltd.

D. B. Corp Ltd. is India's largest print media company that publishes 6 newspapers with Dainik Bhaskar 45 editions, Divya Bhaskar 9 editions & Divya Marathi 6 editions with 208 sub-editions in 4 multiple languages (Hindi, Gujarati, Marathi and English) across 12 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, Delhi, Gujarat, Maharashtra, Bihar and Jharkhand. Our other noteworthy newspaper brands are Saurashtra Samachar, DB Star and DB Post. 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 30 cities. Its growing digital business is led by 13 portals for rapidly expanding digital audiences including www.dainikbhaskar.com, www.divyabhaskar.com, www.divyamarathi.com, www.dailybhaskar.com, www.bollywoodbhaskar.com, www.moneybhaskar.com, www.dbcric.com, www.jeevanmantra.in, www.fashion101.in, www.gadgets.bhaskar.com, www.food.bhaskar.com, www.homeonline.com, www.postpickle.com and 2 actively downloaded applications Dainik Bhaskar and Divya Bhaskar mobile apps.

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

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