DB Corp Ltd

February 10, 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 – MY FM has launched a new radio station in the city of Solapur.

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 Results.

We request you to kindly take it on your records.

Thanking you,

Yours truly,

For **D. B. Corp Limited**

D.B. CORP LTD.

Ashok Sodhani
Sr. AVP (Finance)

Encl: as above

Regd. Office: D. B. Corp Ltd., Plot No. 280, Sarkhej-Gandhinagar Highway, Near YMCA Club, Makarba, Ahmedabad (Gujarat)
Business Office: D. B. Corp Ltd., 501, 5th Floor, Naman Corporate Link, Opp. Dena Bank, C-31, G-Block, Bandra Kurla Complex, Bandra (East), Mumbai - 400051
Tel: +91 22 3988 8840 • Fax: +91 22 3980 4793 • www.bhaskarnet.com, www.dainikbhaskargroup.com • CIN Number: L22210GJ1995PLC047208

DB Corp Ltd

MY FM goes live in Solapur

Mumbai, February 10, 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, announced today that MY FM has launched a new station in Solapur taking the count of operational stations to 8.

MY FM will soon be launched in Akola and Dhule as well. It had launched Hisar and Karnal stations recently, making it the largest network of Chandigarh, Punjab and Haryana and further strengthened its network in Gujarat by launching in Rajkot.

Out of the 13 frequencies secured during Phase III auctions, 9 were from Maharashtra aligned to MY FM's long term aim to consolidate is 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 Chattisgarh.

Commenting on the launch of Solapur station, Mr. Harrish Bhatia, CEO, MY FM said, *"Solapur is a key market for us to consolidate our presence in Maharashtra and this is where the Real Maharashtra lies. Being a customer centric organization the team has invested significant time and efforts to research listener preferences through numerous customer interactions, which is being distilled to create the most refreshing bouquet of programs. Our Solapur launch also strengthens Dainik Bhaskar's offering to advertisers who can now benefit from a deeper reach across 7 states and 27 cities."*

MY FM designed a high decibel pre-launch campaign as a build-up to the launch over 2 months themed "Aapki Marzi" that sought public opinion on preferences, suggestions and novel ideas on exciting content and programs that people like to listen to, including genre of music, humour, RJ talk, program themes and chat shows. An engaging and humorous launch campaign 'Ab har kaan khush' (*Now every ear is happy*) has been rolled out in the cities through print ads, outdoor, human banners.

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About D. B. Corp Ltd.

D. B. Corp Ltd. is India's largest print media company that publishes 7 newspapers with Dainik Bhaskar 40 editions, Divya Bhaskar 7 editions, & Dainik Divya Marathi 7 editions with 208 sub-editions in 4 multiple languages (Hindi, Gujarati, English and Marathi) across 14 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, Uttarakhand, Delhi, Gujarat, Maharashtra, Bihar, Jharkhand and Jammu. Our other noteworthy newspaper brands are Saurashtra Samachar, DB Star, DB Post and DNA (in Gujarat & Rajasthan) on a franchisee basis. 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 27 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 and Divya Bhaskar mobile apps.

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

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