



DB Corp Ltd

July 19, 2018

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

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

Dear Sirs,

Sub.: Outcome of the proceedings of the Meeting of the Board of Directors of the Company held on July 19, 2018.

Ref.: Regulations 30 and 33 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015 ["Listing Regulations"].

BSE – Scrip Code: 533151 – SYMBOL: DBCORP
NSE – SYMBOL: DBCORP – Series: EQ

We would like to inform you that at the meeting of the Board of Directors of the Company held on Thursday, July 19, 2018, following businesses, inter alia, were transacted by the Board:

1. Considered and approved the Un - audited Financial Results along with the Limited Review Report of the Company for the 1st Quarter ended on 30th June, 2018 (on standalone and consolidated basis).

Enclosed herewith is the copy of the said results and the Limited Review Report.

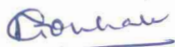
2. Approved the increase in the remuneration of Mr. Sudhir Agarwal, Managing Director of the Company from Rs. 90 Lakhs p.a. to Rs. 1.5 Crores p.a. w. e. f. 1st October, 2018 subject to obtaining approval of the shareholders at the ensuing Annual General Meeting of the Company.

We are also attaching a copy of the 'Press Release' in connection with the Un-audited Financial Results for 1st quarter ended on June 30, 2018. We request you to take the same on record.

The said Board Meeting commenced at 10.30 a.m. and concluded at 11.35 a.m.

Thanking you.

Yours truly,
For D. B. Corp Limited



Anita Gokhale
Company Secretary & Compliance Officer



Encl: a/a

The Board of Directors
D. B. Corp Limited
Plot no. 280
Sarkhej Gandhi Nagar Highway
Near YMCA Club, Makarba
Ahmedabad, Gujarat - 380051

1. We have reviewed the unaudited standalone financial results of D. B. Corp Limited (the "Company") for the quarter ended June 30, 2018 which are included in the accompanying 'Statement of unaudited standalone financial results for the quarter ended June 30, 2018' (the "Statement"). The Statement has been prepared by the Company pursuant to Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (the "Listing Regulations, 2015"), which has been initialled by us for identification purposes. The Statement is the responsibility of the Company's Management and has been approved by the Board of Directors. Our responsibility is to issue a report on the Statement based on our review.
2. We conducted our review in accordance with the Standard on Review Engagement (SRE) 2410, "Review of Interim Financial Information Performed by the Independent Auditor of the Entity" issued by the Institute of Chartered Accountants of India. This Standard requires that we plan and perform the review to obtain moderate assurance as to whether the Statement is free of material misstatement.
3. A review is limited primarily to inquiries of company personnel and analytical procedures applied to financial data and thus provides less assurance than an audit. We have not performed an audit and, accordingly, we do not express an audit opinion.
4. Based on our review conducted as above, nothing has come to our attention that causes us to believe that the Statement has not been prepared in all material respects in accordance with the applicable Accounting Standards prescribed under Section 133 of the Companies Act, 2013 and other recognised accounting practices and policies, and has not disclosed the information required to be disclosed in terms of Regulation 33 of the Listing Regulations, 2015 including the manner in which it is to be disclosed, or that it contains any material misstatement.
5. The standalone financial results of the Company for the quarter ended June 30, 2017 prepared in accordance with Companies (Indian Accounting Standards) Rules, 2015, were reviewed by another firms of Chartered Accountants, who issued their unmodified conclusion, vide their report dated July 20, 2017. Our conclusion is not qualified in respect of this matter.

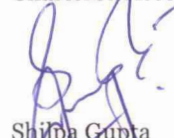
For Price Waterhouse Chartered Accountants LLP
Firm Registration Number: FRN012754N/N500016



Jeetendra Mirchandani
Partner
Membership Number: 48125
Mumbai
July 19, 2018



For Gupta Mittal & Co
Firm Registration Number: FRN009973C
Chartered Accountants



Shipra Gupta
Partner
Membership Number: 403763
Mumbai
July 19, 2018



D. B. CORP LIMITED

Registered office: Plot No.280, Sarkhej - Gandhinagar Highway, Near YMCA Club, Makarba, Ahmedabad (Gujarat) - 380051
Statement of unaudited standalone financial results for the quarter ended June 30, 2018

		(₹ in million except per share data)			
Particulars		Quarter ended		Year ended	
		June 30, 2018	March 31, 2018	June 30, 2017	March 31, 2018
		Unaudited	Audited (Refer Note 4)	Unaudited	Audited
I	Revenue from operations (Refer Note 5)	6,323.78	5,602.78	5,926.90	23,111.61
II	Other income	68.40	73.54	69.41	238.72
III	Total income (I + II)	6,392.18	5,676.32	5,996.31	23,350.33
IV	Expenses				
a)	Cost of raw materials consumed	2,171.99	1,954.11	1,707.86	7,341.51
b)	Changes in inventories of finished goods	8.73	(19.10)	(0.29)	(34.06)
c)	Employee benefits expense	1,071.67	1,094.54	1,090.50	4,363.93
d)	Finance costs	17.58	19.92	15.60	66.99
e)	Depreciation and amortisation expense	243.21	242.36	219.57	922.37
f)	Other expenses (Refer Note 5)	1,391.10	1,593.47	1,263.47	5,800.41
	Total expenses	4,904.28	4,885.30	4,296.71	18,461.15
V	Profit before exceptional items and tax (III- IV)	1,487.90	791.02	1,699.60	4,889.18
VI	Exceptional items	-	-	-	-
VII	Profit before tax (V-VI)	1,487.90	791.02	1,699.60	4,889.18
VIII	Tax expense				
a)	Current tax	547.80	194.22	618.00	1,651.22
b)	Deferred tax	(35.78)	23.17	(21.19)	(6.60)
		512.02	217.39	596.81	1,644.62
IX	Net profit for the quarter / year (VII-VIII)	975.88	573.63	1,102.79	3,244.56
X	Other comprehensive income ('OCI')				
	Items that will not be reclassified to profit or loss in subsequent periods:				
i)	Remeasurement gain / (loss) on defined benefit plans	-	8.94	-	10.30
	Income tax effect on the above	-	(3.02)	-	(3.49)
ii)	Net gain / (loss) on Fair Value Through OCI equity instruments	-	99.30	0.28	92.58
	Income tax effect on the above	-	(29.74)	-	(26.56)
	Other comprehensive income / (loss) (i+ii)	-	75.48	0.28	72.83
XI	Total comprehensive income (IX+X)	975.88	649.11	1,103.07	3,317.39
XII	Paid-up equity share capital (face value ₹ 10/- each, fully paid)	1,840.64	1,840.28	1,839.28	1,840.28
XIII	Other equity				17,500.07
XIV	Earnings per share (EPS)				
	EPS (of ₹ 10/- each) (not annualised)				
- Basic		5.30	3.12	6.00	17.64
- Diluted		5.30	3.11	5.98	17.61

Notes:

- The statement of unaudited standalone financial results for the quarter ended June 30, 2018 have been reviewed by the Audit Committee and approved by the Board of Directors at their respective meetings held on July 19, 2018. There are no qualifications in the report issued by the auditors.
- The Board of Directors at its meeting held on May 26, 2018 approved buy back of 9,200,000 equity shares of Rs. 10/- each at a price of Rs. 340/- per equity share aggregating to Rs. 3,128 million. The Company received approval of shareholders for the aforesaid buy back of shares through postal ballot, the results of which was announced on July 07, 2018. The draft letter of offer has been filed on July 17, 2018 with Securities and Exchange Board of India (SEBI).
- Since the segment information as per Ind AS 108-Operating Segments, is provided on the basis of consolidated financial results, the same is not provided separately for the standalone financial results.
- The figures of March 31, 2018 quarter is the balancing figures between audited figures in respect of the full financial year up to March 31, 2018 and the unaudited published year-to-date figures up to December 31, 2017, being the date of the end of the third quarter of the financial year which were subjected to limited review.
- Effective April 1, 2018, the Company has adopted Ind AS 115 'Revenue from Contracts with Customers' and applied the standard using full retrospective approach. Accordingly, comparative information has been restated, by netting off 'Revenue from Operations' and 'Other Expenses', by Rs.15.94 million for the quarter ended June 30, 2017, by Rs. 70.03 million for the quarter ended March 31, 2018 and by Rs. 173.18 million for the year ended March 31, 2018. The adoption of this standard did not have any impact on profits, retained earnings and earnings per share of the Company presented for the comparative periods.

For and on behalf of the Board of Directors of
D. B. Corp Limited

[Signature]
Deputy Managing Director

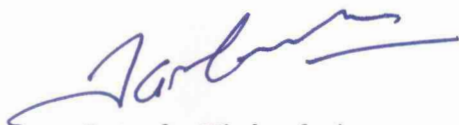
Place : Mumbai
Date: July 19, 2018



The Board of Directors
D. B. Corp Limited
Plot no. 280
Sarkhej Gandhi Nagar Highway
Near YMCA Club, Makarba
Ahmedabad, Gujarat - 380051

1. We have reviewed the unaudited consolidated financial results of D. B. Corp Limited (the "Company") and its subsidiaries (hereinafter referred to as the "Group") for the quarter ended June 30, 2018 which are included in the accompanying 'Statement of unaudited consolidated financial results for the quarter ended June 30, 2018' (the "Statement"). The Statement has been prepared by the Company's Management pursuant to Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (the "Listing Regulations, 2015"), which has been initialled by us for identification purposes. The Statement is the responsibility of the Company's Management and has been approved by the Board of Directors. Our responsibility is to issue a report on the Statement based on our review.
2. We conducted our review in accordance with the Standard on Review Engagement (SRE) 2410, "Review of Interim Financial Information Performed by the Independent Auditor of the Entity" issued by the Institute of Chartered Accountants of India. This Standard requires that we plan and perform the review to obtain moderate assurance as to whether the Statement is free of material misstatement.
3. A review is limited primarily to inquiries of group personnel and analytical procedures applied to group's financial data and thus provides less assurance than an audit. We have not performed an audit and, accordingly, we do not express an audit opinion.
4. Based on our review conducted as above, nothing has come to our attention that causes us to believe that the Statement has not been prepared in all material respects in accordance with the applicable Accounting Standards prescribed under Section 133 of the Companies Act, 2013 and other recognised accounting practices and policies, and has not disclosed the information required to be disclosed in terms of Regulation 33 of the Listing Regulations, 2015 including the manner in which it is to be disclosed, or that it contains any material misstatement.
5. The consolidated financial results of the Group for the quarter ended June 30, 2017 prepared in accordance with Companies (Indian Accounting Standards) Rules, 2015, were reviewed by another firms of chartered accountants, who issued their unmodified conclusion, vide their report dated July 20, 2017. Our conclusion is not qualified in respect of this matter.

For Price Waterhouse Chartered Accountants LLP
Firm Registration Number: FRN012754N/N500016



Jeetendra Mirchandani
Partner
Membership Number: 48125
Mumbai
July 19, 2018

For Gupta Mittal & Co
Firm Registration Number: FRN009973C
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Shilpa Gupta
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Membership Number: 403763
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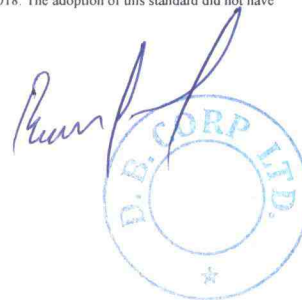


D. B. CORP LIMITED
Registered office: Plot No.280, Sarkhej - Gandhinagar Highway, Near YMCA Club, Makarba, Ahmedabad (Gujarat) - 380051
Statement of unaudited consolidated financial results for the quarter ended June 30, 2018

(₹ in million except per share data)				
Particulars	Quarter ended		Year ended	
	June 30, 2018	March 31, 2018	June 30, 2017	March 31, 2018
	Unaudited	Audited (Refer Note 3)	Unaudited	Audited
I Revenue from operations (Refer Note 4)	6,323.78	5,602.78	5,926.97	23,111.68
II Other income	68.40	71.89	69.57	237.54
III Total income (I + II)	6,392.18	5,674.67	5,996.54	23,349.22
IV Expenses				
a) Cost of raw materials consumed	2,171.99	1,954.11	1,707.86	7,341.51
b) Changes in inventories of finished goods	8.73	(19.10)	(0.29)	(34.06)
c) Employee benefits expense	1,071.67	1,094.54	1,090.57	4,364.13
d) Finance costs	17.58	19.92	15.60	66.99
e) Depreciation and amortisation expense	243.40	242.61	219.86	923.50
f) Other expenses (Refer Note 4)	1,391.14	1,594.01	1,265.03	5,802.55
Total expenses	4,904.51	4,886.09	4,298.63	18,464.62
V Profit before exceptional items and tax (III- IV)	1,487.67	788.58	1,697.91	4,884.60
VI Exceptional items	-	-	-	-
VII Profit before tax (V-VI)	1,487.67	788.58	1,697.91	4,884.60
VIII Tax expense				
a) Current tax	547.80	194.22	618.00	1,651.22
b) Deferred tax	(35.78)	23.45	(21.19)	(6.32)
	512.02	217.67	596.81	1,644.90
IX Net profit for the quarter / year (VII-VIII)	975.65	570.91	1,101.10	3,239.70
X Attributable to:				
Equity holders of the parent	975.65	570.91	1,101.10	3,239.70
Non-controlling interest	-	-	-	-
XI Other comprehensive income ('OCI')				
Items that will not be reclassified to profit or loss in subsequent periods:				
i) Remeasurement gain / (loss) on defined benefit plans	-	8.94	-	10.30
Income tax effect on the above	-	(3.02)	-	(3.49)
ii) Net gain / (loss) on Fair Value Through OCI equity instruments	-	99.30	0.28	92.58
Income tax effect on the above	-	(29.74)	-	(26.56)
Other comprehensive income / (loss) (i+ii)	-	75.48	0.28	72.83
XII Total comprehensive income (X+XI)	975.65	646.39	1,101.38	3,312.53
Attributable to:				
Equity holders of the parent	975.65	646.39	1,101.38	3,312.53
Non-controlling interest	-	-	-	-
XIII Paid-up equity share capital (face value ₹ 10/- each, fully paid)	1,840.64	1,840.28	1,839.28	1,840.28
XIV Other equity				17,450.62
XV Earnings per share (EPS)				
EPS (of ₹ 10/- each) (not annualised)				
- Basic	5.30	3.10	5.99	17.61
- Diluted	5.29	3.10	5.98	17.58

Notes:

- The statement of unaudited consolidated financial results for the quarter ended June 30, 2018 have been reviewed by the Audit Committee and approved by the Board of Directors at their respective meetings held on July 19, 2018. There are no qualifications in the report issued by the auditors.
- The Board of Directors at its meeting held on May 26, 2018 approved buy back of 9,200,000 equity shares of Rs. 10/- each at a price of Rs. 340/- per equity share aggregating to Rs. 3,128 million. The Company received approval of shareholders for the aforesaid buy back of shares through postal ballot, the results of which was announced on July 07, 2018. The draft letter of offer has been filed on July 17, 2018 with Securities and Exchange Board of India (SEBI).
- The figures of March 31, 2018 quarter is the balancing figures between audited figures in respect of the full financial year up to March 31, 2018 and the unaudited published year-to-date figures up to December 31, 2017, being the date of the end of the third quarter of the financial year which were subjected to limited review.
- Effective April 1, 2018, the Group has adopted Ind AS 115 'Revenue from Contracts with Customers' and applied the standard using full retrospective approach. Accordingly, comparative information has been restated, by netting off 'Revenue from Operations' and 'Other Expenses', by Rs.15.94 million for the quarter ended June 30, 2017, by Rs. 70.03 million for the quarter ended March 31, 2018 and by Rs. 173.18 million for the year ended March 31, 2018. The adoption of this standard did not have any impact on profits, retained earnings and earnings per share of the Group presented for the comparative periods.



5) Statement of segment information for the quarter ended June 30, 2018:

Particulars	Quarter ended			Year ended
	June 30, 2018	March 31, 2018	June 30, 2017	March 31, 2018
	Unaudited	Audited (Refer Note 3)	Unaudited	Audited
Segment revenue (Refer Note 4):				
(a) Printing and publishing of newspaper and periodicals	5,859.49	5,084.00	5,479.77	21,071.77
(b) Radio	316.21	359.15	311.46	1,352.38
(c) Event	25.92	28.91	15.36	169.90
(d) Internet	125.65	131.02	120.70	518.80
Total	6,327.27	5,603.08	5,927.29	23,112.85
(e) Less: Inter segment revenue	3.49	0.30	0.32	1.17
Total revenue from operations	6,323.78	5,602.78	5,926.97	23,111.68
Segment results profit / (loss) before tax, unallocable income and expenses and finance costs from each segment				
(a) Printing and publishing of newspaper and periodicals	1,453.46	757.13	1,710.26	4,802.59
(b) Radio	39.94	86.41	25.36	238.11
(c) Event	2.39	(2.80)	(0.56)	53.69
(d) Internet	(21.88)	(53.55)	(73.70)	(247.52)
Total	1,473.91	787.19	1,661.36	4,846.87
Less:				
(i) Finance costs	17.58	19.92	15.60	66.99
(ii) Other unallocable expenses	29.77	24.98	7.22	74.62
(iii) Unallocable income	(61.11)	(46.29)	(59.37)	(179.34)
Profit before tax	1,487.67	788.58	1,697.91	4,884.60
Segment assets				
(a) Printing and publishing of newspaper and periodicals	19,439.53	18,366.14	17,899.50	18,366.14
(b) Radio	2,053.69	2,134.02	2,119.22	2,134.02
(c) Event	4.26	6.43	12.37	6.43
(d) Internet	196.66	246.12	239.24	246.12
(e) Unallocated	3,872.00	3,602.23	2,226.18	3,602.23
Total Assets	25,566.14	24,354.94	22,496.51	24,354.94
Segment liabilities				
(a) Printing and publishing of newspaper and periodicals	2,706.22	2,580.91	2,437.44	2,580.91
(b) Radio	493.58	434.60	371.82	434.60
(c) Event	1.27	1.28	1.60	1.28
(d) Internet	83.93	85.56	98.63	85.56
(e) Unallocated	1,989.26	1,961.69	2,529.89	1,961.69
Total Liabilities	5,274.26	5,064.04	5,439.38	5,064.04

For and on behalf of the Board of Directors of
D. B. Corp Limited

Ram J. P.
Deputy Managing Director

Place : Mumbai
Date: July 19, 2018



Press Release

Mumbai, July 19, 2018

DB 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 its financial results for the quarter ended June 30, 2018. The highlights of the Company's operational and financial performance are as follows:

Dainik Bhaskar continued to maintain strong momentum on circulation expansion strategy across key markets delivering a growth of 12% since initiation of circulation campaign in June 2017

- Circulation expansion strategy on track – with growth of almost 12% from around 51 lakh copies in June 2017 to around 58 lakh copies as on June 2018 - an increase of around 7 lakh copies, mainly across markets of Bihar, Rajasthan, Gujarat & Madhya Pradesh.
- Over past five years [from FY 2012-13 to FY 2017-18] circulation revenue has delivered 13% CAGR growth driven by yield in core legacy markets – much above the industry reported nos.
- Persistent focus on strong reader engagement efforts and product enrichment initiatives continue to complement circulation expansion strategy

Performance highlights for Q1 FY 2018-19 - Consolidated

- ▲ Total Revenue reported growth of 7% at Rs. 6392 million in current period from Rs. 5997 million in Q1 last fiscal
- ▲ Circulation Revenue has increased YoY 10.3% to Rs. 1345 million from Rs. 1220 million, primarily due to Volume driven growth
- ▲ Advertising Revenues reported growth of 5% YOY to Rs. 4549 million in current period from Rs. 4334 million in Q1 of last fiscal
- ▲ EBIDTA Stands at Rs. 1749 million, EBIDTA margin of 27% for the quarter, against EBIDTA of Rs. 1933 million, in Q1 FY 2018; after considering forex loss of Rs.24.9 million and circulation expansion strategy related non-recurring expenditure of Rs. 58.6 million
- ▲ PAT stands at Rs. 976 million (PAT Margin 15.3%), against Rs. 1101 million (PAT Margin 18.4%), in Q1 of last year; after considering forex loss of Rs. 31 million and

circulation expansion strategy related non-recurring expenditure of Rs. 58.6 million.

- ▲ **Radio business: Advertising revenues expanded by 2% YOY to Rs. 317 million in Q1 of current period, against Rs. 311 million in Q1 of last fiscal, despite high base**
- ▲ **Radio business EBIDTA grew by 26% YOY to Rs. 71 million from Rs. 56 million**
- ▲ **Radio Business PAT grew by 59% YOY to Rs 26 million**
- ▲ **Digital business revenue grew by 4% YOY to Rs. 126 million**

Key developments and initiatives

- ▲ **Dainik Bhaskar launched daily election coverage news through unique initiative – Mahabharat 365:** A new format of pre-election related, in-depth news coverage through a specific theme on each day of the week. Reporting objective, hard core reviews from well-known election analysts, literary personalities and senior editorial team members.
- ▲ **Radio Phase 3 stations become profitable:** Turned EBIDTA positive, following the complete commissioning of all 13 stations, acquired under batch 1 of Phase 3 during 2017. Profitability achieved on the back of strong inventory management, programme profile, prudent cost efficiencies and growing popularity.
- ▲ **New Look www.divyabhaskar.com:** The World's largest Gujarati website has re-launched itself as the global destination for Gujarati content with a new look and wide, exciting canvas of popular content. Introduced 4 new unique categories of content which will be seen first time ever in the industry.
- ▲ **Buy Back of Shares** The Board of Directors at its meeting held on May 26, 2018 approved the proposal of buyback of 92,00,000 equity shares of Rs. 10/- each (representing approximately 5% of total equity share capital) from the shareholders of the company through the "Tender offer" route as prescribed under the Securities and Exchange Board of India (Buyback of Securities) Regulations at a price of Rs. 340/- per equity share, aggregating to approximately Rs 312.80 Crores. The buyback has been approved by the shareholders on July 6, 2018. The public announcement was published on July 10, 2018. The draft letter of offer was filed with SEBI on July 17, 2018.

Commenting on the performance for Q1 FY 2018-19, Mr. Sudhir Agarwal, Managing Director, DB Corp Ltd said, *"This quarter our focus continued to be on ensuring successful implementation of our circulation expansion strategy, in markets across India that are responding well with the team's complete focus on market expansion, editorial and impactful readership engagement efforts. As India's largest news networks, we are in the process of assembling an exciting curation of editorial activities keeping in mind important developments with wide public appeal. A detailed road map has been structured in association with industry stalwarts, which will help us deliver stimulating content for our readers. Our non-print businesses continue to progress well, building great value for readers, advertisers and the organisational triad."*





DB Corp Ltd

The next 5 years are set to be the golden years for Tier 2, 3 towns and DB Corp with its strong presence across these markets is in the best position to capitalize on these opportunities. With our legacy of execution excellence, we are excited, aggressive and totally committed to think and act much beyond our capabilities so that we can deliver the desired levels of growth. At a broader level, all positive signals such as GDP growth, government spending, SmartCity projects, etc. augur well towards a period of greater progress and advancement."

Q1 FY 2018-19 financial results highlights: (comparisons with Q1' FY 18 & Q4' FY18)

(Rs. Mn)

Heads	Qtr 1 FY18	Qtr 1 FY19	YOY Growth	Qtr 4 FY 18	QOQ Growth
Print Advertisement	3902	4110	5.3%	3369	22.0%
Radio Advertisement	311	317	1.7%	361	(12.1%)
Digital Advertisement	121	126	3.7%	131	(3.8%)
Print Circulation Rev	1220	1345	10.3%	1252	7.5%
Consol Operational Revenue	443	498	12.4%	564	(11.7%)
Consol Total Income	5997	6392	6.6%	5675	12.6%
Print EBIDTA	1947	1697	(12.9%)	986	72.0%
Radio EBIDTA	56	71	26.1%	116	(38.9%)
Consol EBIDTA	1933	1749	(9.5%)	1052	66.2%

◆ Print-Mature Business EBIDTA margin stand at 34%

An analysis and break-up of Mature and Emerging Business financials on a quarterly basis is given below. We classify emerging business as those which are below 4 years of age or profitable since last 4 quarters, whichever is earlier.

Q1 FY 19

(Rs. Mn)

Particulars	Mature Editions	*Emerging Editions	Radio Businesses	Internet Businesses	DBCL Standalone
Total Revenues	5674	280	317	125	6392
EBIDTA before pre-opex	1920	(179)	71	(5)	1807
EBIDTA Margin	34%	(64%)	22%	(4%)	28%
EBIDTA after pre-opex	1865	(181)	71	(5)	1749
EBIDTA Margin	33%	(65%)	22%	(4%)	27%

* Emerging Business, includes Bihar small part of Maharashtra & Surat Hindi edition, besides Mobile App & E-real Estate Business



दैनिक भास्कर

दिव्य भास्कर

दिव्य मराठी

DBPOST



DB DIGITAL

homeonline.com



India's Largest Newspaper Group | 13 States | 65 Editions | 4 Languages



DB Corp Ltd

➤ Strategic areas of focus and key updates:

❖ Editorial strategy:

- Launched on all-India level, '**Mahabharat 365**' – As India approaches general elections in 2019, Dainik Bhaskar has assembled a bouquet of topical, objective reportage around this important event, which has huge readership appeal.
 - On a daily basis, Dainik Bhaskar will cover every important election related news for its readers
 - Through the most engaging 7 topics or themes, across 52 weeks, Dainik Bhaskar will present totally objective and reality-based analysis across a range of diverse subjects.
 - 52 Weekly themes will explore: Bhaskar Drishti, Vishleshan – analysis by eminent political analysts, satirical prose by well-known literary personalities, Q&A with political personalities in spotlight, Infographics, exclusive discussions, ground realities from every vital seat across the country.
- Continued to build on the aggressive growth momentum of circulation expansion strategy set during previous fiscal, delivering a growth of around 12%.
 - Delivered circulation growth of 12% across major legacy markets – backed by continued reader acquisition efforts through activations and engagement initiatives.
 - Continued with the implementation of Jeeto 15 crore Dobara which has been an anchor effort in retaining and acquiring new readers
 - Reported strong growth in circulation expansion strategy - of around 12% from around 51 lakh copies in June 2017 to around 58 lakh copies as of June 2018 -an increase of around 7 lakh copies, mainly in markets of Bihar, Rajasthan, Gujarat & Madhya Pradesh.

❖ Digital strategy:

- **www.Dainikbhaskar.com** the largest Hindi News Website continues to secure the No. 1 spot in Hindi News
- **www.Divyabhaskar.com** continues to remain #1 Gujarati website
 - Has re-launched itself as the global destination for Gujarati content with a new look and new appeal of different content spanning knowledge, spirituality, literature, empowering women, together with news coverage across the state & the globe.
- DB Digital has a strong position in almost 67% of the Indian language media space in terms of Unique Visitors and Page Views.
- **Key Achievements:**
 - Dainik Bhaskar properties have highest eCPM in language market (Source :- Google report)





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- Dainikbhaskar.com has highest Facebook interactions in Hindi newspaper sites (Source:- Crowd Tangle Intelligence report)
- **Brand activations continued to strengthen viewership engagement:**
 - **DainikBhaskar.com felicitated India's Top Digital Planners in Season 3:** DainikBhaskar.com in association with a leading business magazine felicitated India's Top Digital Planners for the 3rd consecutive year in Mumbai on 28th April.
 - **Unofficial umpire:** DainikBhaskar.com lined up the most extensive coverage for IPL 2018 for 75 days, themed as 'Unofficial Umpire'. Offered intense digital coverage with engaging contest, stories, videos, polls, live scorecard, innovations, influencer amplification and more.
- ❖ **Radio strategy:** Largest player in Rest of Maharashtra & continues to be No. 1 in Chandigarh / Haryana / Punjab / Rajasthan / Madhya Pradesh & Chhattisgarh
 - **Key achievements:**
 - Phase 3 stations turn profitable on the back of growing popularity and prudent cost controlling initiatives
 - Engaging with audiences for stronger connect – Undertaken more than 95 activities across 30 stations.
 - Music - played highest number of songs in terms of numbers & total music hour
 - **Strong activations through exciting events:**
 - **MY FM - Official Radio Partner For Rajasthan Royals:** Driven by Jaipur station, collaboration was aimed at creating an innovative and a mutually beneficial partnership.
- ❖ **Awards and recognitions:**
 - **Print:**
 - Awarded Silver at WANIFRA Asian Media awards.
 - Won four metals at INMA, with three wins for the Maharashtra Campaign.
 - Coffee Table book on Ujjain has won two international awards at Indie Excellence Awards and International Book awards.
 - Additional awards: 3 metals at New York Communicator awards, 9 metals at PRCI collaterals awards, 12 awards at ACEF and 13 at Hermes.
 - **Digital:**
 - Dainik Bhaskar Digital won Global Media Awards organized by INMA for the Best Use of Data Analytics for Autobot, the Automated Intelligent Push Notification Engine, on 5th June in New York
 - **Radio:**
 - **Foxglove Awards 2018:** Won Gold In Category "Print Ad / Single-Regional" and Bronze under Category "Print Ad / Single - National"





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- Won Golden Mikes Radio Advertising Award " 2018: MY FM won Silver for the "Best Single Commercial- Food & Beverages" under Category – Creativity
- India Radio Forum 2018 Awards: MY FM won under the Best ON GROUND Activation by an FM Station for Silent Garba: India's First NO NOISE Garba and Best Radio Programme-Hindi Non Metro Station
- MY FM bags New York Festival Awards 3rd Year in a Row: MY FM bags a bronze for "Maango Haq Se"

About DB Corp Ltd

DB Corp Ltd. is India's largest print media company that publishes 6 newspapers with Dainik Bhaskar 46 editions, Divya Bhaskar 9 editions & Divya Marathi 6 editions with 220 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) and Divya Marathi (in Marathi) have a total readership of 5.9 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, 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 "94.3 MY FM" Radio station with presence in 7 states and 30 cities. Its growing digital business is led by 12 portals for rapidly expanding digital audiences including www.dainikbhaskar.com, www.divyabhaskar.com, www.divyamarathi.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, and 2 actively downloaded applications Dainik Bhaskar and Divya Bhaskar mobile apps.

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