



DB Corp Ltd

July 18, 2019

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 today i.e. on July 18, 2019.

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 today i.e. Thursday, July 18, 2019, the Board, inter alia, transacted the following business:

Considered and approved the Un-audited Financial Results of the Company for the 1st Quarter of the FY 2019-20 ended on 30th June, 2019 (on standalone and consolidated basis) along with the Limited Review Report.

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

We are also attaching a copy of the ‘Press Release’ in connection with the Un-audited Financial Results for 1st quarter of the FY 2019-20 ended on June 30, 2019. We request you to take the same on record.

The said Board Meeting commenced at 11.00 a.m. and concluded at 12.15 p.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 financial results of D. B. Corp Limited (the “Company”) for the quarter ended June 30, 2019 which are included in the accompanying ‘Statement of unaudited standalone financial results for the quarter ended June 30, 2019’ (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.
2. This Statement, which is the responsibility of the Company’s Management and approved by the Board of Directors, has been prepared in accordance with the recognition and measurement principles laid down in Indian Accounting Standard 34 “Interim Financial Reporting” (“Ind AS 34”), prescribed under Section 133 of the Companies Act, 2013, and other accounting principles generally accepted in India. Our responsibility is to express a conclusion on the Statement based on our review.
3. 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.
4. 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.
5. 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.

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


Jeetendra Mirchandani
Partner
Membership Number: 48125

Mumbai
July 18, 2019
UDIN: 19048125AAAABA4232



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


Shilpa Gupta
Partner
Membership Number: 403763

Mumbai
July 18, 2019
UDIN: 19403763AAAAAQ1553



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, 2019

(₹ in million except per share data)

Particulars	Quarter ended			Year ended
	June 30, 2019	March 31, 2019	June 30, 2018	March 31, 2019
	Unaudited	Unaudited (Refer Note 3)	Unaudited	Audited
I Revenue from operations	6,070.31	5,885.18	6,323.78	24,626.97
II Other income	41.15	24.91	68.40	165.72
III Total income (I + II)	6,111.46	5,910.09	6,392.18	24,792.69
IV Expenses				
a) Cost of materials consumed	2,051.25	2,204.41	2,171.99	9,226.90
b) Changes in inventories of finished goods	0.56	7.54	8.73	9.43
c) Employee benefits expense	1,038.04	1,078.21	1,071.67	4,350.65
d) Finance costs	53.17	18.26	17.58	85.03
e) Depreciation and amortisation expense	303.49	243.01	243.21	985.67
f) Other expenses	1,225.48	1,553.07	1,391.10	5,996.85
Total expenses	4,671.99	5,104.50	4,904.28	20,654.53
V Profit before exceptional items and tax (III- IV)	1,439.47	805.59	1,487.90	4,138.16
VI Exceptional items	-	-	-	-
VII Profit before tax (V-VI)	1,439.47	805.59	1,487.90	4,138.16
VIII Tax expense				
a) Current tax	521.00	307.85	547.80	1,483.85
b) Deferred tax	(18.82)	(47.20)	(35.78)	(85.00)
	502.18	260.65	512.02	1,398.85
IX Net profit for the quarter / year (VII-VIII)	937.29	544.94	975.88	2,739.31
X Other comprehensive income ('OCI')				
Items that will not be reclassified to profit or loss in subsequent periods:				
i) Remeasurement (loss)/gain on defined benefit plans	-	(8.22)	-	7.64
Income tax effect on the above	-	2.87	-	(2.67)
ii) Net gain on Fair Value Through OCI equity instruments	-	8.91	-	8.91
Income tax effect on the above	-	1.15	-	1.15
Other comprehensive income (I+ii)	-	4.71	-	15.03
XI Total comprehensive income (IX+X)	937.29	549.65	975.88	2,754.34
XII Paid-up equity share capital (face value ₹ 10/- each, fully paid)	1,749.29	1,749.11	1,840.64	1,749.11
XIII Other equity				16,570.57
XIV Earnings per share (EPS)				
EPS (of ₹ 10/- each) (not annualised)				
- Basic	5.36	3.12	5.30	15.33
- Diluted	5.35	3.11	5.30	15.31

Notes:

- The statement of unaudited standalone financial results for the quarter ended June 30, 2019 have been reviewed by the Audit Committee and approved by the Board of Directors at their respective meetings held on July 18, 2019. The statutory auditors have expressed unmodified report on these results.
- The Company has adopted Ind AS 116, effective annual reporting period beginning April 1, 2019 and applied the standard to its leases, retrospectively, with the cumulative effect of initially applying the Standard, recognised on the date of initial application (April 1, 2019). Accordingly, the Company has not restated comparative information, instead, the cumulative effect of initially applying this standard has been recognised as an adjustment to the opening balance of retained earnings as on April 1, 2019. This has resulted in recognition of Right-of-use Assets of Rs. 2,829.41 million and Lease Liabilities of Rs. 1,880.43 million, and decrease in retained earnings by Rs. 251.85 million (net of tax of Rs. 135.28 million) as at April 1, 2019.

In the financial results for the current period, the nature of expenses in respect of operating leases has changed from lease rent (included in Other Expenses) in previous periods to Depreciation for Right-of-use Assets and Finance Cost for interest accrued on Lease Liabilities.
- The figures of March 31, 2019 quarter are the balancing figures between audited figures in respect of the full financial year upto March 31, 2019 and the unaudited published year-to-date figures upto December 31, 2018, being the date of the end of the third quarter of the financial year which were subjected to limited review.
- 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.

Place : Mumbai
Date: July 18, 2019

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

Managing Director



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 "Parent"), its subsidiaries (the parent and its subsidiaries hereinafter referred to as the "Group") for the quarter ended June 30, 2019 which are included in the accompanying 'Statement of unaudited consolidated financial results for the quarter ended June 30, 2019' (the "Statement"). The Statement is being submitted by the Parent pursuant to the requirement of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, which has been initialled by us for identification purposes.
2. This Statement, which is the responsibility of the Parent's Management and approved by the Parent's Board of Directors, has been prepared in accordance with the recognition and measurement principles laid down in Indian Accounting Standard 34 "Interim Financial Reporting" ("Ind AS 34"), prescribed under Section 133 of the Companies Act, 2013, and other accounting principles generally accepted in India. Our responsibility is to express a conclusion on the Statement based on our review.
3. We conducted our review of the Statement in accordance with the Standard on Review Engagements (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. A review of interim financial information consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Standards on Auditing and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

We also performed procedures in accordance with the circular issued by the SEBI under Regulation 33 (8) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, to the extent applicable.

4. The Statement includes the results of the following entities:
 - i) D. B. Corp Limited
 - ii) D B Infomedia Private Limited
 - iii) I Media Corp Limited
5. Based on our review conducted and procedures performed as stated in paragraph 3 above, nothing has come to our attention that causes us to believe that the accompanying Statement has not been prepared in all material respects in accordance with the recognition and measurement principles laid down in the aforesaid Indian Accounting Standard and other accounting principles generally accepted in India and has not disclosed the information required to be disclosed in terms of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, including the manner in which it is to be disclosed, or that it contains any material misstatement.

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



Jeetendra Mirchandani
Partner
Membership Number: 48125

Mumbai
July 18, 2019
UDIN: 19048125AAAABB2124



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



Shilpa Gupta
Partner
Membership Number: 403763

Mumbai
July 18, 2019
UDIN: 19403763AAAAAR8803



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, 2019

Particulars		₹ in million except per share data			
		Quarter ended		Year ended	
		June 30, 2019	March 31, 2019	June 30, 2018	March 31, 2019
		Unaudited	Unaudited (Refer Note 3)	Unaudited	Audited
I	Revenue from operations	6,070.31	5,885.22	6,323.78	24,627.01
II	Other income	41.26	25.24	68.40	166.48
III	Total income (I + II)	6,111.57	5,910.46	6,392.18	24,793.49
IV	Expenses				
a)	Cost of materials consumed	2,051.25	2,204.41	2,171.99	9,226.90
b)	Changes in inventories of finished goods	0.56	7.55	8.73	9.43
c)	Employee benefits expense	1,038.04	1,078.22	1,071.67	4,350.65
d)	Finance costs	53.17	18.26	17.58	85.04
e)	Depreciation and amortisation expense	303.62	243.15	243.40	986.28
f)	Other expenses	1,225.50	1,553.49	1,391.14	5,997.78
	Total expenses	4,672.14	5,105.08	4,904.51	20,656.08
V	Profit before exceptional items and tax (III- IV)	1,439.43	805.38	1,487.67	4,137.41
VI	Exceptional items	-	-	-	-
VII	Profit before tax (V-VI)	1,439.43	805.38	1,487.67	4,137.41
VIII	Tax expense				
a)	Current tax	521.00	308.00	547.80	1,484.00
b)	Deferred tax	(18.82)	(47.20)	(35.78)	(85.00)
		502.18	260.80	512.02	1,399.00
IX	Net profit for the quarter / year (VII-VIII)	937.25	544.58	975.65	2,738.41
X	Attributable to:				
	Equity holders of the parent	937.25	544.58	975.65	2,738.41
	Non-controlling interest	-	-	-	-
XI	Other comprehensive income ('OCI')				
	Items that will not be reclassified to profit or loss in subsequent periods:				
i)	Remeasurement (loss)/gain on defined benefit plans	-	(8.22)	-	7.64
	Income tax effect on the above	-	2.87	-	(2.67)
ii)	Net gain on Fair Value Through OCI equity instruments	-	8.91	-	8.91
	Income tax effect on the above	-	1.15	-	1.15
	Other comprehensive income (i+ii)	-	4.71	-	15.03
XII	Total comprehensive income (X+XI)	937.25	549.29	975.65	2,753.44
	Attributable to:				
	Equity holders of the parent	937.25	549.29	975.65	2,753.44
	Non-controlling interest	-	-	-	-
XIII	Paid-up equity share capital (face value ₹ 10/- each, fully paid)	1,749.29	1,749.11	1,840.64	1,749.11
XIV	Other equity				16,520.23
XV	Earnings per share (EPS)				
	EPS (of ₹ 10/- each) (not annualised)				
	- Basic	5.36	3.11	5.30	15.32
	- Diluted	5.35	3.11	5.29	15.31

Notes:

- The statement of unaudited consolidated financial results for the quarter ended June 30, 2019 have been reviewed by the Audit Committee and approved by the Board of Directors at their respective meetings held on July 18, 2019. The statutory auditors have expressed unmodified report on these results.
- The Group has adopted Ind AS 116, effective annual reporting period beginning April 1, 2019 and applied the standard to its leases, retrospectively, with the cumulative effect of initially applying the Standard, recognised on the date of initial application (April 1, 2019). Accordingly, the Group has not restated comparative information, instead, the cumulative effect of initially applying this standard has been recognised as an adjustment to the opening balance of retained earnings as on April 1, 2019. This has resulted in recognition of Right-of-use Assets of Rs. 2,829.41 million and Lease Liabilities of Rs. 1,880.43 million, and decrease in retained earnings by Rs. 251.85 million (net of tax of Rs. 135.28 million) as at April 1, 2019.

In the financial results for the current period, the nature of expenses in respect of operating leases has changed from lease rent (included in Other Expenses) in previous periods to Depreciation for Right-of-use Assets and Finance Cost for interest accrued on Lease Liabilities.
- The figures of March 31, 2019 quarter are the balancing figures between audited figures in respect of the full financial year upto March 31, 2019 and the unaudited published year-to-date figures upto December 31, 2018, being the date of the end of the third quarter of the financial year which were subjected to limited review.



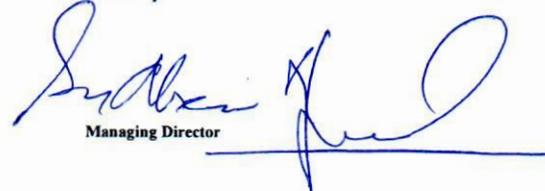
4) Statement of unaudited segment information for the quarter ended June 30, 2019:

(₹ in million)

Particulars	Quarter ended			Year ended
	June 30, 2019	March 31, 2019	June 30, 2018	March 31, 2019
	Unaudited	Unaudited (Refer Note below)	Unaudited (Refer Note below)	Audited (Refer Note below)
Segment revenue:				
(a) Printing, Publishing and allied business	5,695.31	5,497.99	6,009.83	23,089.02
(b) Radio	376.52	387.77	316.21	1,545.69
Total	6,071.83	5,885.76	6,326.04	24,634.71
(e) Less: Inter segment revenue	1.52	0.54	2.26	7.70
Total revenue from operations	6,070.31	5,885.22	6,323.78	24,627.01
Segment results profit before tax, unallocable income and expenses and finance costs from each segment				
(a) Printing, Publishing and allied business	1,407.97	763.30	1,433.97	3,803.28
(b) Radio	90.90	100.62	39.94	400.28
Total	1,498.87	863.92	1,473.91	4,203.56
Less:				
(i) Finance costs	53.17	18.26	17.58	85.04
(ii) Other unallocable expenses	21.62	52.21	29.77	102.59
(iii) Unallocable income	(15.35)	(11.93)	(61.11)	(121.48)
Profit before tax	1,439.43	805.38	1,487.67	4,137.41
Segment assets				
(a) Printing, Publishing and allied business	20,292.00	19,446.49	19,640.45	19,446.49
(b) Radio	2,370.87	2,111.66	2,053.69	2,111.66
(c) Unallocated	2,005.42	2,383.79	3,872.00	2,383.79
Total Assets	24,668.29	23,941.94	25,566.14	23,941.94
Segment liabilities				
(a) Printing, Publishing and allied business	2,735.30	3,126.28	2,791.42	3,126.28
(b) Radio	561.99	552.89	493.58	552.89
(c) Unallocated	4,105.27	1,993.44	1,989.26	1,993.44
Total Liabilities	7,402.56	5,672.61	5,274.26	5,672.61

From the current period, the Group has changed its internal reporting structure. Consequently, 'internet' and 'event' businesses, which were earlier identified as separate reporting segments, have been included under "Printing, Publishing and allied business" segment in line with Ind AS 108 "Operating Segments". The corresponding segment information of earlier periods have been accordingly re-stated.

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


Managing Director

Place : Mumbai
Date : July 18, 2019





DB Corp Ltd

Press Release

Mumbai, July 18, 2019

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, 2019. The highlights of the Company's operational and financial performance are as follows:

Key Developments and Initiatives:

- ▲ Dainik Bhaskar's well-implemented Circulation expansion strategy has delivered strong results on account of increased market share. As per recent IRS survey, all Hindi Newspapers adds 93.27 Lac new readers; Dainik Bhaskar adds 63.55 lac new readers; a growth of 13.71% majorly in legacy markets of Madhya Pradesh-Chhattisgarh, Rajasthan, Haryana, Punjab, Gujarat and in newer market of Bihar
- ▲ Dainik Bhaskar continues to maintain its position as No. 1 newspaper of Urban India as well as of NCCS A, NCCS B and NCCS AB both
- ▲ As per last ABC circulation reported data, we continue to maintain No. 1 Circulated newspaper of India as well as leadership in Madhya Pradesh-Chhattisgarh, Rajasthan, Gujarat, Haryana, Chandigarh, Punjab(4 urban Cities), besides maintaining close no. 2 formidable position in other markets
- ▲ In line with the Company's Circulation Expansion Strategy, Company has devised a print media campaign "Life Badal Jaayegi, Boss" featuring Salman Khan to further aid the circulation growth. Company has launched mega & biggest scheme of print sector "Jeeto 21 crores" across the footprint in 12 states with the aim to acquire new readers and retention of existing readers
- ▲ Circulation strategy was complimented by strong editorial and product enrichment efforts along with unique and impactful reader engagement initiatives

Performance highlights for Q1 FY2020 – Consolidated [All Comparisons with Q1 FY2019]

- ▲ Advertising Revenues stood at Rs. 4420 million as against Rs. 4549 million in Q1 last fiscal
- ▲ Circulation Revenue stands at Rs. 1314 million as against Rs. 1345 million in the corresponding period last fiscal
- ▲ Total Revenue stands at Rs. 6112 million in current period from Rs. 6392 million
- ▲ EBIDTA Stands at Rs. 1796 million (EBIDTA margin 29%), against EBIDTA of Rs. 1749 million (EBIDTA margin 27%). EBIDTA increased by around 85 million as per Ind AS 116 - "Leases", which is added in depreciation and finance cost and hence negative 9 million impact in PAT.
- ▲ PAT stands at Rs. 937 million (PAT Margin 15.3%), against Rs. 976 million (PAT Margin 15.3%)
- ▲ Radio business revenue grew by 19% YOY to Rs. 377 million against Rs. 317 million,.
- ▲ Radio business EBIDTA grew by 84% YOY to Rs. 131 million (margin 35%) from Rs. 71 million (margin 22%), increased by around Rs. 13 million as per Ind AS 116 – "Leases", which is added in depreciation and finance cost



दैनिक भास्कर दिव्य भास्कर दिव्य मराठी DBPOST DB DIGITAL DB homeonline.com दैनिक भास्कर दिव्य भास्कर

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

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 7157 7000 • Fax: +91 22 3980 4793 • CIN Number: L22210GJ1995PLC047208 • Website : www.bhaskar.net.com



DB Corp Ltd

▲ Radio business PAT grew by 98% YOY to Rs. 52 million (margin 14%) from Rs. 26 million (margin 8%)

Commenting on the performance for Q1 FY 2019-20, Mr. Sudhir Agarwal, Managing Director, D. B. Corp Ltd. said, "The Company enjoys a dominant position in all its major markets of presence. To further strengthen our dominance, we continued with our efforts towards editorial and circulation expansion initiatives through this quarter as well. Despite the challenging macro environment, we are confident of our current strategies to deliver enterprise growth and building profitability aided by overall cost control and moderation in newsprint prices going ahead.

Our business strategy is focused on product strengthening, along with a series of strategic initiatives to orient the editorial team in this direction, and complement our circulation expansion initiatives. Our efforts has delivered strong results and is reflected in the latest published readership and circulation number, by MRUC and ABC respectively. The latest Circulation drive "Life Badal jayegi, Boss" featuring Superstar Salman Khan is a continuation towards strengthening reader engagement, thus giving a push to our circulation efforts. Our Non-print businesses continue to progress well, building great value for our readers and advertisers. We continue to build our synergies and leverage the competitive strengths across each business segment.

With the formation of a stable and decisive government in Centre, the semi-urban and rural consumption and demand cycle is expected to stabilize. As the government continues with its efforts and initiatives to boost economic growth, with our execution excellence, we are confident to deliver the desired levels of growth."

Q1 FY 2020 Financial Results highlights: (comparisons with Q1' FY 19 & Q4' FY19)

(Rs. Mn)

Heads	Qtr 1 FY19	Qtr 1 FY20	YOY Growth	Qtr 4 FY 19	QOQ Growth
Printing Publishing & Allied Business Advertisement	4236	4048	(4.4%)	3743	8.1%
Radio Advertisement	317	377	19.1%	390	(3.3%)
Print Circulation Rev	1345	1314	(2.3%)	1273	3.2%
Consol Operational Revenue	498	378	(24.1%)	507	(25.4%)
Consol Total Income	6392	6112	(4.4%)	5911	3.4%
Printing Publishing & Allied Business EBIDTA	1678	1665	(0.7%)	935	78.1%
Radio EBIDTA	71	131	84.1%	132	(0.5%)
Consol EBIDTA	1749	1796	2.7%	1067	68.4%

◆ Print-Mature Business EBIDTA margin stand at 33%

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.





DB Corp Ltd

Q1 FY 20

(Rs. Mn)

Particulars	Mature Businesses	*Emerging Businesses	Radio Business	DBCL Standalone
Total Revenues	5409	325	377	6111
EBIDTA before Expansion	1794	(129)	131	1796
EBIDTA Margin	33%	(40%)	35%	29%
EBIDTA after Expansion	1794	(129)	131	1796
EBIDTA Margin	33%	(40%)	35%	29%

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

➤ **Strategic areas of focus and key updates:**

❖ **Editorial strategy:** Circulation Strategy and strong Reader Connect enabling to achieve newer milestones in readership continues to deliver result:

- **Indian Readership Survey 2019 Q1 significant highlights** (All comparisons are on like-to-like basis with IRS 2017 ,Main+Variant):
 - **Dainik Bhaskar adds 63.55 lac new readers; grows by 13.71%, considering TR-Urban +Rural; Total Readership**
 - **Dainik Bhaskar is Urban India's No.1 Newspaper, as per AIR - Urban**
 - **Dainik Bhaskar Group is Urban India's No.1 Newspaper Group, as per AIR - Urban, which excludes financial dailies on a like to like basis**
 - **Dainik Bhaskar is Urban India's No. 1 Newspaper in NCCS A, NCCS B & NCCS AB segment, considering AIR - Urban**
 - **Dainik Bhaskar has added 8.93 lac readers, grows by 18% in Rajasthan, based on AIR – Urban + Rural**
 - **Dainik Bhaskar grows by 16%. Adds 2.03 lac new readers in Bihar, as per AIR - Urban + Rural**
- **India's largest circulated newspaper: Dainik Bhaskar continues to be the India's largest circulated newspaper as per Audit Bureau of Circulation July- December'2018.**
- **Dainik Bhaskar maintains its position as the largest circulated national daily of Rajasthan as per the Audit Bureau of Circulation (ABC) results for the six month period (July – December'2018) , adds 76,212 copies in just 1 year , reaching a circulation of over 16.25 lacs copies**
- **Reader engagement activities core to our circulation growth strategy- in retaining and attracting new readers:**
 - **Dainik Bhaskar Group devised a Print Media campaign "Life Badal Jaayegi Boss", to aid circulation growth. Mega scheme "Jeeto 21 Crore" is launched across 12 states in**



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DB Corp Ltd

Hindi, Gujarati and Marathi to engage the existing readers and garner interest amongst new readers. Megastar **Salman Khan** has been roped to be the face of campaign to ensure the visibility of the scheme. This initiative is in-line with the Company's circulation expansion strategy

- Special coverage on the **Lok sabha Election-2019** Result: Introduction of Special Election Jacket on election result with the aim to provide in-depth result analysis
- **Continuous focus on content development-** Special content initiative on "**Mothers Day & Fathers Day**" to create emotional connect with the readers.

❖ **Radio strategy:** Maintaining leadership position in Chandigarh / Haryana / Punjab / Rajasthan / Madhya Pradesh & Chhattisgarh and continues to be the largest player in Rest of Maharashtra

❖ Phase 3 stations bottom line is now positive, on the back of strong inventory management, programme profile, strong cost efficiencies and growing popularity

❖ **Strong audience connect through engagement and innovative on-ground activations:**

- **MY FM launches "Pehli Baar Vote Yaar", One of the biggest voting campaign to encourage new voters** - MY FM launched three week long campaign across Tier II & III markets to encourage first time voters. 'Pehli Baar Vote Yaar' campaign was to bring a positive change in the society. The campaign was driven in 30 cities across 7 states in India
- **MY FM Balle Balle in London** – My FM initiated a contest "*MY FM's Balle Balle in London*" to encash the ensuing cricket season. Contest provided the opportunity to listeners to win a trip to London this sporting season

❖ **Awards and recognitions:**

- Dainik Bhaskar Group wins 4 Platinum and 1 Gold at the Hermes Awards for Print Media
 - Platinum - for Jeeto 15 Crore for Integrated Marketing Campaign and Smart Soch for Integrated Marketing Campaign, Company Branding and Illustration/ Graphic Design
 - Gold for Specialty Item- Marketing Collateral/ Branding for Rakshabandhan Mailer
- INMA Global Media Awards
 - Best Execution of Print Advertising Award for Smart Soch
 - Best idea to grow advertising sales or retain advertising clients for capture of Bihar's newspaper market
 - Best marketing solution for an advertising client for Junior editor in partnership with dell
- Dainik Bhaskar Group wins 2 awards at ACEF Global Customer Engagement Award
 - Gold: 'Best use of celebrity Endorsement' by publisher for Harman XI in search of True Talent
 - Silver: Marketing of new #2 newspaper of Bihar wins under the category 'Newspaper for customer engagement (effectiveness)'
- 3 Communicator Award of Excellence for:
 - Design & Print for Marketing/ Promotion of Mitti ke Ganesh Campaign
 - Integrated Campaign for Jeeto 15 Crore
 - Marketing Effectiveness Campaign for Jeeto 15 Crore





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- My FM bagged 3 Radio4Child Awards for 'Best spot' and 'Best public service announcements', 'The special mention award- in Child Sexual Abuse Category' and 'The Best RJ Link in Child Abuse Award' category

About D. B. Corp Ltd.

DB Corp Ltd. is India's largest print media company that publishes 5 newspapers with Dainik Bhaskar 46 editions, Divya Bhaskar 9 editions & Divya Marathi 6 editions with 211 sub-editions in 3 multiple languages (Hindi, Gujarati and Marathi) 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 6.6 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 and DB Star. 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 9 portals for rapidly expanding digital audiences, and 4 actively downloaded mobile applications.

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

Mr. P.K. Pandey

Head - Investor Relations

Tel: +91-22-71981500

Email: prason@dbcorp.in

Address for investor communication:

D. B. Corp Ltd.

G 3 A/ 4-6 Kamanwala Chamber,

New Udyog Mandir - 2, Mogul Lane,

Mahim (W), Mumbai, 400016.



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