

From the House of



India's largest & world's 3rd largest
circulated newspaper



दैनिक भास्कर दिव्य भास्कर दिव्य मराठी



“Building a
Better
India!”



We have something in common

Your customers are same as our customer

More Intelligent

THE Y GENERATION USERS

54% of users < 35 years

49% from TIER-I & TIER-II cities

Ahmedabad, Delhi, Kolkatta, Mumbai, Bhopal,
Chandigarh, Indore, Jaipur, Lucknow, Patna



18-24 yrs	26%
25-34 yrs	29%
35-44 yrs	17%
45-54 yrs	13%
55-64 yrs	10%
65 yrs+	06%



</>

Source  Google Analytics Dec '23

</>

We have something in common

Your customers are same as our customer

More Evolved



59% more likely to have a
Graduate Degree



23% more likely to follow
Internet Culture & Humour



26% more likely to follow
Politics Online



8% more likely to
Read News Online



7% more likely to be interested in
International Travel



</>

Source e-X Advertising Intelligence Platform

</>

We have something in common

Your customers are same as our customer

More Knowledgeable



19% more likely to PAYDAY LOANS



9% more likely to LEASE A CAR



3% more likely to CHARGE IT



**3% more likely to buy
BIG TICKET ITEMS ONLINE**



</>

Source [e-X Advertising Intelligence Platform](#)

</>

They spent lot of time on **DB**DIGITAL

Well Informed

Highest Engaged Audience

16 mins Daily Average Time Spent



</>

Source  Google Analytics Dec '23, e-X Advertising Intelligence Platform

</>

“

We can help you
Stand Out

From the

Digital

Marketing

Clutter

”



We believe in creating Opportunities Together

5000+ Unique stories published and read everyday

Impacting
over
80 Million
minds

Generating
over
660 Million
Page Views

Over
25 Million
Reach on
Social
platforms

Reaching
2500+
Local Cities,
towns &
villages

51%
Unduplicated
Audiences

A strong
Audience
Engagement
with **55%**
Repeat
Users



“

Source  Google Analytics Dec '23

”

Opportunities that Your brand can leverage



Do you still want More Options?

DB Brand Solutions



Curated
Content

Immersive
Experience

Special
Initiatives



Solution 1: Curated Content



A collaborative initiative to bring Yoga & Wellness to our readers amidst Lockdown with celebrity instructor Sarvesh Sashi & Vidya Malavde.



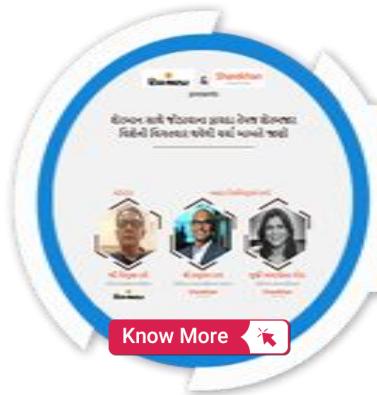
An example of how an impactful brand video is created through video finesse & editorial excellence.



An informative content series curated, shot & performed in association with Tally. The series highlighted GST cycle in layman terms



Solution 1: Curated Content



An end to end online webinar curated for audiences in Ahmedabad to identify benefits for Franchise business



A content series curated, shot, and performed in association with Flipkart. The videos highlighted the story of a seller and delivery hub for the differently abled



Solution 2: Immersive Experience



Industry stalwarts, decoding the Financial jargons of Union Budget in layman's language, through an One-on-One interactive session



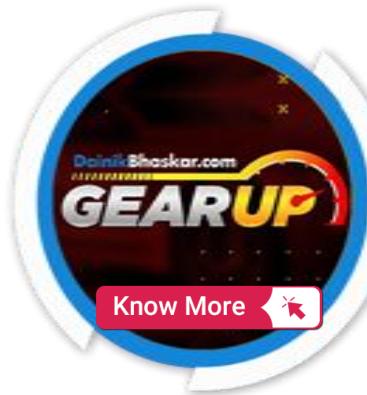
An end-to-end event solution curated for relevant SME audiences across various markets



Visionaries Award is an event that honors & felicitatea the ace visionaries, change makers, leaders and entrepreneurs of various states.



Solution 3: Special Initiatives



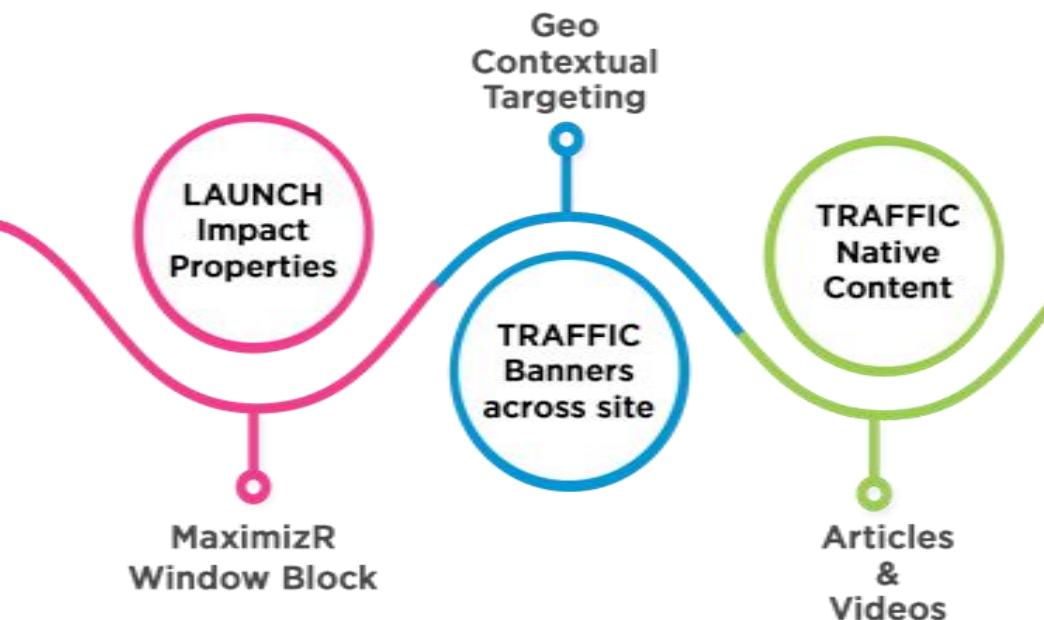
Flagship show of DB Digital, hosted by ace Auto expert has a line up of diverse vehicles, complemented by unique travel experiences & detailed interviews.



Our renowned IP, Brand Talk, is known for its curated Brand stories. Stories that reflect the journey of the brands' success, narrated by the stalwarts themselves.



We can also create a promotion plan for you



Your brand exposure on **DB**DIGITAL

दैनिक भारत



Monthly Unique Visitors
40 MN



Monthly Page Views
236 MN



Average Session Duration
15 MINS



Followers on Social Media
19 MN

दिव्य भारत



Monthly Unique Visitors
10 MN



Monthly Page Views
169 MN



Average Session Duration
13 MINS



Followers on Social Media
6 MN

दिव्य मराठी



Monthly Unique Visitors
2 MN



Monthly Page Views
21 MN



Average Session Duration
12 MINS



Followers on Social Media
1 MN

“

Source Google Analytics Dec '23

”

THANK YOU



Our endeavour is to be true partners
So just give us a quick shout!