

December 30, 2019

1) Manager – CRD,  
BSE Limited,  
Phiroze Jeejeebhoy Towers  
Dalal Street,  
Mumbai – 400001

Re: Jagran Prakashan Limited  
Scrip Code: 532705  
ISIN: INE199G01027

2) Listing Manager,  
National Stock Exchange of India Ltd.,  
'Exchange Plaza'  
Bandra Kurla Complex,  
Bandra (E), Mumbai-400051

Re: Jagran Prakashan Limited  
Scrip Code: JAGRAN  
ISIN: INE199G01027

Dear Sir / Madam,

**Sub.: Press Release**

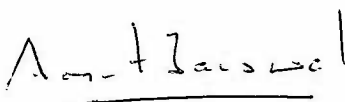
Please find attached press release on findings of the Indian Readership Survey 2019 Q3, which is self-explanatory.

The aforesaid information is also being placed on the website of the Company, i.e. [www.jplcorp.in](http://www.jplcorp.in).

Kindly take the same on record.

Thanking You,

Yours faithfully,  
For Jagran Prakashan Limited



(Amit Jaiswal)  
Company Secretary & Compliance Officer  
Membership No.: F5863



Encl.: As above

PRESS RELEASE FOR IRS 2019 Q3

**Despite strong growth in Internet and against popular belief,  
Print Industry continues to maintain its loyal base**

**Dainik Jagran continues to maintain Numero Uno position since 2003,  
Maintains a lead of 34% over No. 2 newspaper**

Kanpur, December 30, 2019; Jagran Prakashan Limited (JPL) (BSE SCRIP ID: 532705; NSE SYMBOL: JAGRAN), publishers of 'Dainik Jagran', India's largest read newspaper (Source: IRS2019 Q3), has been adjudicated as the largest newspaper group as per IRS 2019 Q3.

The survey results validate our belief yet again that Print continues to be strong and trusted medium which has a stable readership; this against the popular belief that print is losing its glory to Digital. The consistent rise among the SEC ABC category helps the advertisers to target the right audience as these are the key spending categories. Decline in readership among SEC DE is apparently due to increase in cover prices and is responsible for flattish readership.

Dainik Jagran maintains its Numero Uno position and shows the strength of the brand as holding No1 position without break since 2003 in such a competitive market. Our undisputed leadership position in markets like Uttar Pradesh for years makes us most relevant newspaper in areas of operation.

The survey results also reflect that improvement in cover price without losing the readers in consuming class belonging to SEC ABC and without compromising with the market position is a reality. As improved per copy realisation makes business model robust, we expect that the competition will continue to work in this direction.

*Amit Khandelwal*



## SURVEY HIGHLIGHTS

- All media categories maintaining their share inspite of growing Internet indicates Internet is being perceived as complementary rather than competition
- Jagran Group maintains strong total readership of close to 9 crores yet again
- Dainik Jagran leads the way with total readership of more than 7 crore readers
- Dainik Jagran has held No. 1 position across languages pan India since 2003 and leads No. 2 newspaper by 34% or 1.8 crore readers in total readership
- Dainik Jagran maintains strong No. 1 position in Uttar Pradesh with a total readership of 3.9 crores readers
- In Bihar, Dainik Jagran held No. 2 position with a total readership 1.3 crore readers and leads No. 3 newspaper by 70%
- Despite popular belief of English Print Media dying and Metros are losing readership
  - No 1 English newspapers registers growth
  - In Metros continue to have stable readership
- Mid-day English, Mid-day Gujarati and Inquilab registers growth of 6%, 5% and 6% respectively in total readership over 2019 Q2

*Am-11-2019*

