

January 22, 2018

1) Manager-CRD,
BSE Ltd.,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai-400001

Fax No.022-22722037/39/41
Re: Jagran Prakashan Limited
Scrip Code: 532705
ISIN No. INE199G01027

2) Listing Manager,
National Stock Exchange of India Ltd.,
'Exchange Plaza'
Bandra Kurla Complex,
Bandra (E),
Mumbai-400 051

Fax: 022- 26598237/38
Re: Jagran Prakashan Limited
Scrip Code: JAGRAN
ISIN No. INE 199G01027

Dear Sir/Ma'am,

Sub: Intimation to Stock Exchange - Press Release in connection with Indian Readership Survey 2017

Please find enclosed herewith the copy of Press Release titled "Dainik Jagran once again the undisputed leader in IRS 2017", the content of which is self-explanatory.

Kindly take the above on your record.

Thanking You,

For Jagran Prakashan Limited



(AMIT JAISWAL)
Company Secretary & Compliance Officer



Encl.: As Above

Dainik Jagran once again the undisputed leader in IRS 2017

New Delhi January 22, 2018: Jagran Prakashan Limited (JPL) (BSE SCRIP ID: 532705; NSE SYMBOL: JAGRAN), is pleased to inform you that its flagship brand Dainik Jagran has been ranked at No.1 position with a total readership of 7 cr as per the latest Indian Readership Survey released on 18th January 2018. We are also pleased to inform you all that our Hindi daily NAIDUNIA has consolidated its position and finds a place amongst the Top 10 hindi newspapers of the country.

Key highlights of the Study

Newspaper Industry adds 11 cr new Readers in the last 3 years:

- ✓ The Indian Readership Survey has been released after a gap of 4 years
- ✓ With a sample of 3.2 lakhs, this is probably the largest sample survey of its kind ever in India
- ✓ As per the survey findings, the newspaper industry has added 11 cr new total readership in the last 3 years

Newspaper Readership growth across segments:

- ✓ Importantly, this growth has happened across all SEC segments
- ✓ While readership grew across age groups, what was more heartening was the significant gains made in the younger age groups of 12-15 and 16-19 years

Maximum readership growth in Hindi:

- ✓ While there were readership gains across every language, the highest absolute growth was recorded for Hindi from 12.1 cr in 2014 to 17.6 cr total readers

Key highlights for JPL

- ***Continued Dominance for Dainik Jagran:*** Our flagship brand, Dainik Jagran leads the rankings with a Total Readership of 7 cr. Dainik Jagran is ahead of the No.2 newspaper Hindustan by a significant margin of 1.8 cr readers. Dainik Jagran is ahead of Dainik Bhaskar by 2.5 cr readers – a lead of 56%
- ***Dominance in UP:*** Dainik Jagran continues to lead in UP. Of the 15 cities reported, Dainik Jagran leads in 12 cities on Average Issue Readership, trailing behind the competitors in 3 smaller towns of Agra, Moradabad and Firozabad
- ***Dominance in Patna and Significant gains in Bihar:*** Dainik Jagran is now the No.1 newspaper in Patna on Total Readership. We lead Hindustan by 35%. Overall, in Bihar, Dainik Jagran has further strengthened its position

- **Significant gains in Jharkhand:** Dainik Jagran is amongst the top 3 newspapers and has closed the gap significantly with the leading 2 players. On Total Readership, Dainik Jagran is now 88% of Hindustan and 81% of Prabhat Khabar, the market leader. On Total Readership, Dainik Jagran is ahead of Dainik Bhaskar by 17 lakh readers translating into a lead of 78%
- **No. 2 in Delhi now:** In Delhi, now Dainik Jagran has overtaken Hindustan in Total Readership and is the No.2 newspaper in the city
- **Nai Dunia now amongst the Top 10 Hindi newspapers in India:** Nai Dunia Total readership has surged to 63.6 lakh readers, and is now placed No.10 amongst Hindi newspapers. Additionally, Nav Dunia has a Total Readership of 12.4 lakh readers

About IRS 2017

IRS 2017 has covered 600 publications, 71 product categories (at penetration and brand level), covering 28 states and 4 union territories, and 95 cities with 5 Lakh + population. The IRS is brought out by the Readership Studies Council of India (RSCI) and Media Research Users Council (MRUC)

Comments by Mr Mahendra Mohan Gupta, Chairman and Managing Director, JPL

"I am pleased to inform you all on a few important positive developments of the Indian Readership Survey 2017. The Survey shows Indian Newspaper Total Readership at 407 mn. A staggering increment of 112 mn readers has been witnessed compared to 2014. Hindi dailies have seen a growth of 45% over 2014. I am glad to report that our flagship brand Dainik Jagran has once again outpaced the market in terms of readership to maintain a pole position with a Total Readership of 7 crores. We've further consolidated our existing strong position and have made significant gains across major markets. Naidunia has made a debut in the Top 10 Hindi newspapers and with Navdunia, has a Total readership of 76 lakhs. IRS 2017 is the most authentic and widely used source by advertisers, publishers, agencies and broadcasters, to gauge media consumption patterns. The readership figures put forth by IRS work as a currency for print planning, and our leadership position in the study will help us accelerate our growth.

I would like to express my sincere gratitude to Team Jagran and all the Stakeholders for being a part of the key milestone that Group Jagran has achieved."

About Jagran Prakashan Limited

Jagran Prakashan Limited is a media conglomerate with interests spanning across printing and publication of newspapers & magazines, FM Radio, Digital, Outdoor Advertising and Promotional marketing / Event management / on ground activation businesses. The Group publishes 8 newspapers and a magazine from 37 different printing facilities across 13 states in 5 different languages. In addition, through Radio, it has expanded its operations to 39 FM stations and 48 web stations.



Safe Harbor Statement

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

For further information, please contact

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