

# ON TRUST



**Ms. Kaacon Sethi**  
Chief Marketing Officer  
Dainik Bhaskar



**Mr. Pradeep Dwivedi**  
Group Chief - Sales & Marketing  
Dainik Bhaskar Group



Mr. Pradeep Dwivedi, Group Chief - Sales & Marketing, Dainik Bhaskar Group says, “At Dainik Bhaskar Group, Our ‘UnMetro – The markets driving India’ initiative has become the fountainhead of our strategic thinking that continues to unleash the true potential of cities beyond metros. Our interactions with readers, clients and the unparalleled reach and access to consumers offered by us ensures that we remain critical to the distribution value-chain and market growth of almost all large advertisers. The significant consumption upswing and sustained continuation of higher affluence levels and aspirations of consumers in Tier 2 and 3 towns and cities continues to be the focus of our UnMetro initiative. The media plays a significant role in our lives today with an omnipresent influence through a huge number of touch points ranging from the internet, television, mobile apps, newspapers, films, radio and outdoor advertising. Hence, the engagement of leading marketers to constructively discover the prospects of high opportunity markets in the evolving media ecosystem is the core UnMetro objective. Our editorial approach of differentiated and knowledge based content also connects us to our readers in a unique affinity model. In this hyper-dynamic environment, Dainik Bhaskar Group has harnessed its strengths in a way that has leveraged traditional as well as new age digital media, to empower readers with the latest information, wherever they are, and is hence highly valued by advertisers as well.”

Kaacon Sethi, Chief Marketing Officer, Dainik Bhaskar, adds, “Our readers have made us an integral part of their lives. We have earned their trust through consistent brand experiences. This is the single most essential factor that connects us to our readers. Trust is key to our business. It is at the epicenter of who

we are as a brand. In a recent large scale consumer study conducted for us by Vertebrand in 2014, one of India’s noteworthy branding companies, we discovered that our readers did not merely think of us as a newspaper – they articulated that we were an intrinsic part of their progress and success in their life.

“Which is why, our actions are in line with our philosophy – Kendra mein pathak - which means that the reader is at the center of all our actions which are designed and delivered to make their lives more enriched through the news and knowledge that they are able to receive through us as a medium. Our communication mirrors this relationship keeping in mind the aspirations of our readers. Dainik Bhaskar was declared the largest circulated national daily by the Audit Bureau of Circulations in 2014 (JJ2014). Advertisers buy target relevant audiences – Dainik Bhaskar with its leadership position as the largest daily is the premier choice of advertisers in urban markets across 12 states of India.” Kaacon further added.

Kaacon further elaborated, “Market leaders are trustworthy brands. Trustworthiness helps us to innovate in our content and delivery – in a super-connected, fast paced, content and information overloaded world which can be accessed in very short periods of time – trust is what connects us to our audience. They believe that we genuinely add value to their lives by the content that we deliver to them every day. The fact that our readers are choosing us even at a price premium over competition is the testimony to the trust that they repose in our brand. Brand Value is derived from Trust which is important to communicate to key stakeholders like readers, advertisers, trade partners and investors.”