



# BharatHerald

## Legacy Newspaper's Survival Analysis

Print  
Performance  
Analysis



Revenue  
Performance  
Analysis



Digital  
Performance  
Analysis



Digital  
Readiness &  
Relaunch  
Prioritization



This executive dashboard delivers a strategic view of Bharat Herald's performance over six years ,examining circulation trends, revenue dynamics, city-level performance, and digital readiness indicators. It highlights structural shifts in print demand, advertising efficiency, and regional opportunity gaps, enabling data-driven decisions to accelerate digital growth and strengthen long-term sustainability.

# Bharat Herald Print Performance Analysis



Year

All

Quarter

All

City

All

Clear All

Total Printed Copies

231M

Total Sold

219M

Change -25.15%

Total Returned

12M

Change -23.53%

Total Circulation

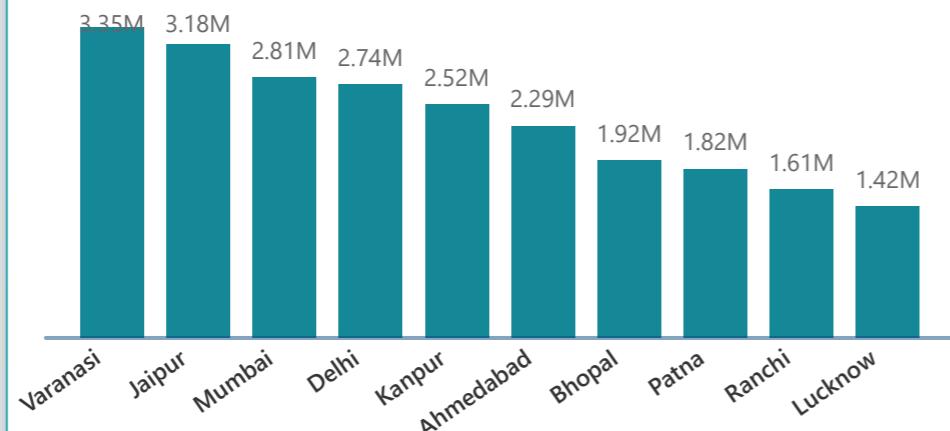
207M

Change -25.24%

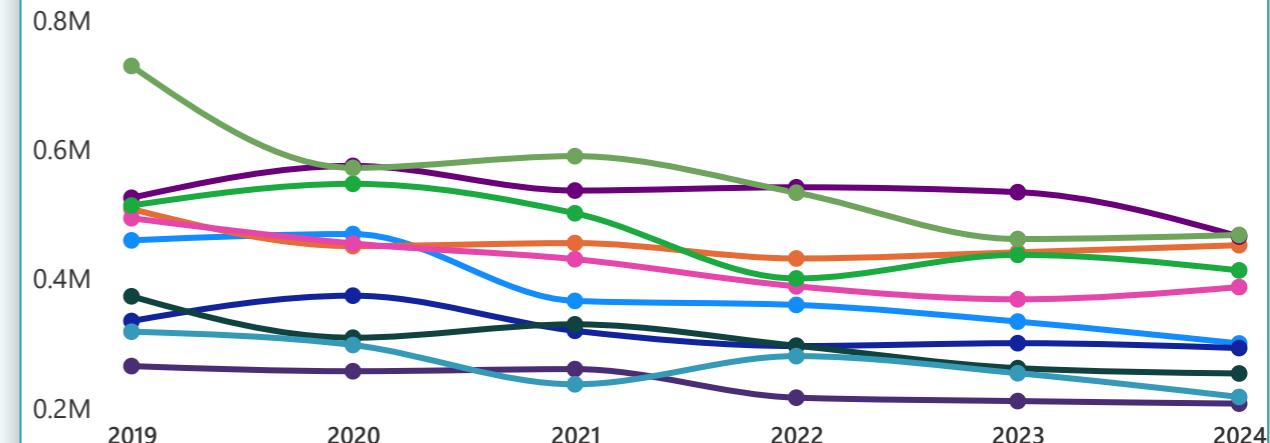
Print Decline

25%

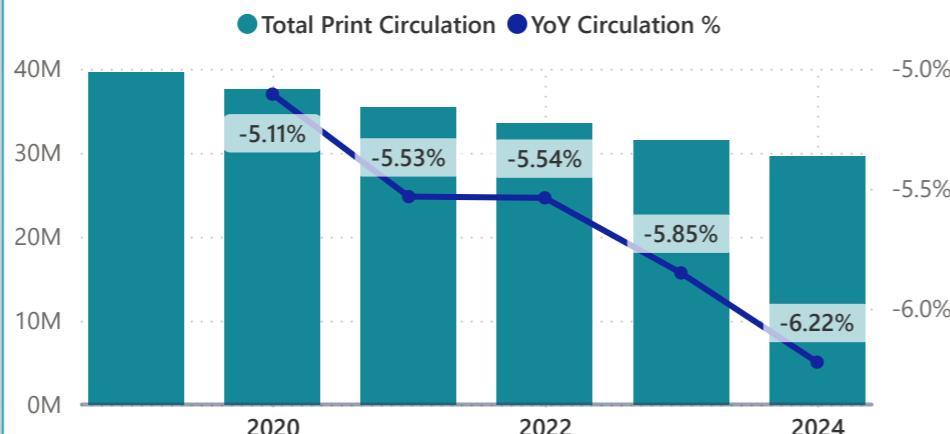
## Year Over Year Print Waste



City ● Ahmedabad ● Bhopal ● Delhi ● Jaipur ● Kanpur ● Lucknow ● Mumbai ● Patna ● Ranchi ● Varanasi



## Total Net Circulation & YoY % Change



Choose Metric

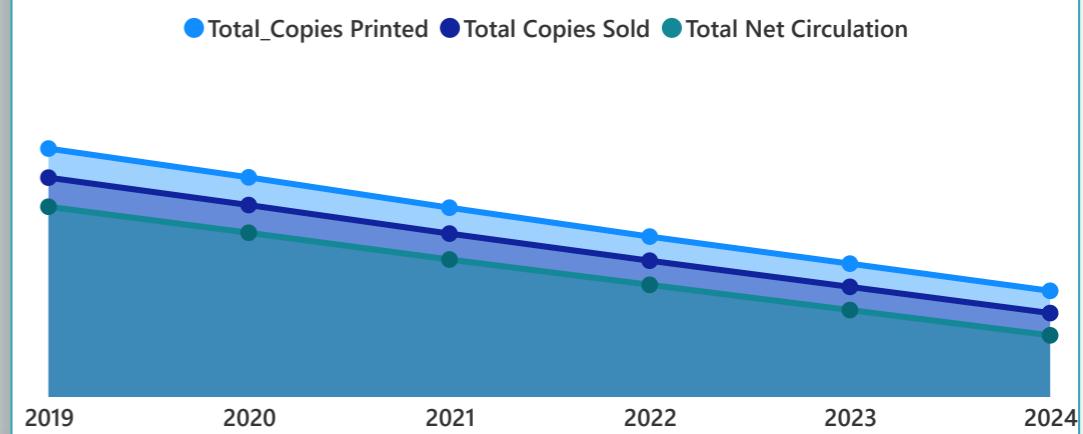
Copies Printed

Copies Sold

Net Circulation

Copies Returned

## Copies Printed, Copies Sold and Net Circulation Trend over the Period



# Bharat Herald Revenue Performance Analysis



Year ▼

All ▼

Quarter ▼

All ▼

City ▼

All ▼

**Clear All**

₹ 2.22bn

Ad Revenue

₹ 10.70

Ad Revenue / Copy

₹ 12.2M

Total Cost

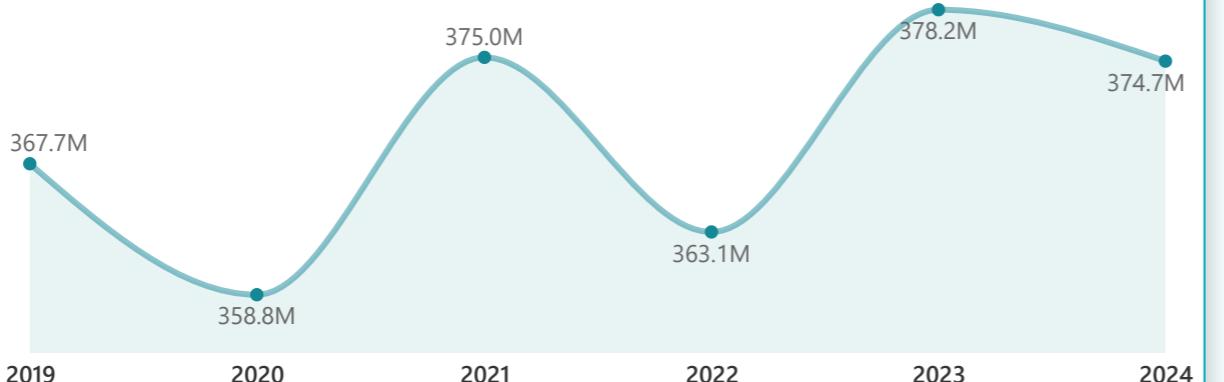
Jaipur

Top City by Circulation

Ad Revenue By

City

Year



Ad Revenue by

Ad Category

Ad Group

Ad Category ● Automobile ● FMCG ● Government ● Real Estate



City ▼

All ▼

Year ▼

All ▼

City ▼

All ▼

**Clear All**

City

Net Profit

Total Circulation

Profitability Index

Profitability Category

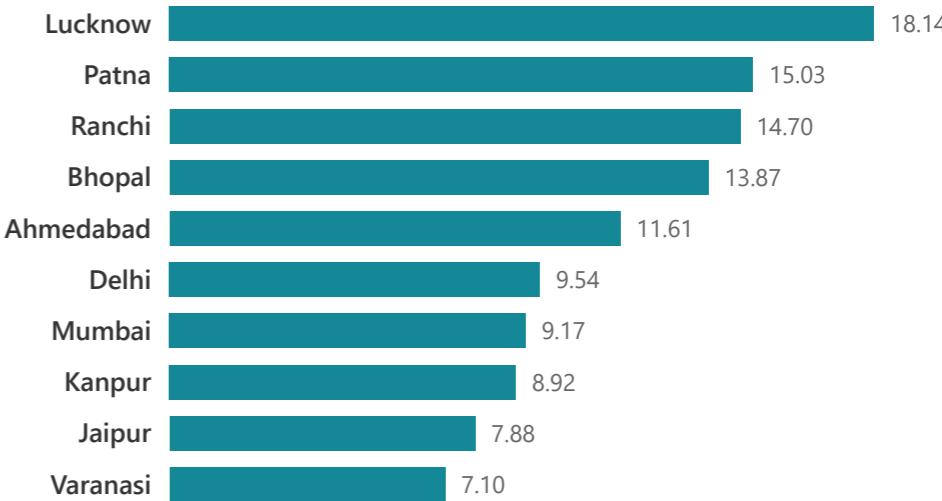
Operational Status

City	Net Profit	Total Circulation	Profitability Index	Profitability Category	Operational Status
Ahmedabad	221.61M	19M	11.57	Moderate	Needs Review
Bhopal	234.16M	17M	13.80	Moderate	Highly Profitable
Delhi	216.54M	23M	9.49	Low Performer	Needs Review
Jaipur	227.23M	29M	7.83	Low Performer	Needs Review
Kanpur	201.62M	23M	8.86	Low Performer	Needs Review
Lucknow	222.46M	12M	18.04	High Performer	Highly Profitable
Mumbai	227.17M	25M	9.10	Low Performer	Needs Review
Patna	235.67M	16M	14.96	High Performer	Highly Profitable
Ranchi	215.69M	15M	14.63	High Performer	Highly Profitable
Varanasi	203.16M	29M	7.06	Low Performer	Needs Review
Total	2,205.31M	207M	10.64	Low Performer	Needs Review

ROI Per Copy by

City

Year



# Bharat Herald Digital Performance Analysis



Year

All



Quarter

All



City

All



Clear All

12M

Digital Investment

1M

Users Reached

683K

Users Accessed

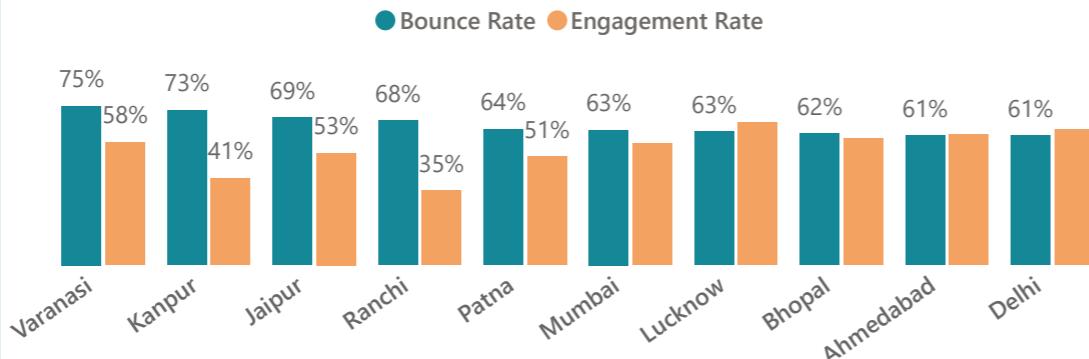
55.41%

Engagement Rate

65.77%

Bounce Rate

## Bounce Rate and Engagement Rate by City



## Platform Wise User Adoption



## Platform Wise Digital Performance



City	Avg Smartphone Penetration	Avg Internet Penetration	Avg Literacy Rate	User Reached	Digital Readiness Score
Kanpur	78.84%	75.1%	71.3%	88,749	75.10%
Varanasi	77.09%	74.7%	70.7%	143,151	74.18%
Lucknow	75.02%	56.4%	89.1%	123,945	73.49%
Bhopal	70.61%	66.5%	82.7%	139,626	73.29%
Ahmedabad	68.76%	74.3%	75.1%	135,003	72.73%
Patna	68.30%	67.6%	75.6%	121,974	70.53%
Ranchi	76.94%	62.5%	66.4%	110,125	68.64%
Mumbai	48.48%	74.6%	81.9%	128,561	68.32%
Delhi	48.65%	48.9%	70.6%	121,423	56.05%
Jaipur	70.22%	10.0%	84.8%	119,681	55.02%

## User Reached and User's Accessed by City



OK 50K 100K 150K

# Bharat Herald Digital Readiness and Relaunch Prioritization



Year

All

Quarter

All

City

All

[Clear All](#)

49.7%

Priority Score

55.4%

Engagement Rate

25%

Print Decline

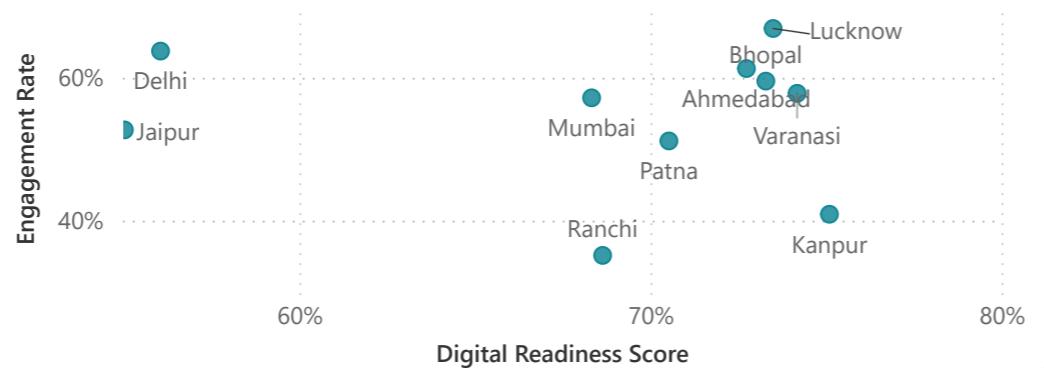
12M

Digital Investment

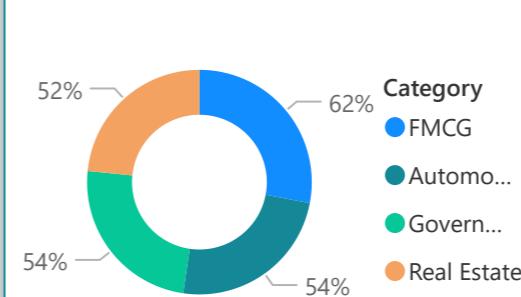
12M

Digital Investment

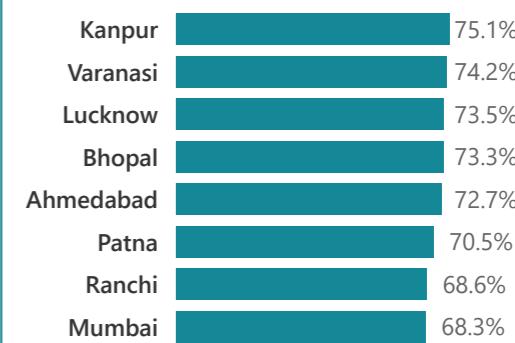
Digital Readiness Score VS Engagement Rate by City



Engagement Rate by Category



Digital Readiness Score by City



City Engagement Rate Digital Readiness Score Print Decline Priority Score

City	Engagement Rate	Digital Readiness Score	Print Decline	Priority Score
Lucknow	66.89%	73.49%	24.25%	54.88%
Ahmedabad	61.28%	72.73%	25.40%	53.14%
Varanasi	57.82%	74.18%	26.66%	52.88%
Bhopal	59.52%	73.29%	24.74%	52.52%
Mumbai	57.19%	68.32%	24.24%	49.92%
Patna	51.15%	70.53%	26.13%	49.27%
Delhi	63.73%	56.05%	23.82%	47.86%
Kanpur	40.89%	75.10%	24.84%	46.94%
Jaipur	52.70%	55.02%	24.87%	44.19%
Ranchi	35.13%	68.64%	25.36%	43.04%
Total	55.41%	68.73%	25.06%	49.74%

Smartphone Penetration, Literacy Rate and Internet Penetration by City

