

REPORT ON MARKET DEVELOPMENT APPROACH
BY TIMES OF INDIA GROUP

POST GRADUATE DIPLOMA MEDIA AND ENTERTAINMENT STUDIES
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SUBMITTED BY :

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BENNETT COLEMAN AND CO. LTD. (TIMES GROUP)

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PROF. MANISHA

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EXECUTIVE SUMMARY

The purpose of this project is to study the approach adopted by Times of India Group for Bulk and individual subscription of its print media .The print media is composed of newspapers, community newsletters, wire services, magazines, and other publications. The print media is an effective way to alert people . Readers often bypass paid advertising, but a story from an independent journalist increases public awareness and builds local credibility. The media reaches a broad audience of readers on a daily basis. Reporters and editors are always looking for interesting, newsworthy stories. Attracting media attention can help expand your influence and name recognition in target communities.

The Times Group is a long standing leader in the print business, as well as an emerging leader in all other forms of media, including radio, TV, magazines, out of home, and more. The Group's key brands include The Times of India, the world's largest broadsheet English daily; The Economic Times, India's largest (and the world's second largest) financial daily; Femina, India's largest women's magazine; Filmfare, India's largest English film magazine; Radio Mirchi, India's largest FM radio network; Times Now and ET Now, India's leading English news and business news channels and Zoom, a leading general entertainment channel. The revenue of magazines consists

of subscription sales, trade sales and mainly from advertising. More than **70%** of the total revenue comes from **advertising**. The Times of India Group, being the market leader in the industry is also stepping with the current growth and development of the demography. World Wide Media, a subsidiary of TOI Group is producing high quality magazines in India and worldwide. But still they are facing some problems. They are losing subscribers.

By having an opportunity to be a part of the group, by acting as an summer intern, this research has been done with the objectives -

To explore the customer demand in terms of price, Quality and Services. To find out the reasons for discontinuing subscriptions. What drives a customer to adopt a product? His demand and needs. The product must be able to fulfill the needs and wants of the customer. When a product has less demand in comparison with other products? Thus what a customer wants? This study is mainly to explore the customers' demand for the magazines of World Wide Media (WWM) in terms of price, quality and services.

ORGANISATION PROFILE



The Times Group (Also referred as Bennett, Coleman & Co. Ltd.) is the largest company in media and entertainment industry in India and South Asia. It has completed 175 years of its journey in media industry from 1838, established in Mumbai. Starting off with The Times of India – which is now the largest English publication in the world, BCCL and its subsidiaries (called The Times of India Group), are present in every existing media platform – Newspapers, Magazines, Books, TV, Radio, Internet, Event Management, Outdoor Display, Music, Movies and more. Having strength of more than 11,000 employees, its revenue is exceeding \$1.5 Billion, it has the support of more than 25000 advertisers and a vast audience spanning across the world.

Key Business areas:

- Publishing
- Television
- Digital
- Out of Home
- Other Activities



Publishing:-

- Largest publisher in India: 13 newspapers, 18 magazines, 16 publishing centres, 26 printing centres
- Largest English newspaper in India by circulation (and the world), the Times of India.
- Largest Business newspaper in India by circulation (2nd largest English Business daily in the world, behind WSJ), the Economic Times.
- Largest Non-English newspapers in Mumbai, Delhi, Bangalore by circulation (India's three largest cities).

Television:-

- Largest English News TV Channel, No. 2 English Business News TV Channel.
- Largest Bollywood News and Lifestyle TV Channel, No. 2 English Movies TV Channel.

Digital:-

- Largest Indian network based on traffic and revenue (behind Google, Facebook, Yahoo).
- Operates 30+ digital businesses, most of which are Top 3 in their competitive segment.
- Most popular B2C mobile short code in India, across SMS, voice, WAP, and USSD Radio.
- Largest radio network in India by revenue and listenership, with 32 stations.
- Operates the largest rock radio station in the UK.

Out-of-home:-

- Largest Out-of-home advertising business in India with presence in all major metros.
- Owns advertising contracts in most major airports in India.

Other Activities:-

- Music
- Movies
- Syndication
- Education
- Financial Services
- Event Management
- Specialised publications - including books and multimedia.

Subsidiaries of Times Group

TIML & ENIL

Times Innovative Media Limited (TIML) & Entertainment Network India Limited (ENIL) that together control,

- Radio Mirchi National network of Private FM stations
- 360 Degrees Events
- Times Outdoors (TIM Delhi Airport Advertising Private Limited.
- Mirchi Movies Limited Filmed Entertainment. Producers of BEING CYRUS, VELLITHIRAI, MANJADIKURU.

Times Internet Limited

Times Internet Limited is one of the largest internet companies of India. It has interests in online news, online business news, Hindi, Marathi, Kannada, and Bengali news, mobile, e-Commerce, music, video, and communities. Some of the larger properties of TIL include:

- India times shopping - one of the largest and earliest ecommerce portals in India
- India
- Times of India
- Economic times.com
- Navbharattimes.com
- Maharashtra Times
- Timescity.com
- Gaana.com
- BoxTV.com
- Times Deal

Times of Money

Times of Money operates financial remittance services for Indians abroad to send money back to India. Their product, remit2India, is a standalone product, while also powering the remittance services of many banks globally.

Times Global Broadcasting Limited

Television division. It is also called Times Television Network.

- Times Now A general interest news Channel

- Smart Hire A Consulting Division – Recruitments
- ET Now A business news channel
- Zoom A 24x7 Bollywood entertainment and gossip channel
- Movies Now A 24x7 Hollywood Movies channel in High Definition (India's first)

Times Business Solutions

- TBSL, corporate website of TBSL.
- Times Jobs, a jobs portal.
- Techgig, a professional networking site for Technology Peoples.
- Simply Marry, a matrimonial portal.
- Magic Bricks, a real estate portal.
- Yolist, free classifieds portal.
- Ads2Book, online classifieds booking system for print publications.
- Peer Power, a Senior-Level professional networking portal.

World Wide Media

World Wide Media - started off as a 50:50 magazine joint venture between BCCL and BBC magazines. In August 2011, it was announced that Bennett, Coleman & Co. bought out the remaining 50 per cent shares of Worldwide Media from BBC Worldwide thereby making World Wide Media a fully owned subsidiary of BCCL.

- Filmfare
- Filmfare Awards
- Femina
- Femina Miss India A Beauty Pageant

- Top Gear Magazine India
- BBC Good Homes
- Femina Hindi
- Grazia
- What to Wear

TIML Radio Limited

On 30 May 2008, SMG sold The British Virgin Radio to TIML Radio Limited for £53.2 million with £15 million set aside for rebranding. On 28 September 2008, The British Virgin Radio Station rebranded as Absolute Radio, including the sister radio stations Absolute Xtreme and Absolute Classic Rock.

Times Syndication Service

The syndication division of The Times of India Group, grants reprint rights for text, and other media from the group's publications.

Brand Capital Brand Capital provides funding to growth oriented enterprises for their long term brand building needs.

Online shopping Satvik shop, an online shopping website dedicated to organic and ayurvedic products.

KEY MANAGEMENT

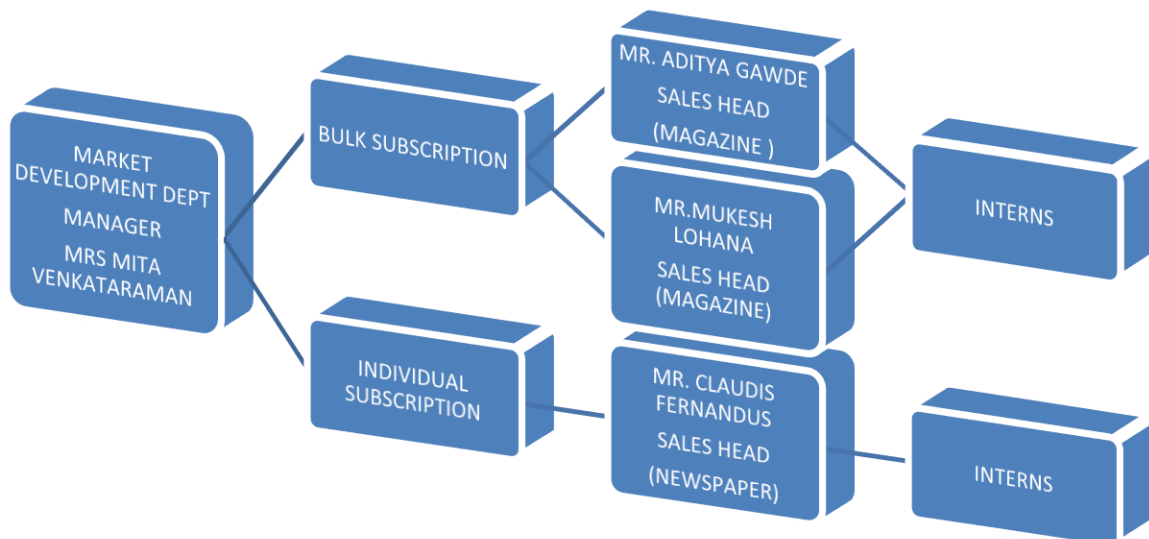
Bennett, Coleman & Co. Ltd.

PROMOTERS & DIRECTORS

1. Chairperson: Indu Jain
2. Vice-Chairman & MD: Samir Jain
3. Managing Director: Vineet Jain

DEPARTMENT : MARKET DEVELOPMENT

HIERARCHY :-



BOARD OF DIRECTORS

1. Executive Director: Trishla Jain
2. Executive Director & CEO: Ravindra Dhariwal
3. Executive Director & COO: Shrijeet Mishra
4. Executive Director & President: Arunabh Das Sharma
5. Non Executive Director: A.P. Parigi
6. Non Executive Director: Kalpana J. Morparia
7. Non Executive Director: M. Damodaran
8. Non Executive Director: Leo Puri

History



Times of India Buildings, ca. 1898

Beginnings

The Times of India issued its first edition 3 November 1838 as *The Bombay Times and Journal of Commerce*.^{[8][9]} The paper published Wednesdays and Saturdays under the direction of Raobahadur Narayan Dinanath Velkar, a Maharashtrian Reformist, and contained news from Britain and the world, as well as the Indian Subcontinent. J.E. Brennan was its first editor.^{[10][11]} In 1850, it began to publish daily editions.

Bennett & Coleman ownership

Subsequently, *The Times of India* saw its ownership change several times until 1892 when, Thomas Bennett and Frank Morris Coleman, who later drowned in the 1915 sinking of the SS Persia, acquired the newspaper through their new company, *Bennett, Coleman & Co. Ltd.*

Dalmiya ownership

In 1946, Bennett Coleman & Co. Ltd was sold to sugar magnate Ramkrishna Dalmia of the then-famous industrial family, the Dalmiyas, for Rs 20 million, as India was becoming independent and the British owners were leaving.^[14] In 1955 the Vivian Bose Commission of Inquiry found that Ramkrishna Dalmia, in 1947, had engineered the acquisition of the media giant Bennett, Coleman by transferring money from a bank and an insurance company of which he was the Chairman. In the court case that followed, Ramkrishna Dalmia was sentenced to two years in Tihar Jail after having been convicted of embezzlement and fraud.^[15]

Jain family (Shanti Prasad Jain)

In the early 1960s, Shanti Prasad Jain was imprisoned on charges of selling newsprint on the black market.^{[17][18]} And based on the Vivian Bose Commission's earlier report which found wrongdoings of the Dalmia - Jain group, that included specific charges against Shanti Prasad Jain, the Government of India filed a petition to restrain and remove the management of Bennett, Coleman and Company

Under the Government of India

Following the Vivian Bose Commission report indicating serious wrongdoings of the Dalmia–Jain group, on 28 August 1969, the Bombay High Court, under Justice J.L. Nain, passed an interim order to disband the existing board of Bennett Coleman and to constitute a new board under the Government. The bench ruled that "Under these circumstances, the best thing would be to pass such orders on the assumption that the allegations made by the petitioners that the affairs of the company were being conducted in a manner prejudicial to public interest and to the interests of the Company are correct".

Back to the Jain family

In 1976, during the Emergency in India, the Government transferred ownership of the newspaper back to Ashok Kumar Jain (Sahu Shanti Prasad Jain's son, Ramkrishna Dalmia's grandson and the father of Samir Jain and Vineet Jain).^[20] The Jains too often landed themselves in various money laundering scams and Ashok Kumar Jain had to flee the country when the Enforcement Directorate pursued his case strongly in 1998 for alleged violations of illegal transfer of funds (to the tune of US\$1.25 million) to an overseas account in Switzerland.

WORLDWIDE MEDIA



World Wide Media (WWM) is a joint venture between the **BCCL** and **BBC World Wide**. It is the India's largest producer of lifestyle and special interest magazines. It was formed in 2004 and in 2011 it became a wholly owned subsidiary of Bennett, Coleman and Company Limited (BCCL). From just four magazines in 2008, WWM is currently producing 13 magazines in India and worldwide. The Times of India Group have the selling and distribution right of these magazines for India. The magazines are:-

- **Femina**
- **Femina (Hindi)**
- **FilmFare**
- **Filmfare (Hindi)**
- **BBC TopGear**
- **Hello!**
- **Grazia**
- **BBC Good Homes**
- **Lonely Planet**
- **Home Trends**
- **BBC Knowledge**
- **BBC Good Food**

ABOUT THE MAGAZINES

FEMINA(English, Hindi, Tamil)

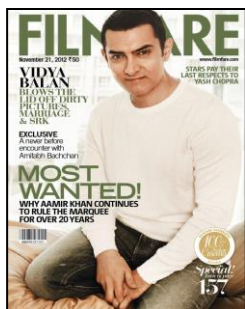
Launched in 1959, Femina is India's first and to-date India's largest English women's magazine. Femina covers issues on women, fashion, relationships, home-making, food, beauty, health & fitness, careers, new products, etc. The fortnightly magazine, owes its success to a level-headed approach to feminism made rich by writers from all walks of life.



Femina also gives its name to the annual Femina Miss India awards – a beauty pageant contest which confers the most beautiful Indian title to women in a nation-wide contest held each year. The awards are a property of Bennett Coleman with the finalists going on to represent India in the annual Miss World and Miss Universe beauty pageant.

Femina Girl was launched in February 2002, forging a bond with the teen waiting in the wings to become a Femina Babe.

Inspired by the success of Femina magazine, the group started Femina Miss India awards – a celebration of womanhood and beauty – which have acted as a catalyst in making a whole new generation of women rediscovering and redefining themselves.



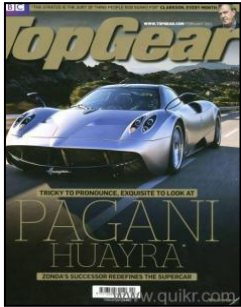
FILMFARE (English, Hindi)

Nothing powers popular culture like the Hindi film and nothing more than Bollywood - the largest film industry in the world – which is captured in all its glory by Filmfare – India's leading film magazine launched in 1952. Filmfare has a cult status amongst its

readers resulting as evident from the periodicity of the magazine becoming from monthly to a fortnightly since 2007. Spurred by the popularity and insatiable demand for Bollywood films, Filmfare Awards were instituted within a few years of launch of the magazine. Within a short period, the annual Filmfare Awards became the gold standard for excellence in Hindi and other Bollywood mainstream films and came to be acknowledged as the Oscars of India, being the most prestigious and most sought after by every cine-industry professional

BBC TOPGEAR

BBC Top Gear is the world's leading automobile magazine since 1993. In India, it has an image of straightest talking and most entertaining automobile magazine. It has now 17 international editions. It includes the in-depth buying information, with the review and buyers guide. It also includes a comprehensive listing of every single car and bike available in the market to give the readers a real experience.



HELLO!

Hello! Hello! Is a popular celebrity and lifestyle magazine. First it was launched in Italy in the year of 1930. It has now 13 international editions. In India it was launched in April 2007. It is published monthly covering A to Z of Indian and global celebrity lifestyle news.



Now it becomes an easy step to enter into celebrity's lives. It also includes celebrity's views on various subjects and issues in the world. The interviews in the magazine help readers to feel that they have met and visited the celebrities.

GRAZIA

Over 70 years since its launch in Italy, Grazia is still successful in keeping the women's taste season after season. It became the most qualified interpreter of style for millions of women across the globe today. GRAZIA



India was launched in 2008 as the 10th edition of this hugely popular title. Grazia covers both designer and high-street fashion as well as health, beauty, fitness and lifestyle issues.

BBC Good Homes

Good Homes is one of the most preferred and leading interior and decor magazine that inspires its readers with innovative ideas that fit every space and budget. It offers its readers an eclectic mix of decor suggestions and DIY tips.



Lonely Planet



Lonely Planet India magazine aims to inspire and enable travelers to connect with the world. It has been treated as the world's most trusted source on travel. Inspiring you to sample different cultures first-hand, discover new people, and learn fascinating stories.

Home TRENDS

In 1984 TRENDS was launched in New Zealand. With an aim to fulfill the need of a source of reference on architecture and design.



Now it has become the most loved and referred to magazine across 11 countries.

Probably it is the most widely read architecture and design magazine in the world. In 2010, it was launched in India as Home TRENDS to meet the demand of architecture and design reference due to the real estate boom in India.

BBC Knowledge

It has been created as a premium product for young and inquisitive minds. BBC Knowledge is a bi-monthly magazine, aiming at those, who are looking for knowledge based on science, history and nature. The Indian edition of BBC Knowledge follows in



the footsteps of the first edition launched in the United States in August 2008, which was an instant success - being voted among the Top 10 newly-launched magazines of 2008 by Library Journal, USA. Besides Indian and USA, BBC Knowledge is also available internationally in the United Kingdom, Brazil, Singapore and Bulgaria.

BBC Good Food

It is the India's first international food magazine. It contains with food and recipe guides and live experiences from prominent chefs and food experts.



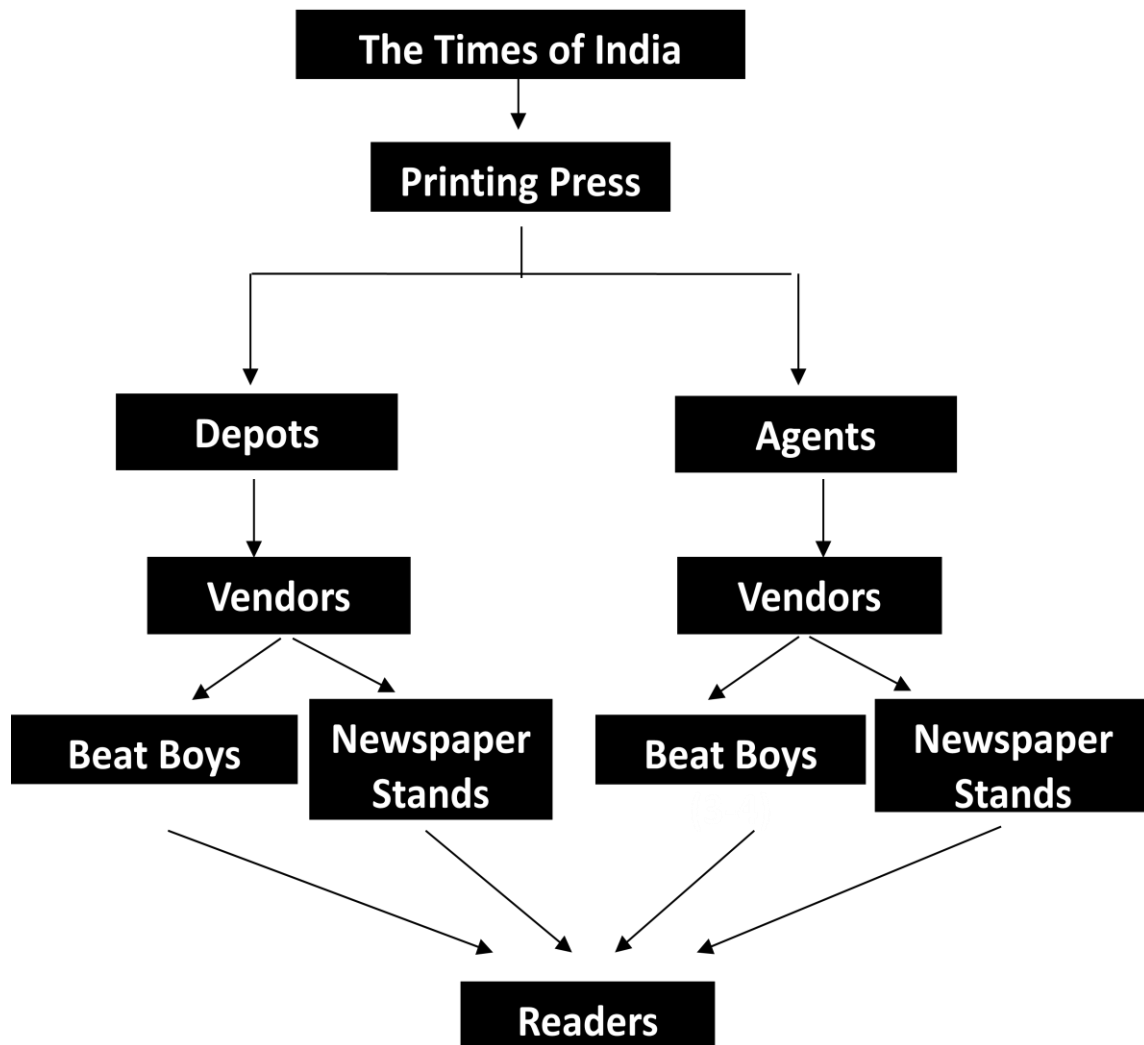
PRICES AND PERIODICITY OF MAGAZINES

Name of Magazines	Price Per Issue	Periodicity
1.Femina (English)	Rs.60/-	Fortnightly
2.Femina (Hindi)	Rs.40/-	Monthly
3.Filmfare (English)	Rs.60/-	Fortnightly
4.Hello	Rs.120/-	Monthly
5.Topgear	Rs.150/-	Monthly
6.Grazia	Rs.120/-	Monthly
7.BBC Good Homes	Rs.100/-	Monthly
8.Lonely Planet	Rs.120/-	Monthly
9.BBC Knowledge	Rs.125/-	Bi-monthly
10.BBC Good Food	Rs.100/-	Monthly
11.Home Trends	Rs.250/-	10 issues per year
12.What's Up	Rs.50/-	Weekly
13.The Economists	Rs.220/-	Monthly
14.Zig Wheels	Rs.75/-	Monthly

COMPETITION TABLE

<u>CATEGORY</u>	<u>TIMES MAGAZINE</u>	<u>COMPETITORS</u>
1.Fashion and celebrity	Grazia, Hello!	Verve, Vogue etc
2.Automobiles	BBC Top Gear	Overdrive, Auto Car etc.
3.Bollywood And Movies Masala	Filmfare	Stardust, Cineblitz, The Fil Street Journal etc.
4.Women lifestyle	Femina (Hindi & English)	Wedding affair, Harper's Bazaar etc.
5.Interiors and Architectural	BBC Good Homes and Homes Trends	Ideal Home, Home & Gardenb plus, Architecture+Design
6.Travel	Lonely Planet	Travel plus, Outlook Traveller, National Geographic Traveller etc.
7.Science and Knowledge	BBC Knowledge	Popular science India, Readers Digest etc
8.Food and Catering	BBC Good Food	Khana Khazana etc

DISTRIBUTION STRUCTURE OF THE TIMES OF INDIA



CHANNEL MEMBERS OF THE TIMES OF INDIA

PRINTING PRESS

- It takes the content from the editorial team and prints using high capacity advanced press machines that deliver the product in packaged condition
- Situated in Mumbai for U.P. region.
- Capacity to print over 10 lac copies.
- Printing starts around 1-1:30 am usually
- After Printing, stacking is done before dispatching newspapers to depots
- Labeling done to match stacks with destination
- Usually stocks for depots situated the farthest are dispatched earliest.

DEPOTS

- The distribution centre receives the copies from the transporter and stocks it for a short duration
- Close to numbers of depots in Mumbai
- Keep publications (newspaper + magazines) for various companies
- Serviced by salespersons who are company employees
- Unorganized – keep newspapers / magazines scattered on pavements or on steps of some malls etc
- Records are kept at depots in the following
format:-

	Newspaper 1		Newspaper 2	
Vendor code	Qty to be Delivered	Qty Actually Delivered	Qty to be Delivered	Qty Actually Delivered
X				
Y				

AGENTS

- Employed where distribution is not organized
- Exclusive agents of TOI
- Work on commission, themselves act as salesmen
- Mumbai Market- Working with depot
- Mumbai- Working with agency system

VENDORS

- Like retailers. Link between depot and end consumer
- Go to nearest depot everyday. Pick out publications they want
- They sell via : door-to-door beat boys/single point newspaper stands
- MDI vendor serve in areas. He collects newspapers from Old Bus Stand Agents.

BEAT BOYS

The delivery boys have demarcated regions/housing societies, which they serve.

Hawkers are individuals who do not have established customers and sell at road sides, bus stands etc. They make small quantity purchases

- Deliver required publications to proper destinations.
- Have route-wise list of addresses and their required newspaper/publications .
- 3-4 beat boys cover an area via their routes.

INFORMATION FLOW

- New consumer/Existing consumer taking or terminating subscription
- Inform their Vendor(increase/decrease his order by one)
- Vendor Informs the distributor
- Distributor informs the company.

CHANNEL MARGIN

- Margin given by TOI to channel members is around 30%
- More or less uniform rate across the industry
- Agents get 5-10%, salesmen on payroll get fixed salary
- Vendor receives 20-25%, to cover the costs incurred due to travel, beat boys etc. It depends on the type and language of newspaper. (Hindi – 25%; English – 20%)

PROMOTION SCHEMES:-

TRADE SCHEMES

- Offered to channel members
- Incentive to increase sales
- Challenge for channel member: Balance reader interest while trying to increase sales to avail benefits of the scheme
- Discounts for purchase of larger volumes by vendor
- Bonus of 50 paise for each new account generation by vendor

DISCOUNTS

- Mainly for institutional sales
- Eg. Bulk sale at schools at discount rates

READER SCHEMES

- Directed at final consumer/reader. Mainly to draw in new customers
- Varies depending on location & demography
- Could include trials, discounts, freebies, combo offers etc

SUBSCRIPTION SALES

- Offer choice of publication for a certain amount of time at a lump sum discount price
- Purpose- gaining new customers and making customer switch .

50% OFF ON COVER PRICE

PRIORITY ORDER FORM
(Please give complete details)

Mail this coupon along with your cheque/DD to Subscription offer, RMD - Dept,
Bennett, Coleman & Co. Ltd., The Times of India Building, Dr. D. N. Road, Mumbai - 400 001. OR
Call : 022-39898090 (10 am to 6 pm - Mon. to Sat.)

Please tick scheme of your choice.

Tick	Magazines	Period	No. of Issues	Newsstand Price	You Pay*
<input type="checkbox"/>	Femina	1 year	27	₹ 1620/-	₹ 810/-
<input type="checkbox"/>	Femina Hindi	1 year	12	₹ 480/-	₹ 240/-
<input type="checkbox"/>	Filmfare	1 year	26	₹ 1560/-	₹ 780/-
<input type="checkbox"/>	BBC TopGear	1 year	12	₹ 1800/-	₹ 1020/-
<input type="checkbox"/>	Hello!	1 year	12	₹ 1800/-	₹ 1020/-
<input type="checkbox"/>	Grazia	1 year	12	₹ 1800/-	₹ 1020/-
<input type="checkbox"/>	Good Homes	1 year	12	₹ 1440/-	₹ 840/-
<input type="checkbox"/>	Lonely Planet	1 year	12	₹ 1800/-	₹ 1020/-
<input type="checkbox"/>	Home Trends	1 year	10	₹ 2500/-	₹ 1350/-
<input type="checkbox"/>	BBC Knowledge	2 years	12	₹ 1500/-	₹ 870/-

*Note: The above amount payable is inclusive of all postage and handling charges (₹10 per issue).

Subscriber's Details:
All fields, including Postal code and contact number/s are mandatory.

TELECALLING ACTIVITY

YEARLY OFFER FOR MAGAZINE

SWOT ANALYSIS

Strengths:

- Being the largest company of its kind, it has the largest market share in India. It can be said as the most awarded brand of its kind in Mumbai.
- It provides best quality contents including all magazines and newspapers in low prices.
- Having tie-up with BBC, increases the brand value.
- Parent company's presence in all media i.e television and radio etc., becomes easy to reach a wide range of consumers for its campaign.

Weaknesses:-

- Tough competition in the industry raises limited scope for increasing market share.

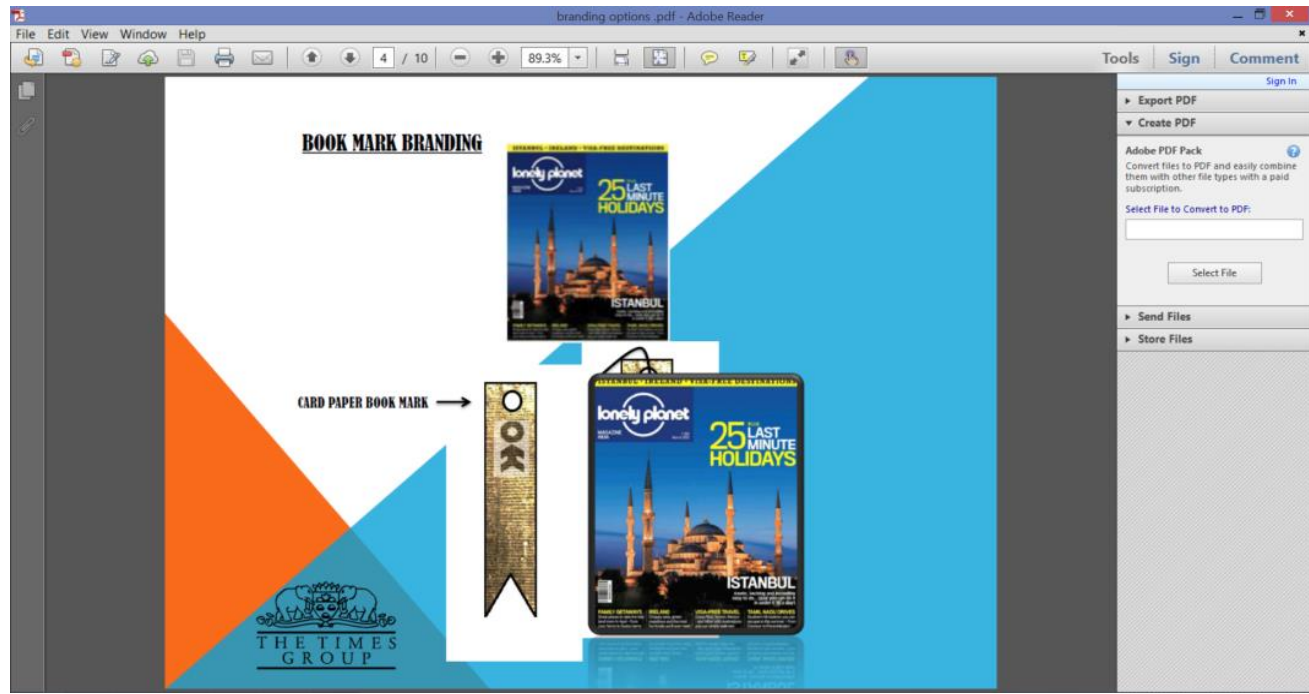
Opportunities:-

- It has better opportunity in regional language publications in India. For example many people asks about Gujarati magazines.
- It can also penetrate in the online market, by making its contents available online. So that users can avail this on their computers and mobiles.

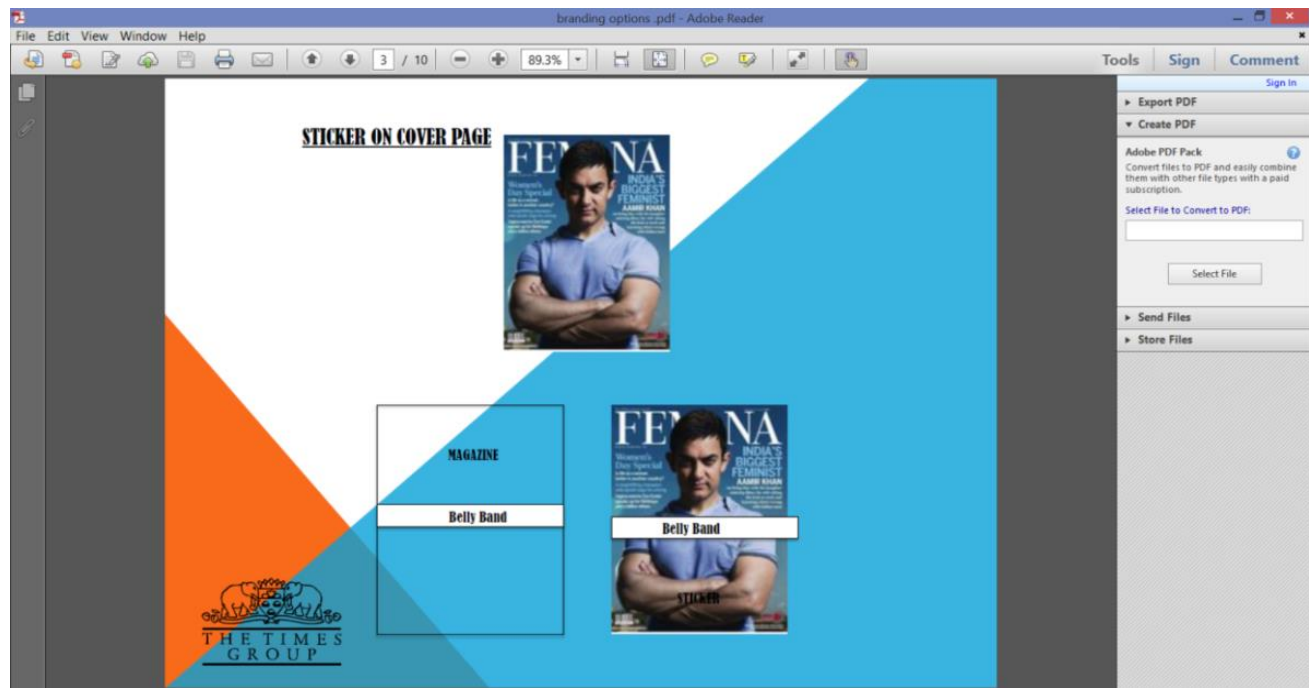
Threats:-

- Main threat comes from its competitors.
- Basically local language publications can take over its market share.

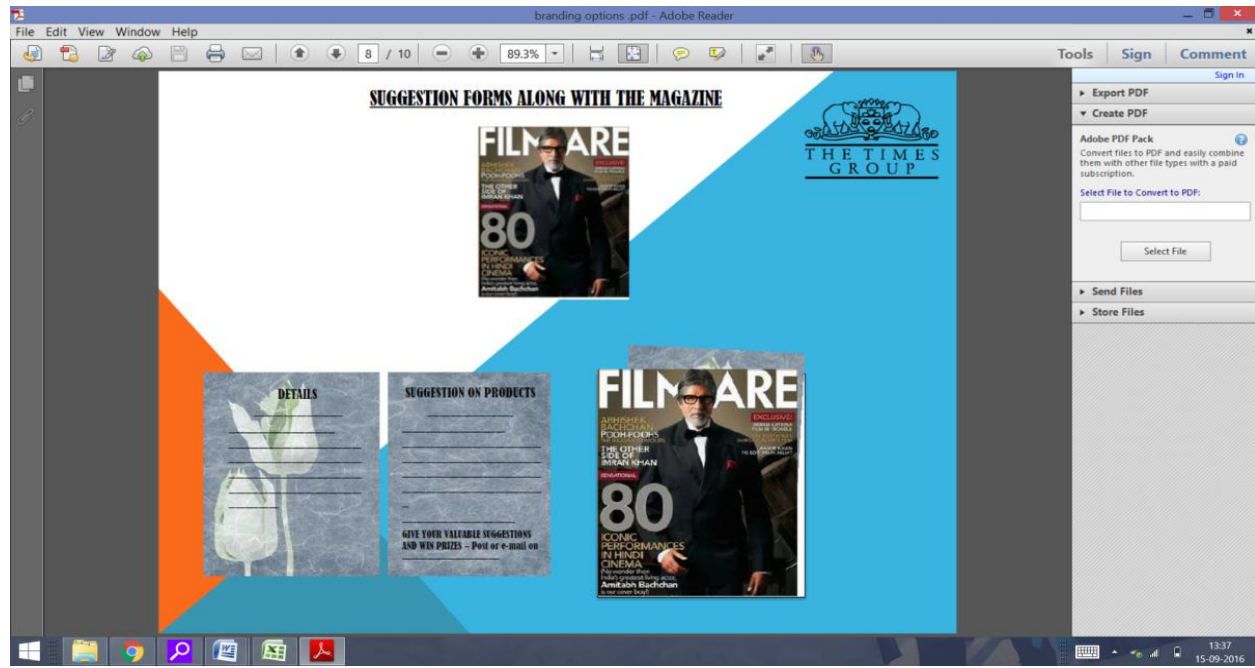
UNDERTANDING - BULK SUBSCRIPTION STICKER / BTL CONCEPT



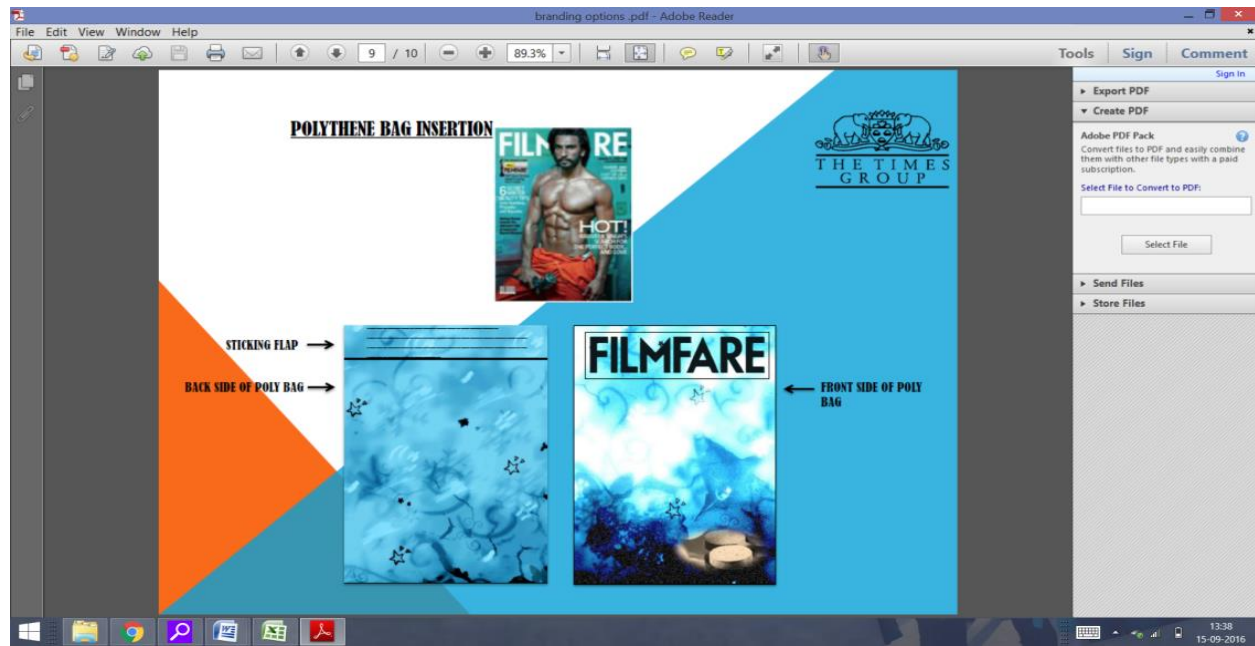
BOOK MARK ALONG WITH MAGAZINE



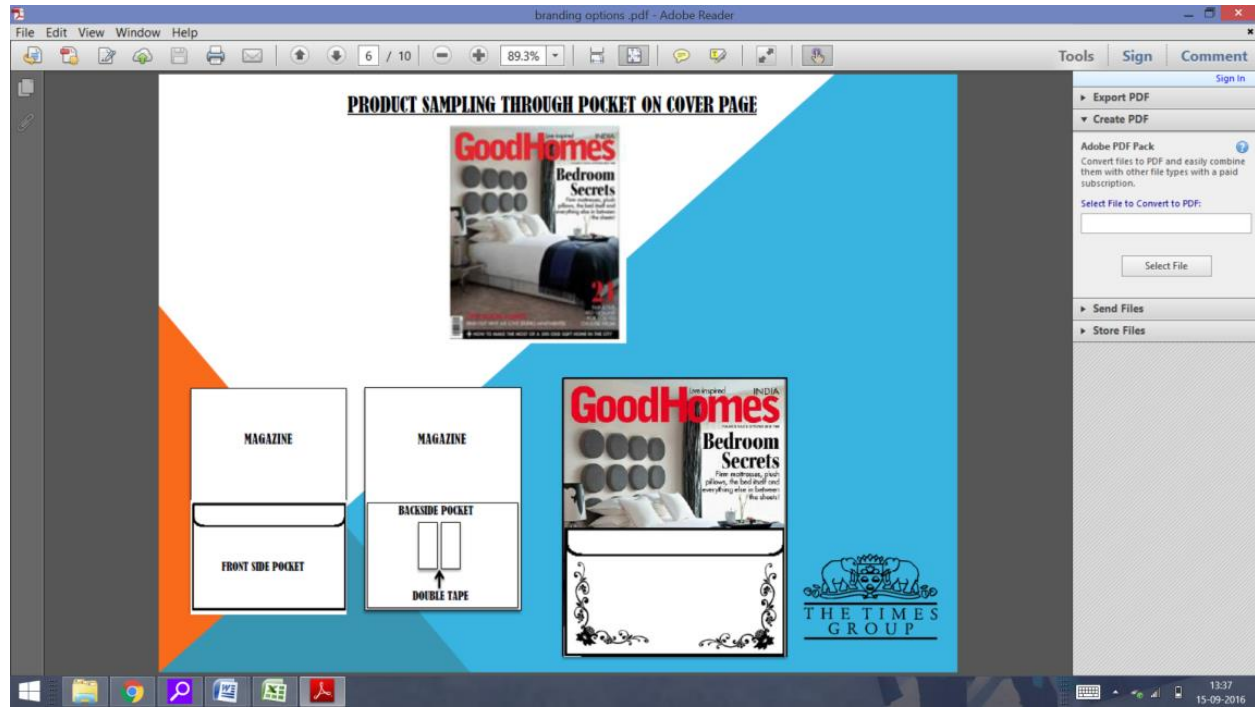
STICKER ON COVER PAGE



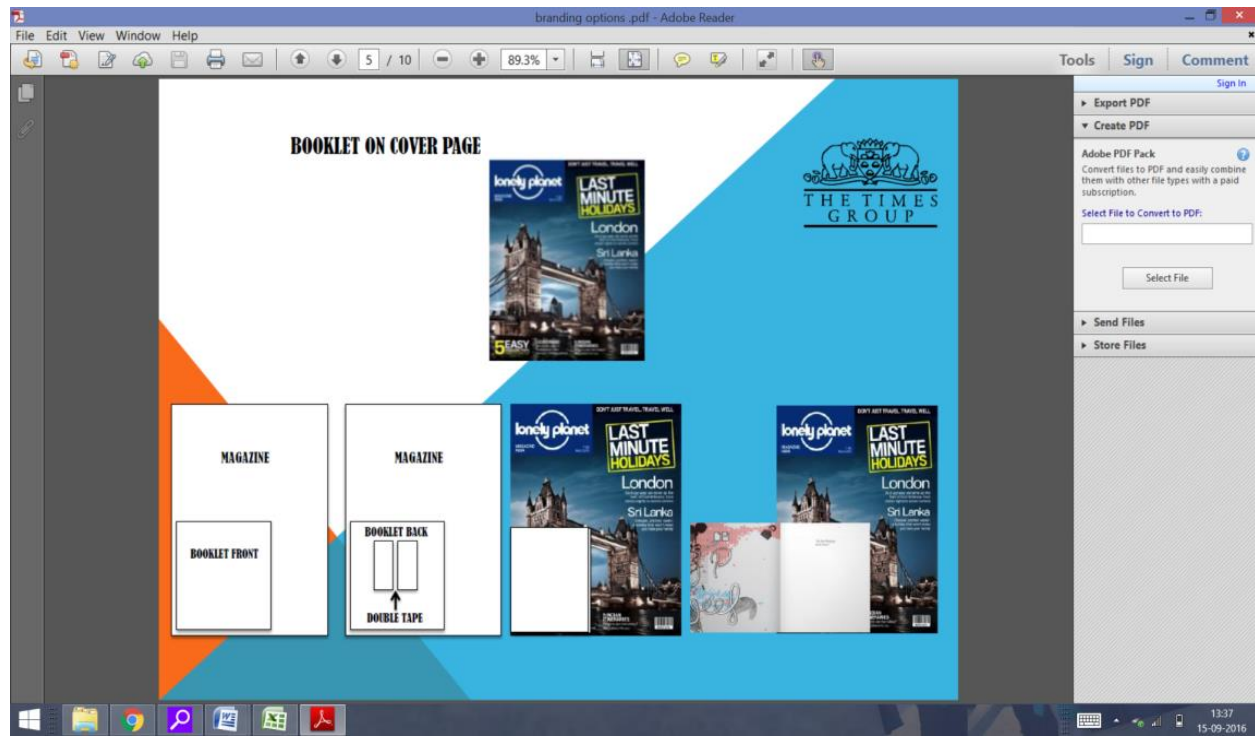
SUGGESTION FORMS ALONG WITH MAGAZINE



POLYTHENE BAG INSERTION ALONG WITH MAGAZINE



PRODUCT SAMPLING THROUGH POCKET ON COVER PAGE



MINI BOOKLET ON COVER PAGE

WHY DID I CHOOSE TIMES OF INDIA ?

Working with the best makes you feel best !

Organizations like TOI may be more likely to have experienced mentors, better defined internship programs, and more connections to other organizations and people in the field/industry".

- **Interning at Media giant will help in building Reputation/credibility:** Recruiters will look favorably upon you if you've come away from an internship at a big firm or company with a positive recommendation.
- **The most important thing I choose TOI was because it would help me in Creating a network:** Big companies keep big staffs, which means lots of networking opportunities for you. Connect in a meaningful way with as many people as you can. You never know how those contacts might be able to help you when it comes time for the job search.
- **Opportunities to move laterally:** If you're not enamored by the first role you're assigned, you might be able to jump into a more stimulating project or spend time with another department to prove your mettle.

Also ,The Times of India is India's most-read English newspaper and the World's largest-selling English newspaper. TOI is always known to set standards.BCCL is India's most diversified media company with power brands across publishing, television, internet, radio and outdoor domains. It has consistently moved up the growth curve by successfully entering new markets and launching new titles. The success of the organization has been guided by a simple thought – treating the

newspaper not as a commodity or product but as a Brand, whose prime objective is to serve its readers and advertisers. Working in Toi was like dream come true as it boasts of abundant career development opportunities are available in TOI. Being a big company it comes with brand recognition and also offer an opportunity to work with more experienced mentors. The work environment at larger companies is much more competitive, and gives you a chance to interact with the higher-level executives within the organization. Big company means great industrial contacts which is a add on benefit for future .While a name on your resume might be helpful for getting a foot in the door, experience in these companies is worth taking .

DATAMINING COLD CALLING FOR FESTIVE OFFERS DISCOUNT

Approached for Festive offer data - Microsoft Excel					
	A	B	C	D	E
1					
2					
3	Collective- ASHOK PUNJABI- Fashion designer	Fixed appointment	Ashok Punjabi	Owner & fashion designer	Andheri west
4	ISHAN Studio- Specialist in Mens wear- Wedding wear	Cold call	Jitu Kukreja	Owner	Khar west
5	Rahul & Anushka- Designers- womens wear	Cold call converted to meeting	Ms. Anushka	Owner	Juhu
6	Peacock Bride- Bridal wear	Cold call converted to meeting	Ms. Pooja	Owner	Juhu
7	INNAARA- fashion studio- womens wear	Cold call converted to meeting	Priya	Owner	Juhu
8	Bombay Arts- Furnishing & furniture	Cold call converted to meeting	Saad	Owner	Bandra
9	Checkers pvt ltd	direct visit	Sabah kapadia	Owner	Nariman point
10	people interactive pvt ltd- shaadi.com	Fixed appointment	Ms. Lavine	Marketing executive	Tardeo Road
11	Audi south mumbai showroom	Fixed appointment	Mr. Kush manochaa	Marketing manager	Mahalaaxmi
12	Jinaam fashion world	Cold call converted into meeting	Mr. Prakash- marketing manager	Marketing manager	Lower parel west
13	The Integral space- company into art, dance & culture	cold call converted into meeting	Ms. Dhanashree mehta	Faculty	Lower parel w
14	Jinaam fashion world	Cold call converted into meeting	Mr. Prakash- marketing manager	Marketing manager	Lower parel west
15	RGS Imagine- Premium apple seller	Direct Visit	Munaaf patel	Store in charge	Worli
16	One up furnishing	Fixed meeting	Pareesh	Owner	Ghatkopar
17	Gilt Salon	Fixed appointment	Isra	Owner	Pedder Road
18	Aromatherapy pvt ltd	Fixed appointment	Payal sangrajka	Owner	Walkeshwar
19	Sattva- Womens wear- wedding wear- Designer name Ras	Cold call converted to meeting	Rashmi Bagga	Owner & fashion designer	Khar west
20	Deepsons Pure silver novelties- Premium products	Cold call converted to meeting	Maresh Hardasani	Owner	Juhu Raodi
21					
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DATABASE MAIN TARGET OF MAGAZINES - PHARMA COMPANIES

shrutika pharma list - Microsoft Excel						
Additional Info						
	A	B	C	D	E	F
	Company Name	Name of Person	Additional Info	Email Id	Contact Details	Call Status
						Meeting Schedule
1	Alembic Limited	Ms Tripti Patore			30611637	Pending
2	Agio Pharma	Mr Desai			42319000	Confirm Meeting for 24 Feb
3	Charak Pharma	Mr Yadav			39346500	Confirm Meeting for 14
4	BDR Pharma	Mr Sanjeev	Do not contact	skumar@bdrpharma.com		
5	Medley Lab	Mr Tushar	Deciding Quarterly Budget	tushar.kadu@medleylab.com	30887777	Call at the end of the day
6	Macleods	Anil Kothari	Do not contact		66762800	Call on 2/29/2016 for
7	Maneesh Pharma	Mr Rajesh	Meeting next week		022 2520 2121	Call on 2/29/2016 for
8	Franco India	MS Moshmi/ Mr. Ravi chandani	Gynac, Respiratory	msatam@francoindian.com		meeting confirmed
9	Jenburkt Pharma	Rahul Kemple			6760 3603	Call for meeting
10	Group Pharma	Satya Narayan				
11	Flamingo Pharma	Pradibha	Do not contact	pradibha@flamingopharma.com	3000 9300	
12	Intermed Pharma			jaydeepkamat@yahoo.com		
13	VHB Life Sciences	Rupali Ref Rahita Bouma, Mr Millin	Mukesh is already in touch		41639000	
14	Toyochem				40868200	Call
15	Mepro	Mr Nitin			6637 2777	
16	Cachet	Ms Darpana	Meeting Cancelled		4082 9999	02/29/2016 2.30 pm
17	Unilab Pharma	Mr Nikhil		info@unilabchem.com	2389 2650	
18	Bliss GVS Pharma	Sumit, devansh khanna	call after lunch		42160000	
19	Arti Drugs	Mr Yogesh	call after lunch		24019025	
20	Priji Pharma				27783040/27783020	
21	Miraculus Pharma	Mr Raktim	Oncology Critical care higher antibiotics	raktim.chattopadhyay@miraculus.com	088980 10616	Monday 12 pm 4 april
22	Healthy Pharma	Mr Rishit Shah	Do not contact	info@healthypharma.com	6741 5973	
23	Novus Pharma	Mr Gupta			2687 0796	
24	Ajanta Pharma		Call in May	artha.dhattacharjee@ajantapharma.com		
25	medley Pharma	Omkar				Wednesday 2.30pm
26	Lupin	Mahesh agarwal	anti infective 3 brands			Tuesday 11 am
27	Centaur	contact 1st april Marketing person		yskumar@centaurilab.com		
28	Micro Labs	Mr hemant	Strategy and BD	hemantvazirani@microlabs.in	28474120	Friday 12pm
29	GNH Pharma	Sumit	Do not contact		2431 1829	
30	Macleods	Saurav	Gynac Ortho		6676 2800	Monday 21 March 2.30 pm
31	Abbot True Care Pharma					
32	Indoco	Menon	Call after 2		3078 1000	
33	Megafine Pharma	Ravindra Jadav	confirm meeting for Tuesday/call on Friday		9619300023	

RESEARCH METHODOLOGY

Task

As a part of the Summer Internship Program we have been assigned to book subscriptions for the various magazines published by World Wide Media and sold and distributed by Times Of India and also to collect renewal from the expired subscribers.

In charge – Mita Venkataramanan

Objectives:

To increase our magazine & newspaper readership

- To predict and explore the customer demands in terms of Price, Quality and Services for magazines published by World Wide Media (WWM).
- To find out the reasons why subscribers are not renewing or discontinuing their subscription.

Problem definition: What are the various aspects in which World Wide Media is lacking behind in fulfilling the customers demand?

Research methodology: This Exploratory research has been conducted through primary data. The data will be qualitative as well as quantitative. The data has been collected through personal interview, door to door visit and telephonic interview.

Research design:

- Geographical location: The geographical location taken for the purpose of data collection and the research in Mumbai city.

- Sample size: The sample size for collecting primary data 150 respon...

Questionnaire

1. Do you read magazines? Yes / No

2. If No, then Why?

- Non-availability of time
- Online preference
- Non-interest
- Affordability

3. Which type of magazines you prefer to read?

- Fashion and lifestyle
- Interiors and design
- Travel
- Automobile
- Bollywood and movie masala
- Sports
- Other

5. How do you like this magazine? Please rate the features.

- Entertainment 1-----10
- Information 1-----10
- Gossip 1-----10
- Updates 1-----10
- Price 1-----10
- Services 1-----10
- Languages 1-----10
- Quality vs Price 1-----10

6. What would you like to do to improve the quality and services of a magazine?

7. References

- ---
- ---

8. Reason for discontinuation:

Name:-

Contact No:-

Address:-

Table:

Reader	100
Non-Reader	50

- Data collection method: The data has been collected through personal interview, door to door visit and telephonic interview.
- Target group: The respondents consist of existing subscribers, discontinued subscribers and non-readers.

Limitations:

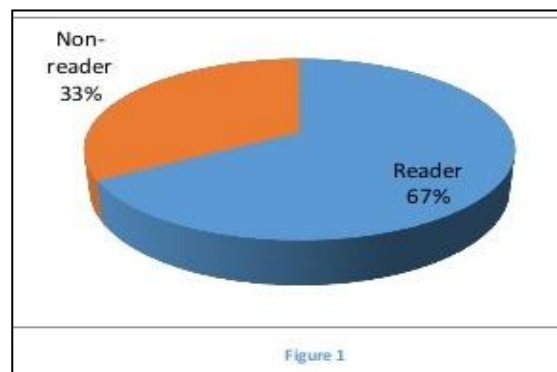
- The field work for the purpose of research was limited to some part of the Mumbai city only. Therefore it may not represent the overall consumers as perceptions of the consumers may vary place to place due to demographic factors.
- The sample size is 150.

DATA ANALYSIS AND INTERPRETATION

1. Sample Size Distribution:

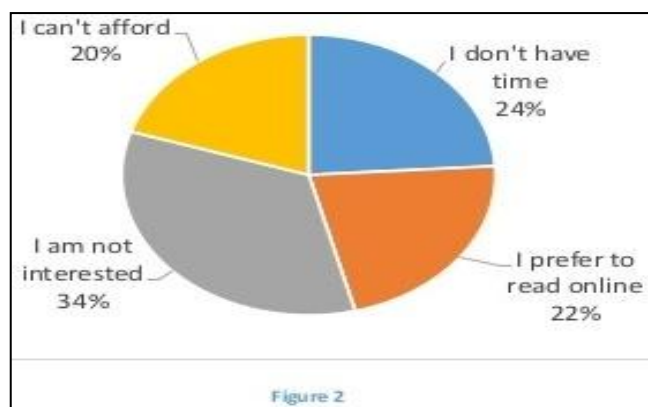
Table:-

Reader	100
Non-Reader	50



Readers include Existing subscribers (during the SIP) and Expired subscribers. The Expired subscribers are divided into two parts, 1) Discontinued subscriber, who doesn't want to renew their subscription and 2) Continued subscriber, who have renewed their subscription.

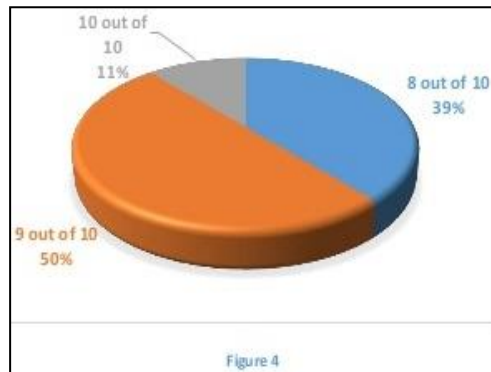
2.Reason for not-reading:



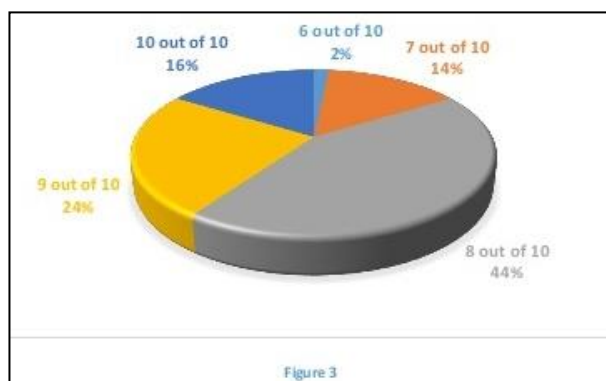
Among the Respondents covered under Non-reader criteria, 20% said that they are not able to afford a magazine, 24% do not read due to non-availability of time, 22% prefer to read online and the remaining 34% are not interested in reading magazines.

3. Rating upon features:

Respondents were asked to rate the features with number between 1 to 10.



A) Entertainment:



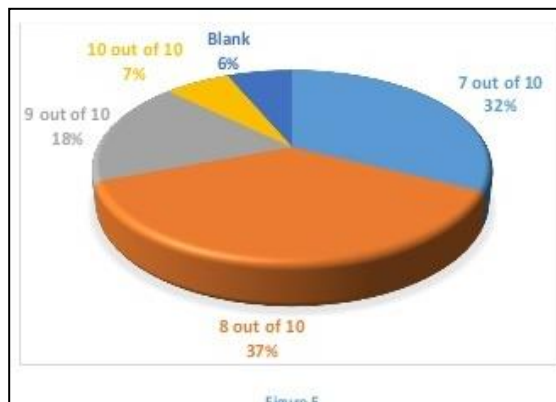
It shows that only 16% subscribers are fully entertained by the magazines who gave 10 out of 10. The highest 44% subscribers gave 8 out of 10. They are less entertained

than other 24% subscriber who gave 8 out of 10. Therefore it shows that maximum percentage of population want more entertainment in the magazines.

B) Information:

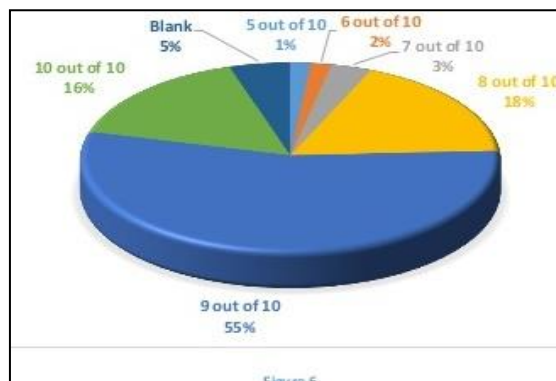
Survey indicates that all the respondents are well satisfied with the information delivered through the magazines. They are giving 8, 9 and 10 out of 10.

C) Gossip:



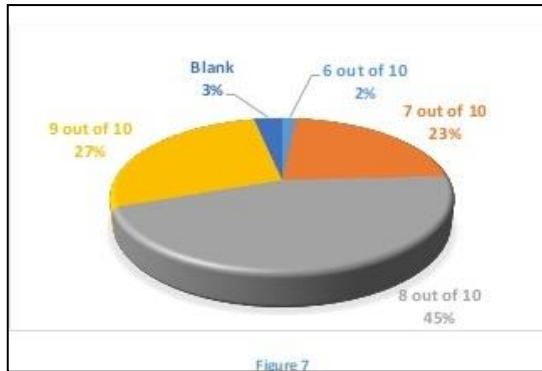
It shows that customers are demanding less gossip in the magazines. They rated this feature with 7,8,9 and 10. The personal interviews on this topic also shows their demand to avoid gossiping.

D) Updates:



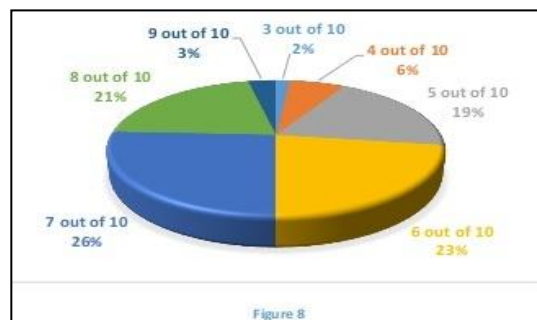
The contents in the magazines are well updated as the diagram shows that 55% respondent gave 9 out of 10. Only a few percentage of respondent think that magazines are not well updated.

E) Price:



In case of price, survey shows that 27% are highly satisfied and another 45% are less satisfied than the first one. By seeing other responses we can say that subscribers are well satisfied with price of the magazines. But still their demand is to decrease the price due to human behaviour of expecting more than what they get.

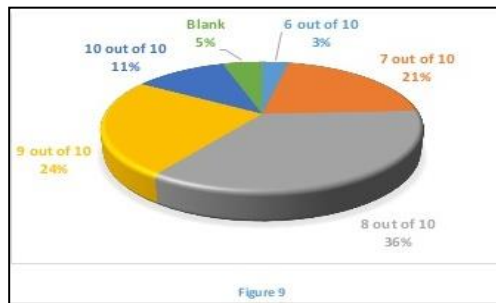
F) Services:



Services is one of the main factor which helps in maintaining the customer loyalty and keeping the readership size constant. The survey shows that there are less percentage

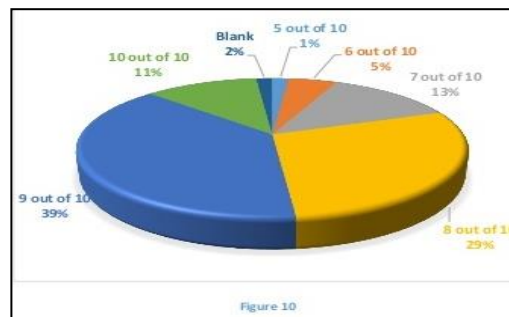
of people who are well satisfied with the services who give higher rating. Their demand is to improve the services including the distribution system and customer care system.

G)Language:



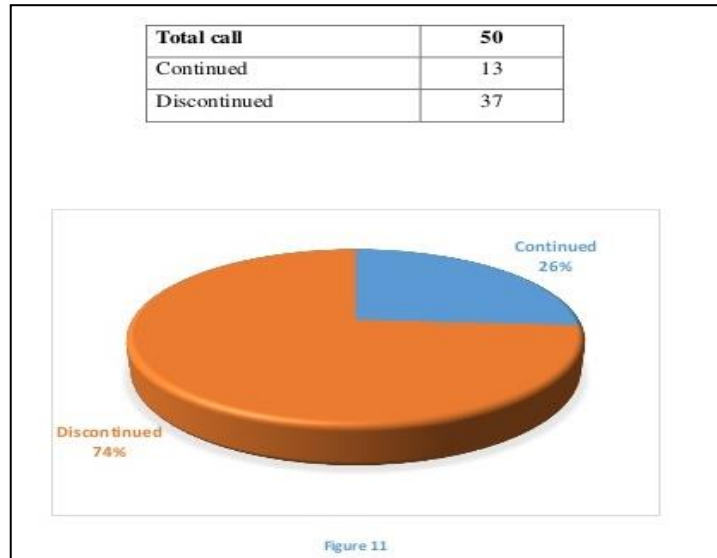
Customers are well satisfied with the language used in the magazines. Maximum percentages of the respondents give higher rating.

H) Quality Vs Price Ratio:



When the respondents were asked about the quality Vs price, good responses have received from them. There are maximum percentages of people who are highly satisfied with the quality of the magazines relating with price.

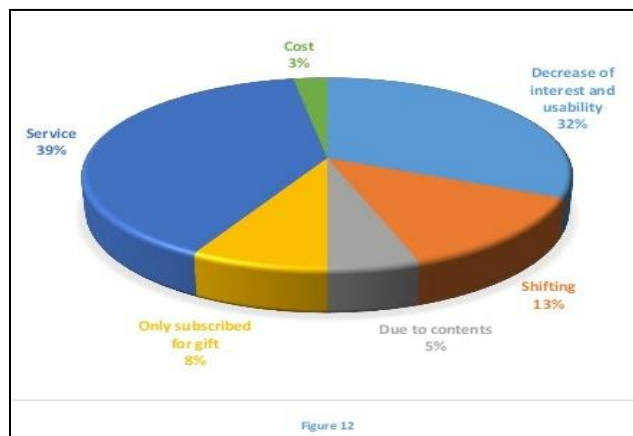
4. Renewal Call:



During the internship period, 50 renewal calls has been done. Out of which 26% i.e. 13 renewals have been collected. The remaining 74% has denied renewing their subscription.

The reasons for denying are discussed

A) Reason for Discontinuation:



Reasons derived from the survey, for the discontinuation of the subscriptions,

- Decrease of interest and usability: 32% of the respondent said that they have stopped their subscriptions due to decrease in interest. Also the usability.
- Shifting: There are two types of shifting observed, 1. To other TOI magazines. 2. To other publishers.
- Due to contents: 5% subscriber thought that the full contents comes in an issue are not necessary for him/her. They need only a part or few pages of the magazine. For which they think that it is none other than wasting of money by buying the whole. Therefore they now prefer internet for their need.
- Only subscribed for gift: Subscription scheme plays an important role in increasing readership. There is high demand of gifts in subscription scheme. There are 8% people who are not interested in continuing their subscription because there is no gift in current scheme. But if they will be provided with preferable gift scheme, they are ready to continue their subscription.
- Cost: Only 3% people are not ready to continue their subscription because they thought that the current scheme of 50% discount on 1 year subscription is not so cost effective.
- Service: The last but the main reason for which people are not ready to renew their subscriptions. As maximum percentage i.e. 39% of the respondents have

stopped their subscription only because of services problem. There are three types of service problems derived.

1. Delivery: Customers were getting issues lately or never got some issues. In case of fortnightly magazines, they were getting two issues at a time. Also some were not getting issues in a proper condition i.e. damage of packaging, crashed papers etc.
2. No response in problems: When the subscribers faced the above mentioned problems, they were not responded well from the sales department. Their problems were not solved. That's why this became a big reason for discontinuing subscription. o
3. Representative: Another problem in services is due to representatives. At the time of renewal no representative were came to collect. They were interested but due to available publishers they have shifted to others. Again in this case, they have got calls from sales department for renewal, appointments for collection were also fixed, but still they didn't come to collect. Thus TOI have lost some subscriber.

FINDINGS

- Magazines are well entertained, updated and well informative.
- The price according to the quality of the magazines is satisfactory.
- Subscribers have high demand in the improvement of services.
- There is a tough competition among magazines in MUMBAI.
- Maximum people prefer Hindi rather than English.
- Subscription schemes attract more customers.
- Schemes with gift are playing a good role in increasing readership as there are a lot of customers who have subscribed only for gift.
- There are a big number of boutiques and designers in Mumbai and most of them deals with Indian traditions. That's why the contents should specific customer centric.
- Peoples are highly interested in magazines but low awareness about the schemes.

FINDINGS FROM OTHER SOURCES

SECONDARY RESEARCH

Ernst & Young said in their survey report “Indian magazine segment: Navigating new growth avenues”, it has been said that out of the 20 most read magazines in India, only three magazines are in English, while the remaining are in Hindi and other regional languages. This survey also said that more than 300 million literate individuals do not read any publications. **According to ArcGate**, the dramatic effects of internet and globalization in current scenario are playing high impact on media industry. Even people are now consuming news and information from internet through computers or mobiles, the popularity of print media is not decreasing. **Dr Saukat Ali**, in his paper “A Study of Consumer Behavior & Loyalty In Print Media – Challenges & strategic prescriptions with Special reference to English, Hindi, Marathi News Paper readers-Mumbai”, says developing customer loyalty & retaining readership can be a huge challenge for the publishers. There are huge options available to readers now. Therefore publishers are busy to create something very special and innovative in contents or subscription schemes to impress upon the readers. They should address the needs and demand of consumer to strengthen their loyalty and readership.

The revenue of magazines consists of subscription sales, trade sales and mainly from advertising. More than 70% of the total revenue comes from advertising. The Times of India Group, being the market leader in the industry is also stepping with the current growth and development of the demography. World Wide Media, a subsidiary of TOI Group is producing high quality magazines in India and worldwide. But still they are facing some problems.

RECOMMENDATION

- **Improvement of Services:** The first and foremost recommendation that can be suggested from the findings of the research is the improvement in services. As there are high demand of the magazines of WWM. The customers now have huge options for selecting a magazine, as there are so many producers of magazines in different language and increased usage of internet. Therefore a small problem faced by a customer may lead to losing that one.
- **A better distribution channel:** I would also like to recommend that by implementing a better distribution channel, TOI can increase its market share.
- **A better renewal reminder system:** A better renewal reminder system can also be implemented. There is a system of reminder but customers are complaining that they are not getting the reminder alarm.
- **Appointment of new staff:** TOI can also improve their services by appointing new staff as 'Customer care Executive' by giving well training so that they will be able to respond the customers well who have problems. Because currently customers are not well responded.
- **A Hindi version of Femina:** There is also a demand from the target group in Mumbai is a Hindi version of Femina. By doing this they can get readers from others magazines like Gruhsubha etc.

CONCLUSION

The summer internship project plays an important role in management education where students get a golden opportunity to apply his knowledge and learning gained from classroom lectures in practical business environment. The SIP program also helps in gaining knowledge and developing the confidence level to work. I have also learnt a lot by my Internship at Times of India Group, Mumbai. This research has been done to study sales and promotion of magazine in Mumbai towards Times Group's magazines. The people in Mumbai still preferring printed contents despite of technology adaption. In posh areas like **Bandra , Churchgate , Colaba** etc. people prefer English magazines rather than Hindi or Gujarati. But maximum areas still prefer to read a Gujarati or Hindi magazine. There is high demand and high awareness about TOI newspaper in Mumbai. But less people are aware that TOI has magazines also. And there are some people who are aware about it but they are not aware about the subscription schemes. They are interested in subscribing. When they came to know about the schemes, they immediately bought subscriptions. But still there are some areas where awareness about these magazines is very low. Customer loyalty towards TOI magazines is very high. Survey shows that only 26% of the customers don't renew their subscription. But this is only happening mainly because of service problems. TOI is not able to provide accurate service to all customers. There are some other reasons also, but if TOI works on improving services of delivery or customer relationship or improving the quality of responding towards the customers' problems with better solutions, than obviously no reader will leave TOI.

Research Methodology

DIPSTICK STUDY

FOCUS – SPA & SALONS

Objective – To increase our magazine & newspaper readership.

In charge – Mita Venkataramanan

Modus Operandi –

- Identify & shortlist two upwardly mobile locations in Mumbai . Andheri & Bandra are the recommended ones which have many premium spa & salons.
- Do a reiki and choose the crème da la crème spa & salons at each location.
- Recruit & train 2 promoters to implement the slated project.
- A questionnaire will be prepared in order to capture their newspaper & magazine readership pattern.
- One promoter will play the role of a surveyor and interact with the concerned at the spa to fill in the questionnaire.
- The filled questionnaires will be analysed by TOI and the prospective spa and salons will be contacted by the second promoter to introduce and pitch our newspapers & magazine subscriptions with high focus on a sales closure.

1st cut report - 10 working days.

DATABASE SOUTH MUMBAI SALON

Salons in Colaba - Microsoft Excel				
C20 35, Ruki Mahal, Sorab Bharucha Road, Sorab Bharucha Road				
	A	B	C	D
	Salon/Spa	Location	Address	Potential Magazines
1	Jean-Claude Biguine	Colaba	3 & 4, President House, Wodehouse Road	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
2	Juice	Colaba	Royal Terrace, 4B, Near Charagh Din Showroom, Wodehouse Road	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
3	Butterfly Pond	Colaba	5B, Royal Terrace Building, Wodehouse Road	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
4	Hair Tales Salon	Colaba	Shop No Belarus Court S. B. Road Near Fire Brigade	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
5	Gardenia Hair Dressing Salon	Colaba	27, Hamton Court, Near Colaba Post Office, Shakari Bhandar	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
6	Paris Saloon Gents Only	Colaba	Girdhar Niwas, S. B. S. Road, Apollo Bandar	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
7	Eros Hair Cutting Salon	Cuffe parade	H-122, Kismet Building, Opposite Sassoon Dock, S.B.S. Road	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
8	Black Burberry Salon N Spa	Colaba	Grand Building, Haji Niya Ahmed Road, Apollo Bandar	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
9	Lakme Salon - Colaba	Cuffe parade	3, R C wala Building, Wodehouse Rd, Azad Nagar	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
10	Blue Heaven Ladies Beauty Parlour	Colaba	Grand Building, Haji Niya Hamhad Road, Apollo Bandar,	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
11	Nailspa Indulgence	Cuffe parade	37A, Maker Arcade, D Sonant Rd, Chamundeshwari Nagar	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
12	Air-Cool	Churchgate	Asiatic Department Store, Opp Churchgate Station, Veer Nariman Road	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
13	French Hair Dressers	Fort	9, Patel Chambers, Near Fort Fire Brigade, Parsi Bazaar St, Borabazar Precinct	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
14	Lakme Salon	Churchgate	Industrial Assurance Building, J Tata Rd, Opp Eros Cinema,	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
15	Trendset Salon	Cuffe parade	Taj President Hotel, Near World Trade Centre	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
16	Beau Monde Beauty Salon	Colaba	Ground Floor, Shop No 4/5, Mistry Chamber, Strand Rd, D. Vyas Marg, Apollo Bandar, Opp. Telephone Bha	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
17	Taj Mahal Beauty Salon	Colaba	No. 5, Glamours Building, Ground Floor A Wing, Sgs Road	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
18	Make Over Beauty Parlour	Cuffe parade	Shop No. 88, Maker Arcade, P Pethe Road	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
19	Hong Kong Beauty Parlour	Colaba	35, Ruki Mahal, Sorab Bharucha Road, Sorab Bharucha Road	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
20	Mansi Beauty Parlour	Colaba	40, Navroji Lane, Opposite Dr H P Mody	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
21	Trendy Beauty Parlour	Colaba	Haji Niya Road, Apollo Bandar Rd, Apollo Bandar	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
22	Air-Cool	Churchgate	Asiatic Department Store, Opp Churchgate Station, Veer Nariman Road	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
23	Aura Thai Spa	Colaba	Ground Floor, 5/SH Grants 13, Arthur Bunder Road, Azmi Marg, Opp Basilico	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
24	Baan Thai Spa	Colaba	First Floor, Rustom Manzil, 27 NF Road	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
25	Sukho Thai	Colaba	Behind Hotel Taj, Florence House	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
26	Jiva Spa	Colaba	Taj Wellington Mews, # 33, Nathalal Parekh Marg	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
27	Moksham Spa	Colaba	8A, Harbour View, Next to McDonalds, Colaba Causeway Rd, Shahid Bhagat Singh Marg, Apollo Bandar	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
28	Trunk Spa	Colaba	67- 69 Woodhouse Road	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
29	The Palms Spa	Colaba	Ground Floor, Dhanraj Mahal, Apollo Bunder, Opp. The Yacht Club	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
30	Mudraa Spa	Marine Drive	178, 1st Floor, Backbay Reclamation, N.K.M Intl. House, Babubhai Chinai Rd	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
31	Pearl Shine Salon & Spa	Colaba	Rambhau Salagavkar Marg Opp. Corporation Bank, Smoking Joes Sassoon Dock	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
32	Jake & Jord	Colaba	Wodehouse Rd, Apollo Bandar	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
33	AI Hair Dressers	Colaba	Shop No. 31, Road, Near P.O, Mumbai, Daulat Building, Shahid Bhagat Singh Marg	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
34	Jawed Habib Hair & Beauty Parlour Salon	Colaba	Causeway, Opp. Wills Lifestyle, Near Kailash Parbat, Sindh Chambers, Bhagat Singh Marg, Apollo Bandi	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes
35	Bellissima Beauty Salon	Fort	3, Modi Mansion, Bazargate, 2nd Floor, 2B, Fort,, Manohardas Street, Borabazar Precinct, Ballard Estat	Femina, Filmfare, Grazia, Hello!, Lonely planet, GoodHomes

DATABASE THANE WEST SALON

salons in thane - Microsoft Excel						
C3 Ground Floor, Hypercity, Viviana Mall, Eastern Express Highway, Next To Jupiter Hospital						
	B	C	D	E	F	G
	Location	Address	Potential Magazines	Additional		
1	Thane W	Shop No. 1, Prince Palace, Next to Greater Bombay Bank, Madanlal Dhingra Road, Panch Pakhadi	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
2	Thane W	Ground Floor, Hypercity, Viviana Mall, Eastern Express Highway, Next To Jupiter Hospital	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
3	Thane W	1, Bhawani Apartments, Dr. Moose Road, Talasopali, Near Sakrupa Hotel, Ghantali	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
4	Thane W	GF-015, Eastern Express Highway, Next to Jupiter Hospital	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
5	Thane W	Shop No.101, 1st Floor, Saraswati Foundation Building, Above Dhurvas Textiles, Ram Maruti Road, Naupada	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
6	Thane W	UG-18, Korum Mall, Mangal Pandey Rd, Cadbury Compound, Opp., Samata Nagar, Eastern Express Highway	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
7	Thane W	2 Ixmi niwas, Lal Bahadur Shastri Rd, Naupada	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
8	Thane W	Vasant Vihar, Pokhran Rd Number 2, Siddhachal Housing Society, Pawar Nagar	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
9	Thane W	28/29, Avishkar, Thakur Niwas CHS, Ram Maruti Road,, Naupada	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
10	Thane W	Tanpura House, Old Mumbai Pune Road, Govind Bachaji Rd, Charai	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
11	Thane W	G.B. Road, Hiranandani, Hiranandani Estate,	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
12	Thane W	Shop No. 4 & 5, Ground Floor, Opp. Malhar Cinema, Next to Vodafone Store, Naupada, Gokhale Rd	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
13	Thane W	No. 22-23, Ground Floor, Asiatic Arcade, Pokhran Road No. 1, Vartak Nagar	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
14	Thane W	Service Rd, Thane West	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
15	Thane W	G2, Radhakunj Building, Near HSBC Bank, Ram Maruti Road	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
16	Thane W	Almeda Road, Near TMC Office, Mahapalika Bhavan Rd, Ganeshwadi	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
17	Thane W	4 & 5, Mahavir CHS Ltd., Near Hari Niwas Circle, Panch Pakhadi	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
18	Thane W	Devidarshan, Gadkari Rd, Naupada	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
19	Thane W	Shop no. 4 & 5, Ground Floor, Opp. Malhar Cinema, Naupada, Gokhale Road, Shivaji Nagar	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
20	Thane W	Prathmesh Hills, Kolshet Rd, Dhokali	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
21	Thane W	No. 22-23, Ground Floor, Asiatic Arcade, Pokhran Road No. 1, Vartak Nagar	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
22	Thane W	40/285 Shree Samarth Society, Near MSEB Office, Shivaji Nagar	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
23	Thane W	Jakat Naka, Shopp. Lane, Opp. Monginis, Next To Hill Breeze Rtnnt., Near Mulund Vaishali Nagar,	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
24	Thane W	Madanlal Dhingra Rd, Panch Pakhadi	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
25	Thane W	Shop No.7 & 8, Block No.1, Emerald Plaza CHS Ltd, Hiranandani Meadows	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
26	Thane W	Shop 6/7 & 9 Raj Mahal, Near Talwalkar Gym, Panchpakdi Servo Road	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
27	Thane W	Near ICICI Bank, Veer Savarkar Path, Veer Savarkar Marg, Ghantali	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
28	Thane W	Ground Floor, Jivavatt Building, Near Collectors Office, Opp Sushma Commerce Tutorials, Station Rd	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
29	Thane W	Shop no.5,6,7,8, Rameshwar, Neelkanth Heights, OPP Laxmi Narayan Residency	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
30	Thane W	Mahapalika Bhavan Rd	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
31	Thane W	Eastern Express Hwy, Laxmi Nagar, viviana mall	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
32	Thane W	Opposite Satyam Collection, Ghantali, Naupada, Naupada,	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
33	Thane W	Shop No. 8 GR Fir Mahavir CHSL, Panchpakhadi Opp Monginis & Next to Pizza Hut	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
34	Thane W	Ground Floor, Saraswati Niwas, Behind New English School, Ram Maruti Road, 4th Cross Lane	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		
35	Thane W	Panchpakdi, saraswati english school	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes		

DATABASE BANDRA SALON

Salons in Bandra - Microsoft Excel					
	A	B	C	D	E
22	Purple Salon	Bandra W	Shyam Kunj, Shop No 1, Palimaka Landmark: Palimaka, 30th Rd	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
23	Asif The Salon	Bandra W	Shop No.3, Libra Tower, Opp St Peter's Church,, Hill Road	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
24	Divya the bridal and makeup studio	Bandra W	shop No.9, 16th Road,, near Shiv Sagar Restaurant	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
25	Betty's Beauty Salon	Bandra W	9/4, Liberty Shopping Centre, Opp. Police Station,, Hill Road, Santosh Nagar	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
26	Rever Beauty Parlour	Bandra W	TPS 3, Jyothi Sadan, Gurnanak Park, 28th Road	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
27	Nirmal Herbal Bandra	Bandra W	Matsyalaya Bungalow, Near Jal Darshan, Chimbai Road	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
28	Style 2 Hair Salon	Bandra W	Shop No.1, Jahangir Bldg. No. 30, National Library Rd	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
29	BBLUNT	Bandra W	2nd Floor, Kailash Building, 136 Waterfield Road	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
30	Agile Fingers	Bandra W	Shop No. 6, Joana Premises, Manuel Gonsalves Road, Off Turner Road, Near St. Joseph School	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
31	Spiky	Bandra E	Shop No -1,Opp.Bldg.No-35,, Kherwadi	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
32	Serena's Beauty Salon	Bandra W	Shop No 2, Sankalp Building, Turner Road, Opposite Uti Bank, Next Cross Word	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
33	Hair Play Etc	Bandra W	Bandra West, 16th Rd, Pali Village	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
34	Zahra Beauty Clinic	Bandra W	Zahra C. H. S., Professor Almeida Road, Next To Canara Bank	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
35	Yusuf Saloon	Bandra W	Shop No-4, Bharti Hardik Villa, Near Rizavi College, Cater Road	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
36	A-1 New Hair Cutting	Bandra W	Plot No-402, NI Lane, Santosh Nagar	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
37	Chens Beauty Parlour	Bandra W	Shop No. 11, Shivdarshan, 15th & 33rd Road junction	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
38	Water Melon	Bandra W	Shop no.1, Ardeshr House, 49 Hill Rd.	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
39	Jane Beauty Salon	Bandra W	Shop No 2, Babu Nagar, St Peters Road	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
40	At's curl up n dye , hair salon	Bandra W	68, Hill Road, Bandra West	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
41	Glory Again	Bandra W	1st Floor, Link Corner Mall, Off. Linking Road, Above ICICI Bank, St Theresa Road,	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
42	21 Beauty Clinic	Bandra W	Door No.86/ A, Green Gates, Pearl Heaven, Near Mount Carmels Church, Perry Cross Rd, Chapel Rd	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
43	Shepherds Of Hair & Beauty Salon	Bandra W	Shop No. A-20, Nutan Nagar	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
44	Five Star Hair Dressers	Khar W	Ground Floor, Kakad Building, 19/A, Dr BR Ambedkar Rd	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
45	Electrolysis Centre	Bandra W	Sea Pebbles, Perry Cross Road, Bandra West	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
46	Lush Salon	Bandra W	10th apartment bldg, Dr. Ambedkar Road next to vijaya bank, opp jeevan jagruti	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
47	MY Salon Manju & Yasmin	Bandra W	5aa, Ground Floor, MAC Ronells Bungalow, Pali Hill, Next to candies and learners academy	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
48	Rever Hair and Beauty Salon	Khar W	Ground Floor, Virkar Apartment, 17th Road, Behind Khar Gymkhana Club	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
49	Reflection Beauty Clinic	Bandra W	10 Jaldarshan Perry Cross, Near Joggers Park Chimbai Road	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
50	Hair Concepts	Bandra W	215, Yasmin villa, 27th Road, Linking Road,	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
51	Champagne The Saloon	Bandra W	23, Imperial Plaza, Off Linking Road, Opposite Amasons Mall, 30th Road	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
52	YBM Rashid Salon	Bandra W	shop no 126,perairawadi 30th Road corner OPP shree sugar hotel, 16th Rd	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
53	Smash Hair & Makeup	Bandra W	35, BR Ambedkar Rd, Union Park, Pali Hill	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
54	'TENDER LOCKS' MAKE UP STUDIO	Bandra W	5 / 22 ,Link Square Mal , Opp KFC ,33RD Rd,Off Linking Rd,	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
55	PINK NAILS	Bandra W	Shop no. Shiv Asthan Heights, 10, 16th Rd, Pali Village	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
56	Renee' Melek Salon	Khar W	E-95, Ground Floor, Adrekar House, 13th Road, 18th Road	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes
57	Juice Hair Academy	Khar W	8/8, Gr Fifth Floor, Mount Apartment, John Baptist Road	Femina, Filmfare, Grazia, Hello!	Lonely Planet, Good Homes

Readership Survey Form

Name of the Spa / Salon _____

Location _____

Person met _____

Contact Details - Work _____ **Mobile** _____

1) Are you currently subscribing to any newspaper at your salon/spa?

Yes ☐

No ☐

2) If so, then which newspaper have you subscribed for?

3) What is the main reason behind the purchase of the aforementioned newspaper?

Price ☐

Authenticity ☐

Headlines ☐

Service ☐

Convenience ☐

Others _____

4) What is your preferred method of payment?

Monthly Billing

☐

Subscription

☐

5) Rank your Times Group Newspaper in order of preference (1 to 4)

Times of India

☐

Mumbai Mirror

☐

Economic Time

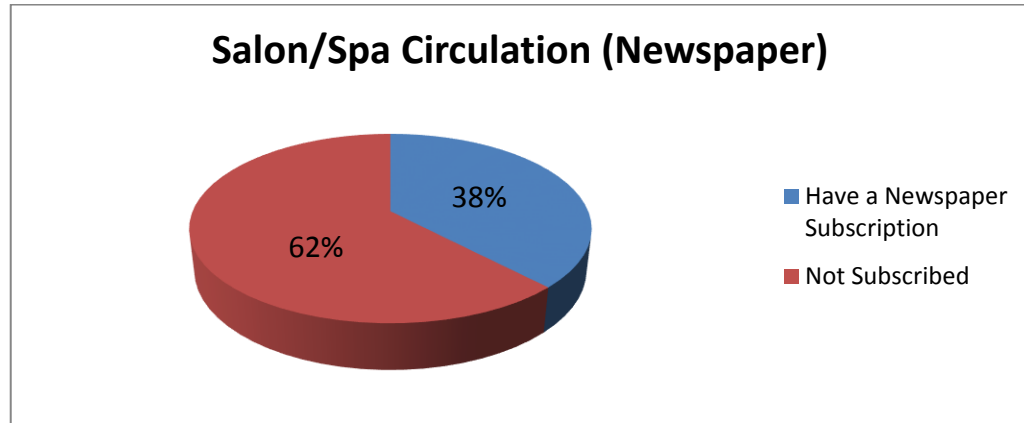
☐

Maharashtra Times

☐

6) Which magazines are you currently purchasing?: _____

DATA ANALYSIS ON DIPSTICK STUDY – Salon/Spa



Sample Size: 214 salons

$\frac{81}{214}$ of the salons are currently receiving **any** newspaper = 38%

$\frac{133}{214}$ of the salons do not keep newspapers at their salon = 62%

Researcher's conclusions:

(*all percentages below are an approximation)

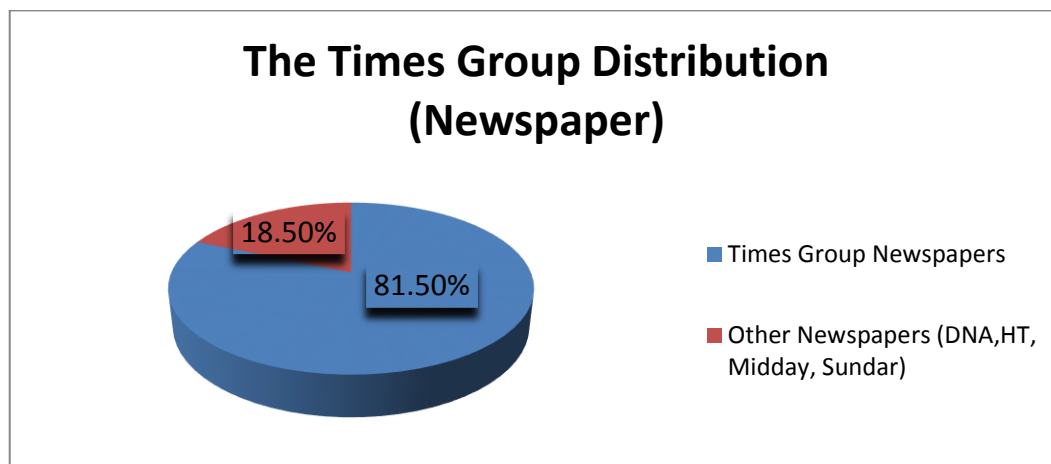
When looking into the potential market to tap into, of the 133 salons that do not keep a newspaper in their salon, 36 of them are high-end salons (large franchises) whom have more than 2 chains across Mumbai itself. E.g. - JCB, Lakme, Enrich, Thai spas, etc.

- These 36 salons prefer not to keep newspapers in any of their chains as they believe that their clients prefer to engage with magazines over newspapers. Clients visit their chains with a lot of time in hand, and prefer to distract themselves with a magazine.

- They also forgo keeping newspapers as they believe their clients have already done their share of newspaper reading during the day, and do not indulge in such during the afternoons and evenings (times where most of their clients show up).

The remaining 97 of the salons studied were mid range salons, with not more than 2 branches across Mumbai. E.g. – Air cool gent's salon, Chin Chai salon, etc

- Roughly 20% of them keep newspapers for personal use (would be interested)
- 60% would be interested if given any offers (TOI with ET and MM)
- 10% bring the newspapers they receive from home
- 10% do not find it feasible to keep newspapers

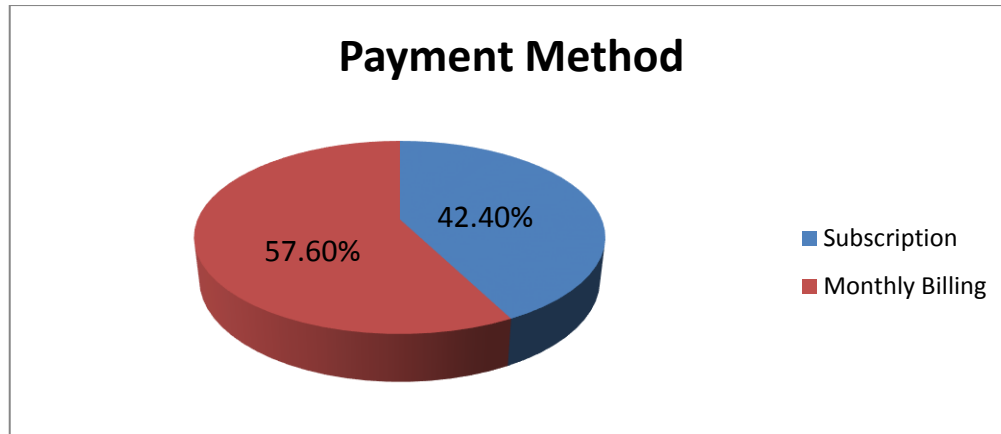


Sample Size: 81 salons

Of the 81 salons that do keep **at least** one newspaper,

$\frac{66}{81}$ of the salons are receiving newspapers from The Times Group = 81.5%

$\frac{15}{81}$ of the salons are receiving newspapers from an alternate provider = 18.5%

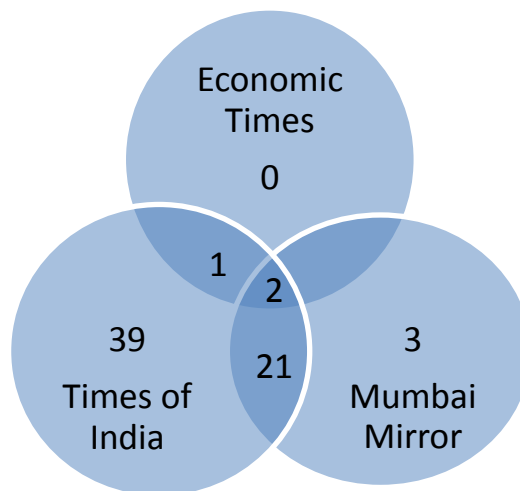


Sample Size: 66 salons

$\frac{28}{66}$ of the salons are purchasing via subscription = 42.4%

$\frac{38}{66}$ of the salons are purchasing via monthly billing = 57.6%

Venn Illustration of The Times Group Newspaper Distribution

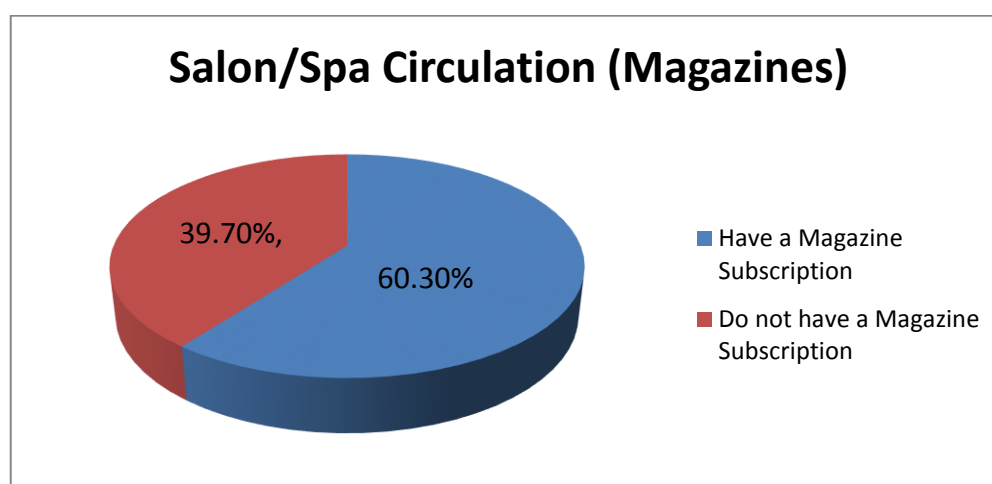


Of the 66 salons, that do purchase newspapers from The Times Group, the following conclusions can be made:

TOI **only**: 39 salons TOI, Mumbai Mirror & ET: 2 salons

Mumbai Mirror **only**: 3 salons TOI & Mumbai Mirror **only**: 21 salon

Economic Times **only**: none TOI & Economic Times **only**: 1 salon



Sample size: 214 salons

$\frac{129}{214}$ of the salons are currently subscribed for **any** magazine(s) = 60.3%

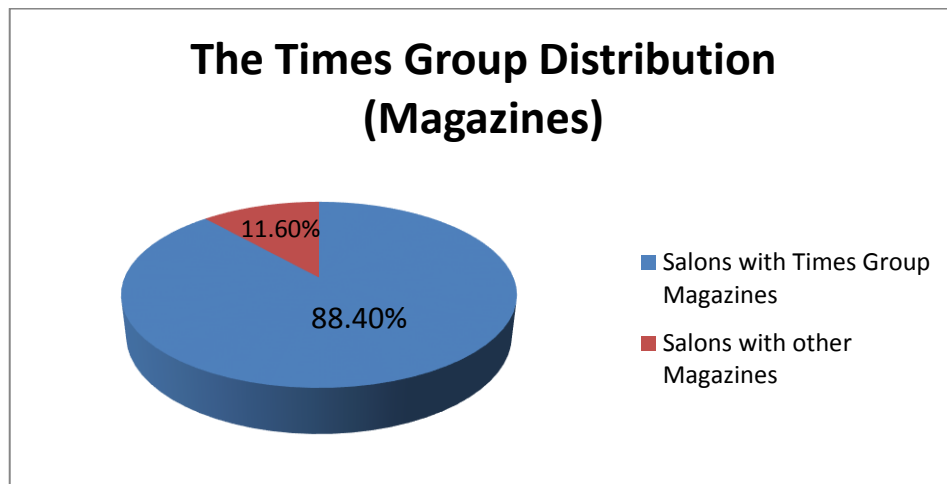
$\frac{85}{214}$ of the salons do not have a magazine subscription = 39.7%

Researchers Conclusions:

(*all percentages below are an approximation)

In the case of magazines, out of the 85 salons that do not have a magazine subscription, they are **all** mid tier salons. All high-tier salons do avail of a magazine subscription.

- 70% of them were interested in having a magazine, but had to refer to their managers before subscribing
- 20% of them preferred to buy magazines from vendors nearby, as they do not want a monthly subscription
- 10% brought their magazines from home



Sample size: 129 salons

Of the 129 salons that do keep magazines,

$\frac{114}{129}$ of the salons do keep magazines by The Times Group = 88.4%

$\frac{15}{129}$ of the salons keep other magazines = 11.6%

Dear Suman Kabra,

Greeting from the Times Group, this e-mail is with regards to the conversation we had earlier last week. We would like to propose a way for your customers to stay engaged with Fashion, Travel, Gossip and much more during their visit to your salons.

We are currently in possession of a series of discounts/offers for our Times Group Magazines (listed below), which could be utilized across your PAN India salons to help diminish costs.

The magazines that are currently under offer are:

1. **Femina** :,Our flagship magazine widely renowned for appealing to a woman's intelligence and free spirit! Its variety of articles, interviews, top 10's and lifestyle choices could shape ones perception on the urban lifestyle. It talks about careers, relationships, and Entertainment. **27 issues a year.**
2. **Filmfare**: The world's most renowned magazine offering an inside story on your favorite Bollywood stars. Their Diets, Schedules, Relationships, and much more about their lifestyles will give you a comprehensive look into their daily routine. **26 issues a year.**
3. **BBC Top Gear**: If you're a car enthusiast, enjoy driving, or even a person who's looking to make an investment anytime in the near future, this is the way to go! Our exclusive inside look on National and International automobiles will give you the ideal forum for browsing. **12 issues a year.**
4. **Hello!**: A multipurpose magazine aiming to appeal to a wider audience with hobbies such as Art History, *Interior Décor*, and of course, getting a magnified look into Celebrities Homes! **12 issues a year.**

5. **Grazia:** An Italian approach to those with a knack to dress well, and in need of tips for grooming; this will be your bible. In terms of high end fashion, Grazia will introduce you to the current fashion scenario, adorned by celebrities themselves. **12 issues a year.**

6. **Good Homes:** provides a unique blend of design, creativity and substance, inspiring you to opt for new ideas for your living room. Showcases trends for Home Décor and Style. **12 issues a year.**

7. **Lonely Planet:** Ever travelled to a country and spent a bundle on tour guides and transport? Well Lonely Planet will help you get rid of this and offer you a unique insight into locations, both abroad and nationally. Written by our very own travelers, who have visited the destinations themselves, ensures you the best suggestions for your holiday! **12 issues a year.**

8. **Home Trends:** If you are interested in architecture, design and décor, then look no further than Home Trends, the most read magazine when it comes to Home Furnishing. This premium crossover magazine of interior and home design with high quality print is made to exuberate and thrill our audience with lovely designs. **10 issues a year.**

9. **BBC Knowledge:** With your consent, we would like to arrange a meeting with you for a short period of time in order to discuss the specifics of the magazines that are under offer for this limited period. **6 issues a year.**

Regards,
Shruti & Aishwarya ,
Bennett Coleman & Co. Ltd.

MANAGER : MRS . MITA VENKATARAMAN
TIMES GROUP
022-66354422

CONCLUSION

Print media is one of the most powerful and cost effective medium to transfer information and knowledge. The print media industry in India is more than a century old. Also it is a well established industry. This industry mainly comprises of publishing newspapers and magazines. India has the second largest population and one of the fastest growing economies in the world. Along with these the increasing level of income of peoples and the robust competition in this industry help print media in its growth. Producers are increasing day by day, new entrants from outside India is also a factor of tough competition. Indian readers prefer Hindi magazines rather than English magazines. In the case of Times group also the readership of Hindi Femina is higher as compared to English magazines. Ernst & Young said in their survey report “Indian magazine segment: Navigating new growth avenues”, it has been said that out of the 20 most read magazines in India, only three magazines are in English, while the remaining are in Hindi and other regional languages. This survey also said that more than 300 million literate individuals do not read any publications. According to ArcGate, the dramatic effects of internet and globalization in current scenario are playing high impact on media industry. Even people are now consuming news and information from internet through computers or mobiles, the popularity of print media is not decreasing. To avoid declining of market share in front of other media the producer must able to produce high quality printed content and magazines. They also need to make the contents available on mobile and web platforms to provide a choice to its subscribers to explore the contents anytime anywhere. Dr Saukat Ali, in his paper “A Study of Consumer Behavior & Loyalty In Print Media – Challenges & strategic prescriptions with Special reference to English, Hindi, Marathi News Paper readers-Mumbai”, says developing customer loyalty & retaining readership can be a

huge challenge for the publishers. There are huge options available to readers now. Therefore publishers are busy to create something very special and innovative in contents or subscription schemes to impress upon the readers. They should address the needs and demand of consumer to strengthen their loyalty and readership.

The revenue of magazines consists of subscription sales, trade sales and mainly from advertising. More than 70% of the total revenue comes from advertising. The Times of India Group, being the market leader in the industry is also stepping with the current growth and development of the demography. World Wide Media, a subsidiary of TOI Group is producing high quality magazines in India and worldwide. But still they are facing some problems. They are losing subscribers. By having an opportunity to be a part of the group, by acting as an summer intern, this research has been done with the objectives, To explore the customer demand in terms of price, Quality and Services. To find out the reasons for discontinuing subscriptions. What drives a customer to adopt a product? His demand and needs. The product must be able to fulfill the needs and wants of the customer. When a product has less demand in comparison with other products? Thus what a customer wants? This study is mainly to explore the customers' demand for the magazines of World Wide Media (WWM) in terms of price, quality and services. We can say, to explore what customer wants from the publisher and what publisher gives to the customer. It is also being taken to find out the lacks behind fulfilling the demand. Innovation is necessary in this market to attract more and more people . Times of india is the biggest giant in this sector and dynamic approach is necessary to continue its position in the market .

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