

Insights - Page 1



1. Net circulation dropped from 18.4M in 2019 to 13.8M in 2024, a 25% decline over 5 years.
2. Uttar Pradesh dominates circulation with 64M copies, far ahead of Rajasthan (29M) and Maharashtra (25M).
3. Total copies printed = 231M, but 24M ($\approx 10\%$) is wastage \rightarrow indicates operational inefficiency.
4. YoY growth shows 16.65%, but the declining trend suggests long-term sustainability concerns.

Recommendation - Page 1

1. Reduce print wastage by optimising distribution in low-performing cities.
2. Focus marketing on states with higher ad revenue (Uttar Pradesh, Madhya Pradesh).
3. Launch retention campaigns in states showing consistent circulation decline.

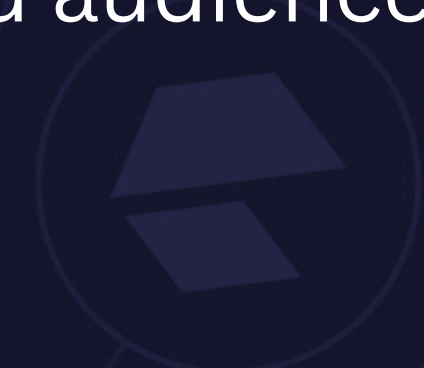
Insights - Page 2



1. Total digital investment = ₹12M, reached 1M users with 678K downloads.
2. Cost per user acquisition = ₹9.69, conversion rate 55.76% → fairly strong ROI for digital.
3. Cities like Kanpur (75M readers) and Varanasi (74M) lead digital adoption.
4. Download peaks in Sept (72K) and Nov (69K) → seasonal demand.
5. Strong internet & smartphone penetration in northern states → good scope for scaling.

Recommendation - Page 2

1. Increase digital campaigns during festive/seasonal peaks (Sept–Nov).
2. Invest more in cities with high penetration but low readers → untapped audience.
3. Double down on Kanpur, Varanasi, and Bhopal to maximise reach.



Insights - Page 3

- Total Ad Revenue = ₹2.16B.
- ROI = 10.42, showing strong efficiency in ad spending.
- Top ad categories:
 - Government: ₹0.65B
 - Real Estate: ₹0.64B
 - Automobile & FMCG: ₹0.43B each
- Top cities by ad revenue: Patna (₹0.23B), Bhopal (₹0.23B), Mumbai (₹0.22B).
- Commercial Brands dominate with ₹0.86B revenue, followed by Public Sector (₹0.65B) and Private Sector (₹0.64B).

Recommendation - Page 3

1. Diversify ad revenue → too dependent on Government & Real Estate.
2. Strengthen Automobile & FMCG partnerships to expand share.
3. Use scatter plot insights → cities like Patna have both high circulation & revenue → replicate strategy in similar mid-tier cities.