Print Circulation Trends

What is the trend in copies printed, copies sold, and net circulation across all cities from 2019 to 2024? How has this changed year-over-year?

**Total Copies Printed**

210M

Total Copies Sold
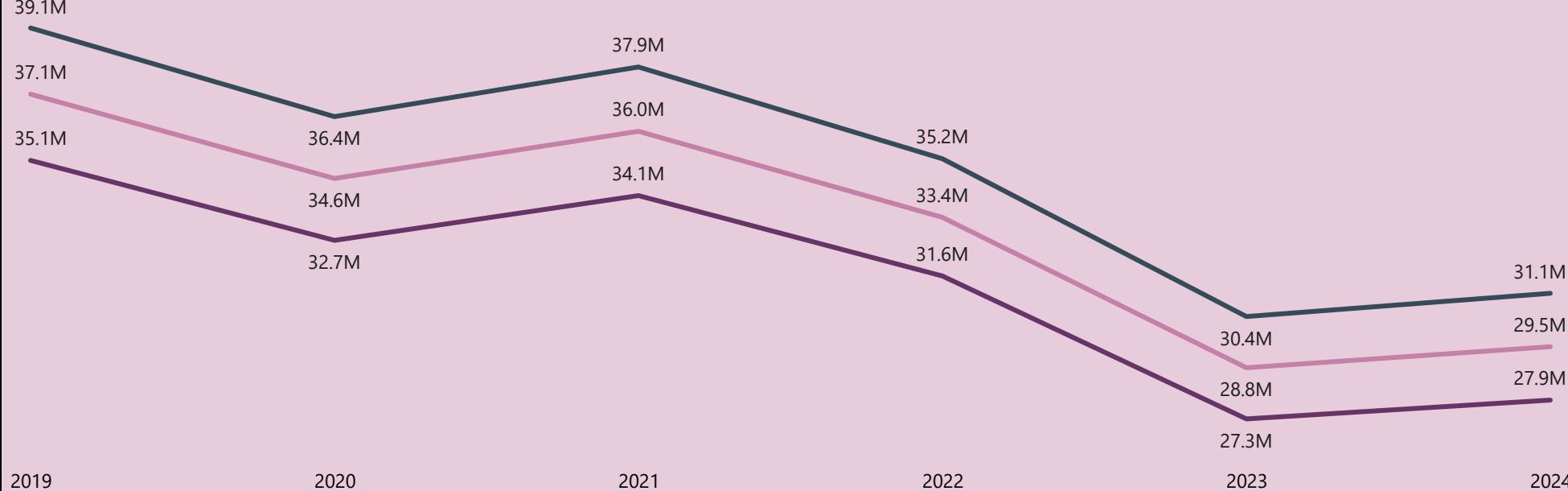
199M

Net Circulation

189M

Copies Printed by Year

● Copies Printed ● Sum of Copies Sold ● Sum of Net_Circulation

	Copies Printed	Sum of Copies Sold	Sum of Net Circulation
2019	39.1M	37.1M	35.1M
2020	36.4M	34.6M	32.7M
2021	37.9M	36.0M	34.1M
2022	35.2M	33.4M	31.6M
2023	30.4M	28.8M	27.3M
2024	31.1M	29.5M	27.9M

Filter list:
- [ ] (Blank)
- [ ] Ahmedabad
- [ ] bhopal
- [ ] Delhi
- [ ] jaipur
- [ ] kanpur
- [ ] lucknow
- [ ] Mumbai
- [ ] Patna
- [ ] ranchi
- [ ] Varanasi

Slider: 2019 — 2024

Top Performing Cities

Which cities contributed the highest to net circulation and copies sold in **2024**? Are these cities still profitable to operate in?

**Total Copies Printed (2024)**

31M
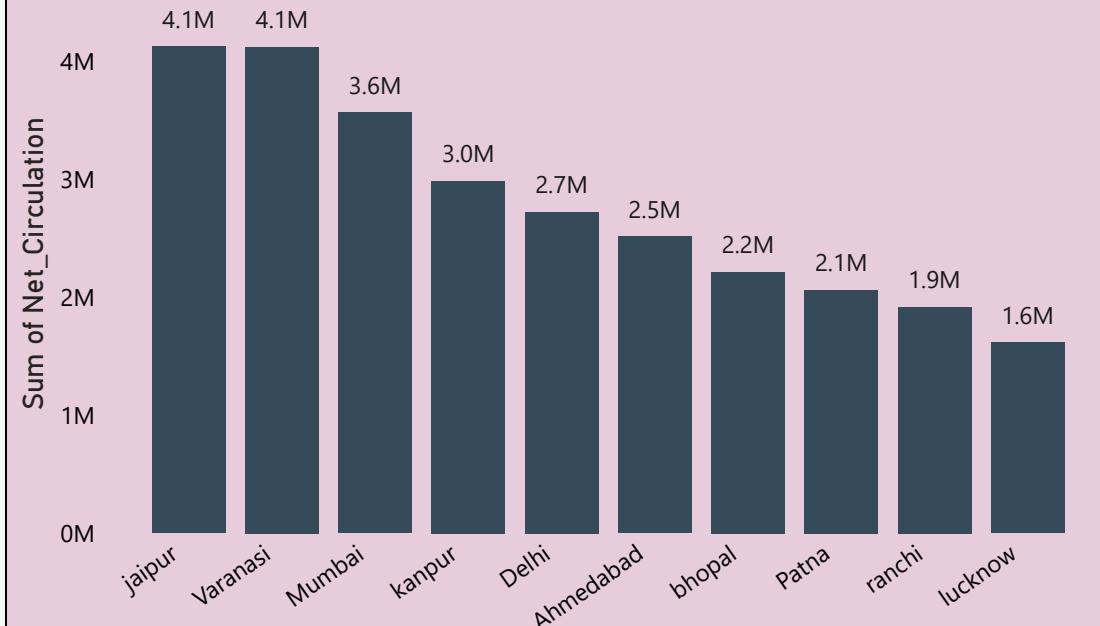
Total Copies Sold (2024)

29M
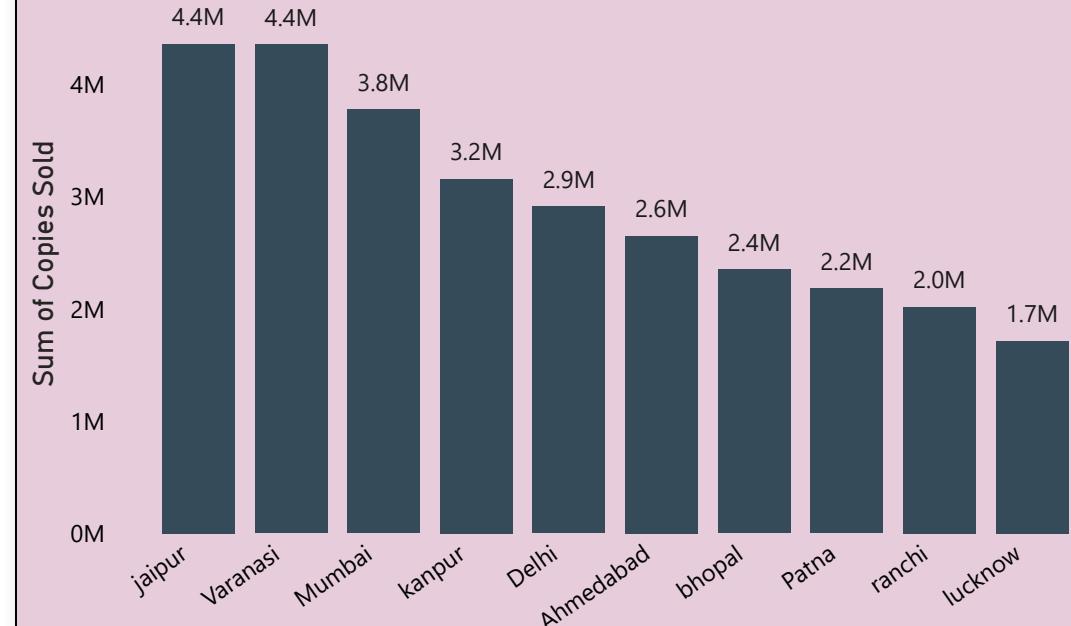
Net Circulation

28M

Top Cities by Net Circulation (2024)

Top Cities by Copies Sold (2024)

| 2024 | 2024 |

Print Waste Analysis

Which cities have the largest gap between copies printed and net circulation, and how has that gap changed over time?

Total Printed Copies	Net Circulation	Total Print Waste	Avg Waste %
210M	189M	22M	10.24%
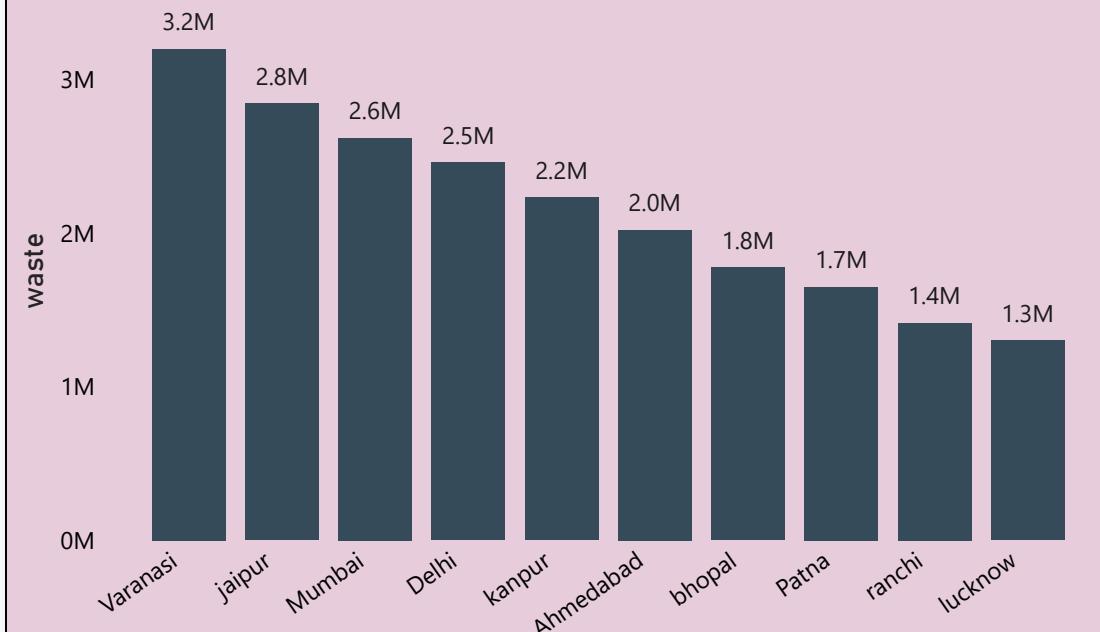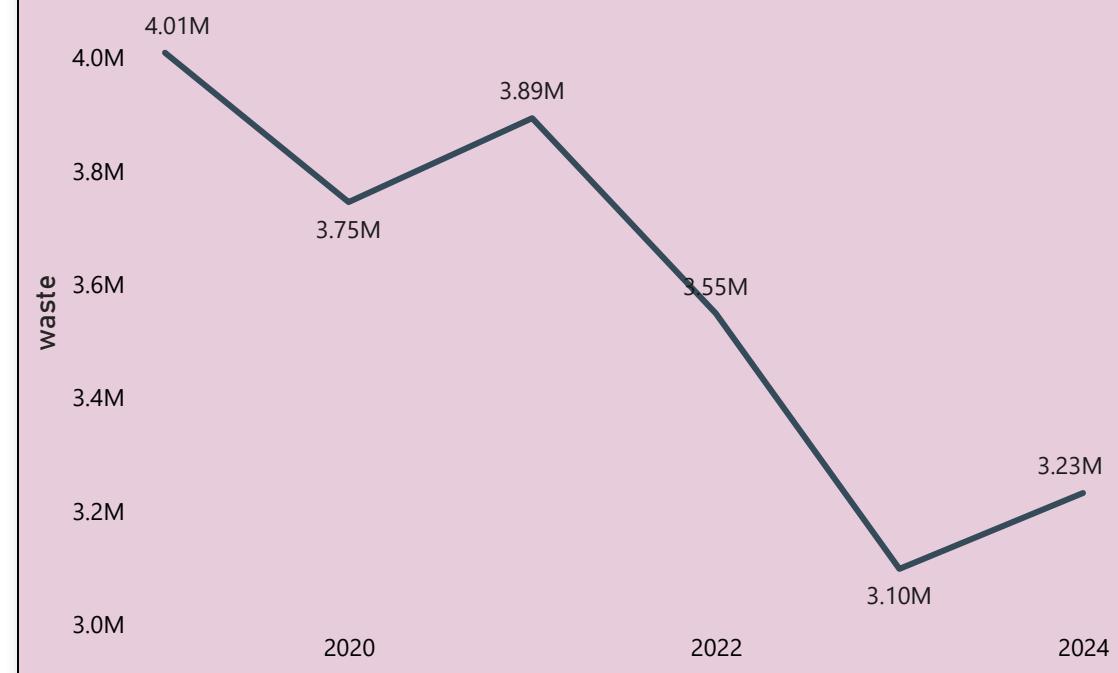
Top Cities by Print Waste

Print Waste Trend (2019–2024)
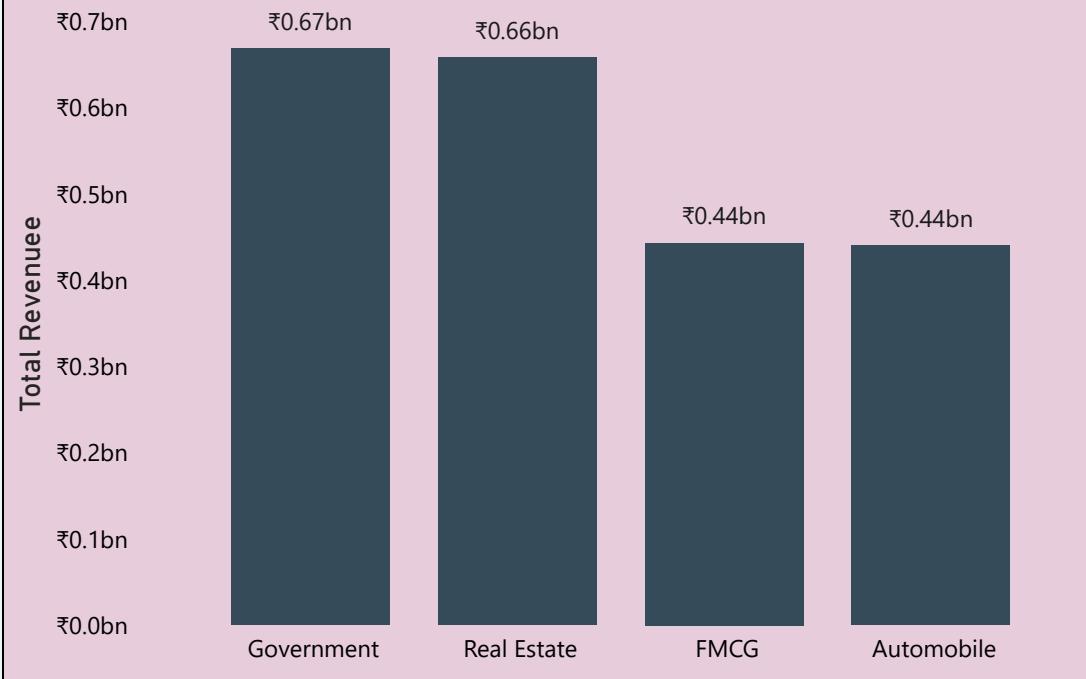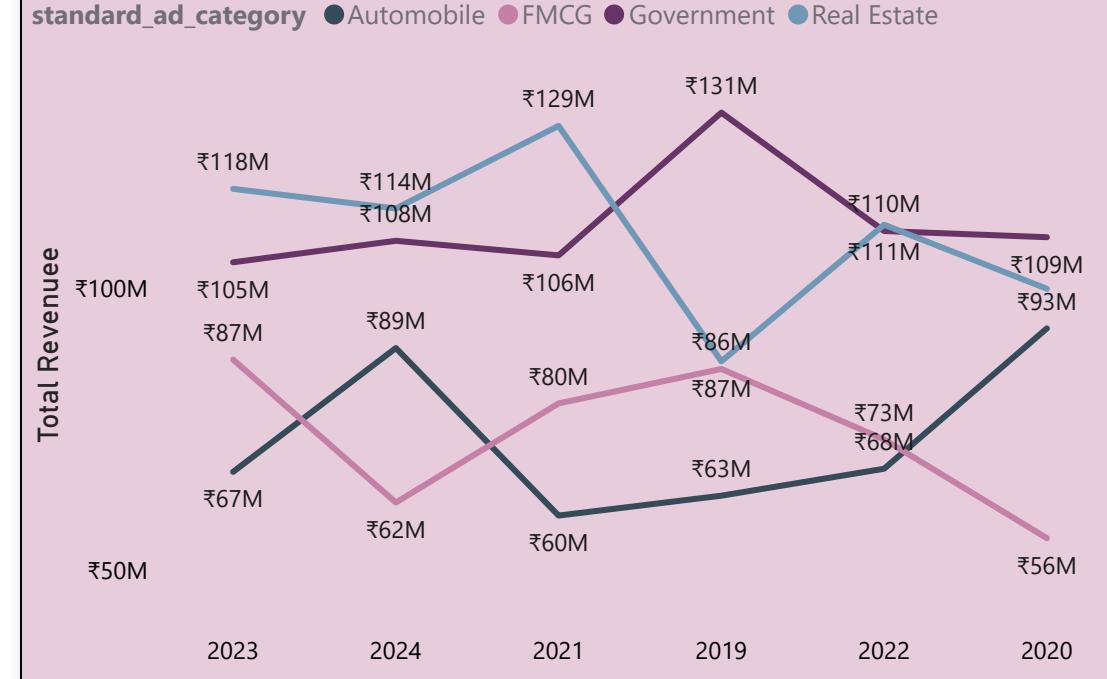
| 2019 | 2024 |

City-Level Ad Revenue Performance

Which cities generated the most ad revenue, and how does that correlate with their print circulation?

Total Ad Revenue
₹373.7...
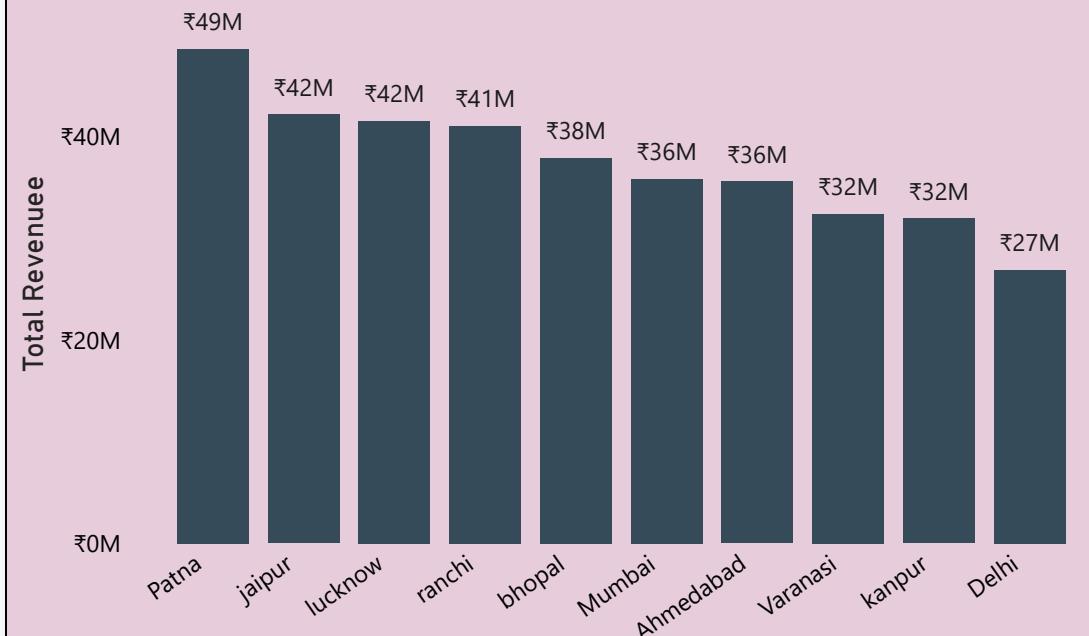
Total Net Circulation
188.66M
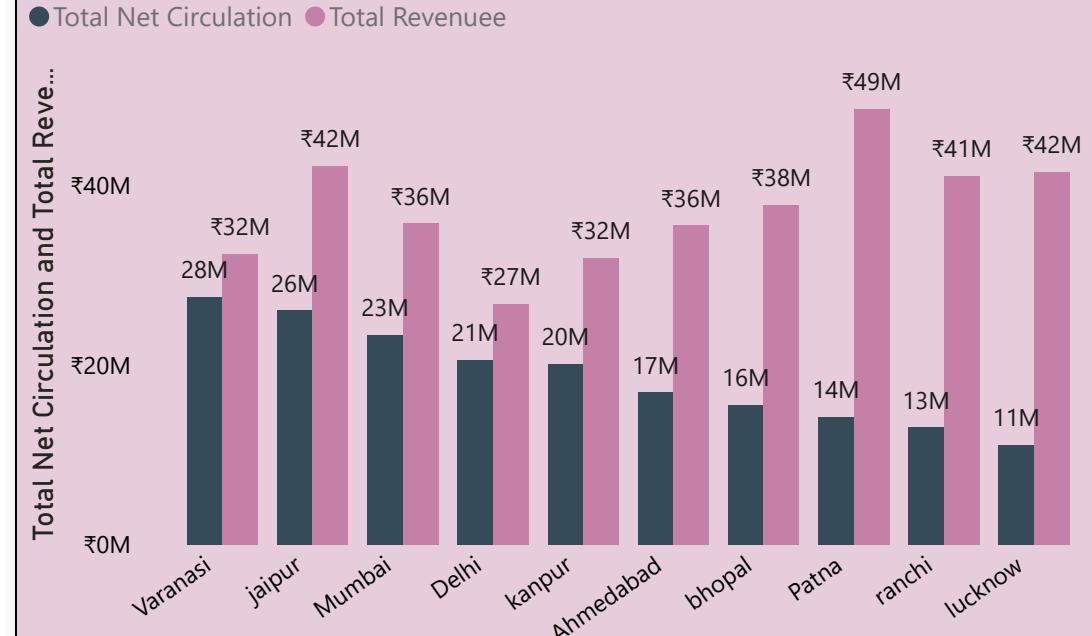
Revenue per Copy
₹1.98

Top Cities by Ad Revenue

| City	Total Revenue
Patna	₹49M
jaipur	₹42M
lucknow	₹42M
ranchi	₹41M
bhopal	₹38M
Mumbai	₹36M
Ahmedabad	₹36M
Varanasi	₹32M
kanpur	₹32M
Delhi	₹27M

Ad Revenue vs Print Circulation by City

● Total Net Circulation ● Total Revenuee

City	Total Net Circulation	Total Revenuee
Varanasi	28M	₹32M
jaipur	26M	₹42M
Mumbai	23M	₹36M
Delhi	21M	₹27M
kanpur	20M	₹32M
Ahmedabad	17M	₹36M
bhopal	16M	₹38M
Patna	14M	₹49M
ranchi	13M	₹41M
lucknow	11M	₹42M

2019 2020 2021 2022 2023 >

Digital Readiness vs. Performance

Which cities show high digital readiness (based on smartphone, internet, and literacy rates) but had low digital pilot engagement?

Avg Digital Readiness Score

# 68.66
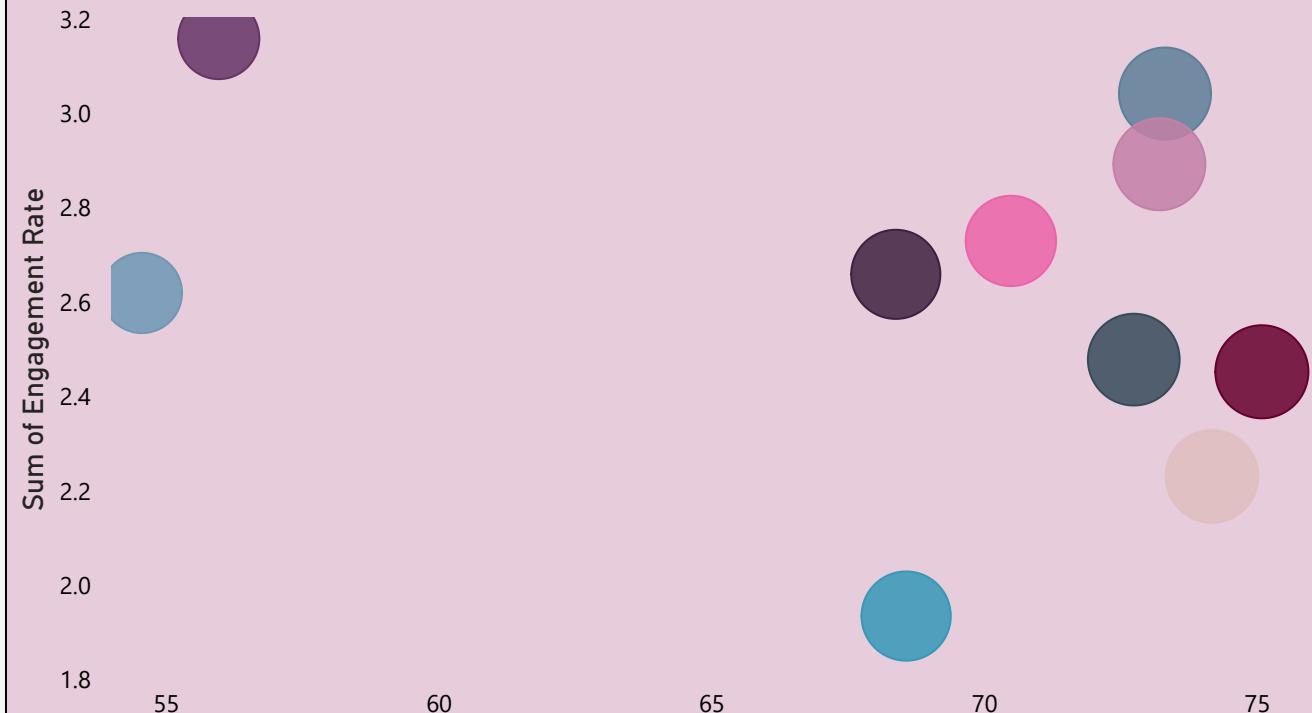
2019 | 2020 | 2021 | 2022 | 2023 | 2024

Avg Engagement Rate
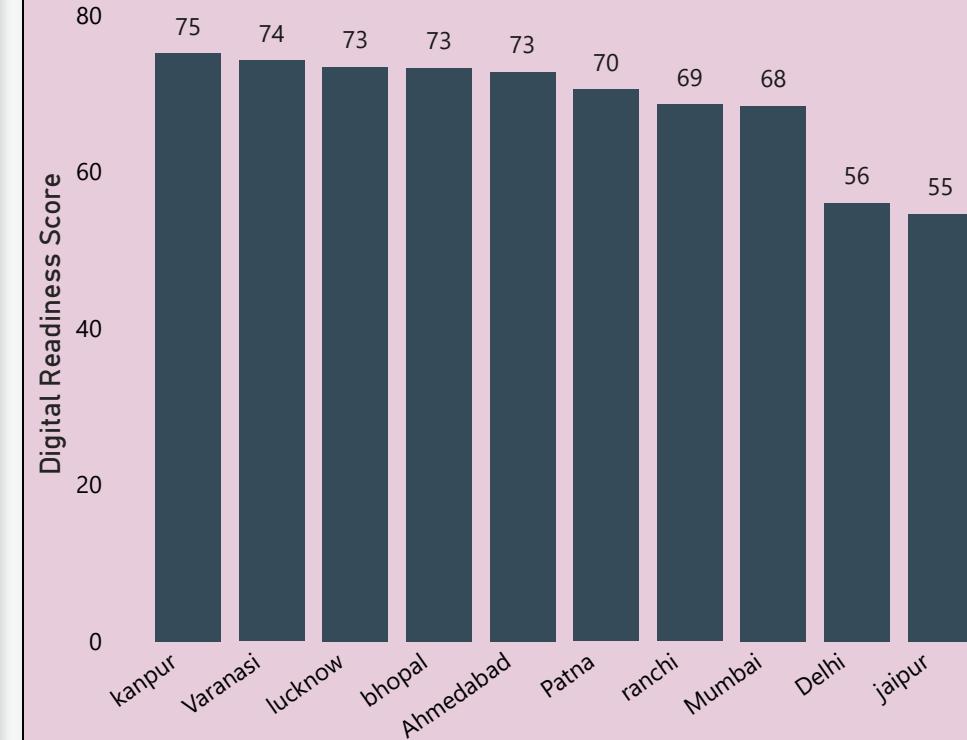
0.55

Readiness vs. Performance

city ● Ahmedabad ● bhopal ● Delhi ● jaipur ● kanpur ● lucknow ● Mumbai ● Patna ● ranchi ● Varanasi

Sum of Engagement Rate (y-axis): 1.8 – 3.2
X-axis: 55, 60, 65, 70, 75

Top Cities by Digital Readiness

Digital Readiness Score

City	Score
kanpur	75
Varanasi	74
lucknow	73
bhopal	73
Ahmedabad	73
Patna	70
ranchi	69
Mumbai	68
Delhi	56
jaipur	55

Ad Revenue vs. Circulation ROI
Which cities had the highest ad revenue per net circulated copy? Is this ratio improving or worsening over time?

Total Ad Revenue	Total Net Circulation	Ad Revenue per Copy (ROI)
₹2.21bn	188.66M	₹8.48

city	Total Net Circulation	Total Revenuee
Patna	14256172	₹23,63,56,741.00
bhopal	15568701	₹23,50,46,723.00
Mumbai	23341947	₹22,79,35,155.00
jaipur	26108854	₹22,72,70,019.00
lucknow	11107346	₹22,33,73,196.00
Ahmedabad	16952515	₹22,18,58,064.00
Delhi	20579558	₹21,68,10,386.00
ranchi	13049358	₹21,58,81,388.00
Varanasi	27566386	₹20,36,11,360.00
kanpur	20131430	₹20,25,32,239.00
Total	**188662267**	**₹2,21,06,75,271.00**

2019	2020	2021	2022	2023	2024

Digital Relaunch City Prioritization

Based on digital readiness, pilot engagement, and print decline, which 3 cities should be prioritized for Phase 1 of the digital relaunch?

Avg Digital Readiness

68.66

Avg Engagement Rate

0.55

city	Average Readiness	Average Engagement Rate	City Priority Rank
kanpur	75.10	0.41	1
Varanasi	74.18	0.58	2
lucknow	73.32	0.67	3
bhopal	73.22	0.60	4
Ahmedabad	72.75	0.61	5
Patna	70.50	0.51	6
ranchi	68.58	0.35	7
Mumbai	68.39	0.57	8
Delhi	55.98	0.64	9
jaipur	54.57	0.53	10
			11
Total	**68.66**	**0.55**	**7**

| 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |