

The Chronicles of “THE DIILLI DARBAR”

Newspaper name - DIILLI DARBAR TIMES

Company Key Persons:

Mr Mohan Kumar - Founder

Mr Rohan Thakur - Senior Editor

Mr Raghav Chadha - PR Head

Transcript

1. **Mohan Kumar** (owner of DDT) - My family has been in this business for the last 75 years. At the dawn of the midnight, when everyone used to sleep, My great grandfather used to go on his bicycle to get newspapers for everyone. Carrying forward his legacy, I have established Info Times - The newspaper that keeps 10 thousands people updated every day. But stuff happens. Ever since covid happened, people stopped reading papers due to concerns of infection.

Now things are getting back to normal, I am thinking of expanding my business and have my own news website and reach a global audience. Now, I would like to call Mr Rohan Thakur - Chief Marketing Officer to explain more about it.

2. **Rohan Thakur.** I have spent a large part of my career understanding the audience and how to reach out to them. There are few things that we need on the website.

Kindly pay attention to them.

- We want a website for showing news articles which we publish in our daily newspaper too.
- I want my brand “DIILLI Darbar Times”, on the top of the website so that people remember its name.
- We publish news in various categories, such as sports/ bollywood/ daily affairs/ international/ finance news. So on the website I need a menu for the users to access category specific news.
- We publish our newspaper in 2 languages - English and Hindi. We want users on our website to get an option to select their preferred language.

- Cover Story - Just like a newspaper has a front page story, I want something similar for my website which will have my cover/breaking story. It must appear on top and stand out from the rest of the articles.
- Apart from that, if you can include a section where people can rate my newspaper, that will be helpful to better understand the audience's sentiments.

Mohan - Thank you Mr Rohan for explaining the requirements. We are where we are because of our viewers. In our newspaper we have a special achievements section where we share the achievements submitted by our viewers. For the same, I need a special section on our website.

Brand Kit

FILL		
TRANSPARENT		