CTC FY: 2016-17

Integrated
Annual
Operating
Plan...



Business Overview...



Regular & Multi Edition

Revenue	Parameters	Volume (sqcm)	Value (in Lakhs)	Yield
Last Year : 2015-16	Local to Local	554429	267.16	48.22
	Local to Other	299906	203.28	67.76
	Total	854335	470.44	
Projection: 2016-17	Local to Local	588800	290.52	49.32
	Local to Other	14900	219.86	69.80
	Total	603700	510.38	
Hike in % age	Local to Local	6%	9%	2%
	Local to Other	5%	8%	3%

Hard Sale Strategy....



HARD SALE OVERVIEW

Details	FY – 2015-16	Projection: 2016-17	Hike in %	Growth
No. of Hard Sale (in No's)	5	6	20%	1
Revenue Generation (in Lakhs)	40.82	45	10%	4.18

NEW/SPECIAL INITIATIVES (Special Supplements (Above half page), Features, Booklets

Details	FY – 2015-16	Projection : 2016-17	Hike in %	Growth
No. of Special Initiatives (in No's)	41	47	15%	6
Revenue Generation (in Lakhs)	49.32	56.72	15%	7.4

Revenue Generated From Missing Clients....



Details	FY – 2015-16	Projection: 2016-17	Hike in %	Growth
No. of Clients	32	35	9%	3
Revenue Generation (in Lakhs)	42.81	46.44	8%	3.63

Comm. Event (ROM) AOP-APRIL 2016 TO MARCH 2017



DATE	NAME OF EVENT	VENUE	PROJECTED INCOME	PROJECTED EXPENSES	PROFIT
2nd June to 4th June	Lakshya 2016	Jalgaon	4.00	2.80	1.20
Sept – Oct 2016	Shopping & Auto Expo	Jalgaon / Dhule	16.00	11.20	4.80
Jan 2017	Shopping , Auro Expo & Food Festival	Jalgaon	10.00	7.00	3.00
	Total		30.00	21.00	9.00

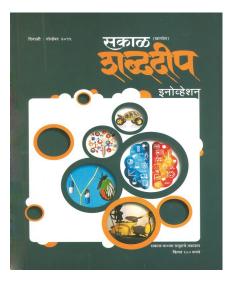
Special Initiatives....











Special Initiatives....

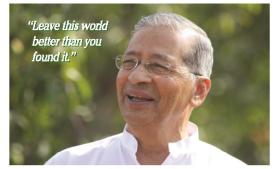












"युक्तिसमीठमांवासी धृतकुरसारगणिकः। सिक्तुस्वासित्वीसिविकास कर्ता सार्विक करवी॥" (मनस् केता ध्या समानः ध्या गोकः) स्वविकार, बवास्थामासून ज्ञारित राष्ट्रन, गुक्तको, वर्षीयमी

कर्तव्ययसम्बन्धः करण्यासम्बन्धः स्वाप्तकः रहणसातः वृत्ता आहेकानः, स्वतं अपन्यं इन से प्तरं – रचवंत्रता, अरकता और उपराहः से वर्ताव्य करनेवालाही कास्त्रिक करमाता है।

The deteched and liberated performer, devoid of take ago, undowned with fortifude and great enthusiasm, unaffected by success and fallum is considered noble.

Burnillel, Delichund, Kentilel,
Asheit-Jyot, Ani-Heiter, Age-Shobhune, Add-Shurene,
Arthuret, Arnoll, Shibacher, Ashrill, Annol., Ahines, Animan, Annole and the antite, Jain Sentile and Searcie.

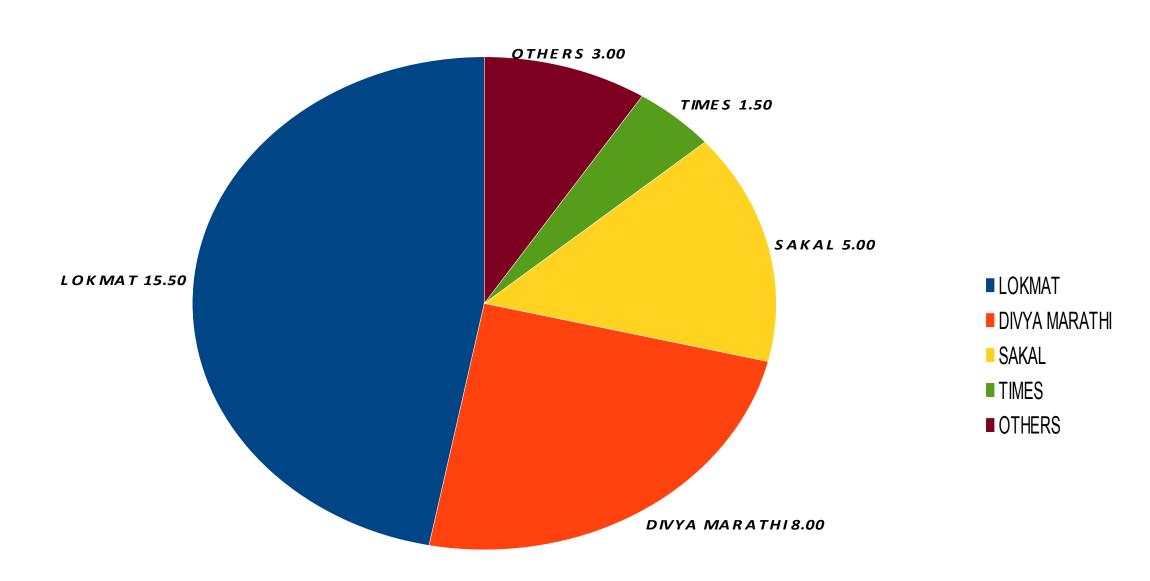






Market Share-Advt Revenue(apprx)





Highlights - (Initiatives) By Team



- CALENDAR -AGROWON ALL EDITION RS 12 LAC
- CALENDAR KHANDESH [LOCAL] RS 3.5 LAC
- VARDHAPAN DIN SUPPLEMENTS-
- JALGAON -GLAZE SUPP FOR 3 DAY'S RS 19 LAC
- CHALISGAON -GLAZE SUPP FOR 2 DAY'S RS 8.59 LAC [YOY GWTH 28%]
- AMALNER BUSINESS OF RS 6.15 [YOY GWTH 30%]
- ERANDOL GLAZE SUPP OF RS 2.89 [YOY GWTH 28%]
- PARTICIPATION IN SAPTAHIK SAKAL DIWALI ISSUE
- ORGANIZED TWO SHOPPING FESTIVALS WITHIN 3 MONTHS GAP
- ALL EDITION AD OF JAIN GROUP GENERATED RS 34 LAC NET AND MORE
- MULTI EDITION ADS IN AGROWON ,FOR INSTANCE JAIN GROUP /NEW ERA ADHESIVE ETC 100% ACHI
- INNOVATION OF MARRIAGE CEREMONY OF DR KETAKI RS 1.5 LAC
- LOCAL DIWALI ISSUE PUBLISHED FIRST TIME -RS 13 LAC
- IDEAL RECOVERY SYSTEM IMPLEMENTED IN ENTIRE KHANDESH REGION

Challenges...



- PRESENCE IN TERMS OF NO OF COPIES
- COMPETITIVE RATE OFFERINGS BY OTHERS
- HUGE BARGAIN
- LOCAL CONNECT
- QUALITY COMPARISION
- PUBLIC APPEARANCE / EVENTS
- REPORTER NETWORK
- BRANDING
- DIVERSIFICATION OF BUDGETS
- OVERALL MARKET SLOW DOWN

Commercial Job (APRIL16-MARCH 17)



Month	Billing
April	809524
May	785714
	857142
Jully	809523
Aug	809523
Sep	857142
Oct	809523
Nov	785714
Dec	761904
Jane	785714
Feb	785714
March	790476
Total	9647613



Thank You