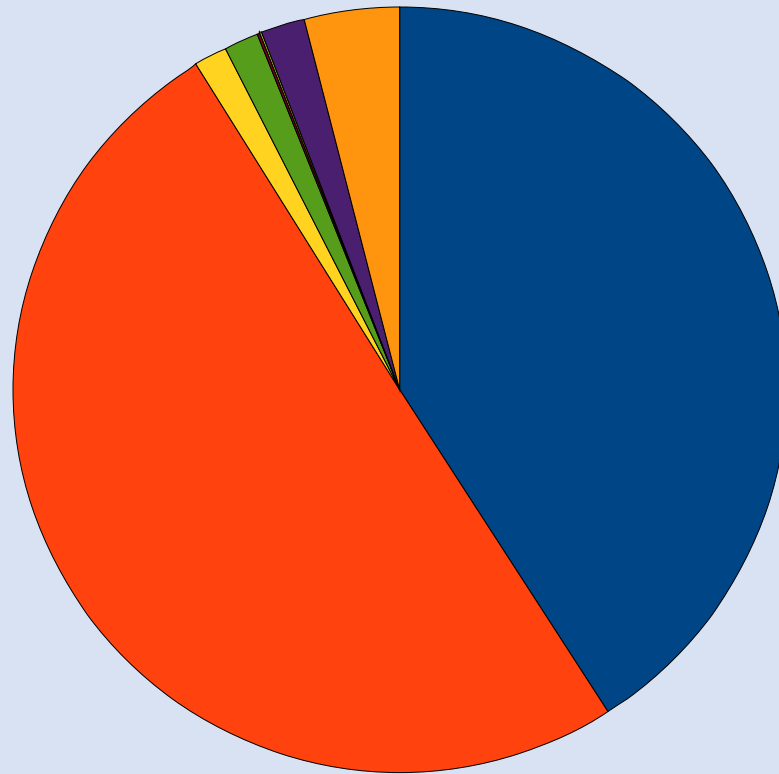


CTC
FY : 2016-17

Integrated Annual Operating Plan....



MARATHWADA REGION TARGET 2016-17



- SAKAL ADVT - 1357.31
- SAKAL CIRCULATION SALE 1662.66
- SAKAL TIMES- 45.1
- AGROWON-48.09
- MAGAZINE -2.33
- GOMANTAK- 0.61
- ONLINE- 0.00
- BOOKS – 2.28
- COM. PRINTING- 60.00
- COM. EVENTS- 132.91

Total : 3311.40
(*Amt in lacs)

Regular & Multi Edition (Marathwada)

Revenue	Parameters	Volume	Value in lacs	Yield
Last Year : 2015-16	Local to Local	1051054	755.90	67.02
	Local to Other	259386	373.53	133.43
	Total	1310440	1129.43	
Projection : 2016-17	Local to Local	1208712	936.54	77.48
	Local to Other	303481	420.77	138.65
	Total	1512193	1357.31	
Hike in % age	Local to Local	07.20 %	23.90 %	15.61 %
	Local to Other	08.00 %	12.65 %	03.91 %

HARD SALE OVERVIEW (Marathwada)

Details	FY – 2015-16	Projection : 2016-17	Hike in %	Growth
No. of Hard Sale	133	170	28.00	37
Revenue Generation	255.54	290.00	13.00	34.46

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

Details	FY – 2015-16	Projection : 2016-17	Hike in %	Growth
No. of Special Initiatives	8	12	50.00	4
Revenue Generation	50.51	85.00	68.00	34.49

Revenue to be generated from missing clients (Marathwada)

Details	FY – 2015-16	Projection : 2016-17	Hike in %	Growth
No. of Clients	235	450	91.00	215
Revenue Generation	55.00	80.00	45.00	25

Regular & Multi Edition (Nanded)

Revenue	Parameters	Volume	Value in Lacs	Yield
Last Year : 2015-16	Local to Local	306262	159.10	51.95
	Local to Other	30909	25.46	82.36
	Total		184.56	
Projection: 2016-17	Local to Local	385514	245.47	63.67
	Local to Other	39169	36.91	94.24
	Total	424683	282.38	
Hike in % age	Local to Local	26.00 %	54.00 %	23.00 %
	Local to Other	27.00 %	45.00 %	14.00 %

HARD SALE OVERVIEW (Nanded)

Details	FY – 2015-16	Projection : 2016-17	Hike in %	Growth
No. of Hard Sale	30	42	40.00	12
Revenue Generation	45.50	65.00	43.00	19.50

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

Details	FY – 2015-16	Projection : 2016-17	Hike in %	Growth
No. of Special Initiatives	4	7	75.00	3
Revenue Generation	15.00	42.00	180.00	27.00

CIRCULATION OVERVIEW(Marathwada)

Circulation	Print Order	Net Paid	Revenue (In Lacs)
Last Year i.e. 2015-16	161861	155272	1273.52
Projection FY : 2016-17	182930	177442	1662.66
Hike in % age	13.02	14.28	30.56

CIRCULATION OVERVIEW(Nanded)

Circulation	Print Order	Net Paid	Revenue (In Lacs)
Last Year i.e. 2015-16	39732	38325	315.40
Projection FY : 2016-17	50000	48439	464.31
Hike in % age	25.89	26.39	47.21

- 1 Door to Door free distribution of Newspaper for 7 days and convince the non reader.
- 2 Conduct ward wise readers and corporater meeting to solve day to day problem with the help of Editorial team.
- 3 Conduct Taluka wise `Wachak Melale`.
- 4 Tie-up with MSRTC for distribution of 500 copies for Shivneri Bus Service.
- 5 Conduct survey of Doctors/ parlor /saloons as well as Advocates within Aurangabad and Nanded city for free sampling.
- 6 More focus on Nanded Edition to increase Circulation.
- 7 Target to increase no. of counter sale in the City.

- 1 Education Maha Yatra
- 2 Auto Expo
- 3 Property / Buildcon
- 4 Food and Shopping Festival
- 5 Marathwada Region Industry Excellence Award
- 6 Mini School Olympiad
- 7 Quarterly Motivational seminar like Urja
- 8 Agri Expo

- 1 New Glazed supplement / Booklets in every month.
- 2 Special initiatives for minimum 1000 GramPanchayat under the title of `*Grampanchayticha Lekhajokha*`.
- 3 Pilot project at Aurangabad and to be replicated in Nanded considering the New Edition / Printing plant.
- 4 More focus on Nanded Market.
- 5 Increase the no. of Destination supplements (special initiative) which is being done by Aurangabad unit since last four year.
- 6 Increase the Volume and Value of Yearly contracts.
- 7 Increase the Volume and Value of `*Career Mantra*` supplement.

Thank You