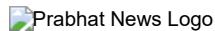


About Us

Established in 1984, Neutral Publishing House Ltd. is India's leading media and communications group, primarily active in the states of Jharkhand, Bihar and West Bengal. Apart from its flagship brand is Prabhat Khabar, the company also offers Media Education Services, Radio, Event & Outdoor, Internet, Value Added Services through Mobile and publishes weekly rural newspaper.



is more than a just a newspaper. It is people's voice and soul too. A pure form of journalism which never compromises in reporting quality and in the traditional values and ethics of journalism. Today Prabhat Khabar is counted among the very best and ranked 7th (IRS Q4 2012) among all Hindi dailies in India. It has shown the highest readership growth among top 10 Hindi dailies of India. A sheer acknowledgement of the editorial initiatives that often sets the agenda for the Governance and keeps track of the issues that are central to reader's life. Prabhat Khabar is printed and circulated from Ranchi, Jamshedpur, Dhanbad, Deoghar, Patna, Muzaffarpur, Bhagalpur, Gaya, Kolkata & Siliguri.



The publication house has launched popular radio stations called Radio Dhoom in Jharkhand. With its highly palatable and entertaining programme content it has delighted the city as well as rural listeners and even uses the local 'Chotanagpuri' dialect to the delight of its huge fan following.



To create the right buzz, a BTL division has been initiated. It carries out Outdoor activities; Road Shows etc. where the advertisers may not only showcase their products but also can take their promotion to the consumers door step.



a weekly newspaper targeted at the rural population. It contains Panchayat-oriented news, information and issues such as empowerment of Panchayat people, monitoring and analysis of their development work, information on government schemes, incorporation of better Panchayat members, etc

MILESTONES

Year	Milestones
1984	The first edition of Prabhat Khabar was launched by Mr. Gayan Ranjan in Ranchi, the land of Birsa Munda.
1989	Take over of Prabhat Khabar by Usha Martin Group – A leading wire rope making Company
1993	Prabhat Khabar launched its Deepawali magazine.
1995	Prabhat Khabar began its ambitious expansion plan with the launch in the steel city of Jharkhand, Jamshedpur.
1996	Prabhat Khabar launched in the land of Gautam Buddha, Patna, Bihar
1999	Prabhat Khabar launched in the land of black diamond, Dhanbad, Jharkhand
	Prabhat Khabar launched its Kolkata edition, West Bengal
2000	Prabhat Khabar added an Internet provider service to its portfolio Also introduced Colour printing in this region Bring out 76 pages special supplement on the occasion of Jharkhand foundation day
2001	Launched Media Institute named Prabhat Khabar Institute of Media Studies to develop quality journalists.
2004	Prabhat Khabar launched its Deoghar edition, making it the only newspaper with 4 editions in Jharkhand
	Launched Siliguri Edition, mini metro of West Bengal
2006	Prabhat Khabar added E-Paper service for all its 6 editions Published two magazines Jharkhand Development Report with the support of Indicus Analytics, New Delhi and Ranchi Yellow pages " Main Hoon Ranchi"
	Prabhat Khabar added Mobile Services provider to its portfolio.
2007	Bring out a 100 pages special supplement on the occasion of Jharkhand foundation day. Published Jamshedpur yellow pages " Main Hoon Jamshedpur".
2008	Prabhat Khabar entered electronics media with the launch of FM Radio channel 104.8 Radio Dhoom in Ranchi & Jamshedpur.
2009	Launched a Magazine for students of this region, " Higher Education Guide"
	Launched its overall 8th and 2nd edition in Bihar at Muzaffarpur
2010	Launched Bihar Development Report with Indicus Analytics , New Delhi Reduced cover price first time in Jharkhand Printed all page colour in Ranchi & Jamshedpur editions Organize Annual Marketing Seminar outside of India
	Launched its 9th and 3rd edition in Bihar at Bhagalpur
2011	Reduced cover price first time in Bihar also Printed all page colour in day first in Bhagalpur launching
2011	Launched its 10th and 4th edition in Bihar at Gaya
2012	Launched Weekly magazine named Panchayatnama a weekly newspaper targeted at the rural population - Jharkhand Feb 2012 and Bihar July 2012.

Group Publications – Newspaper & Magazines

Prabhat Khabar :- Launched in 1984 from Ranchi and became the leading Hindi daily in the Eastern part of India , today it has spread extensively with 10 edition in 3 states, reaching 80 plus cities

Deepawali Magazine :- Launched in 1993, an annual issue which contains contributions from eminent writers.

Higher Education Guide :- Launched in 2009, an annual issue which, contains career based information for students who just passed out 10th and 12th .

Main Hoon Ranchi :- Launched in 2006, an annual issue which is a complete city guide of the Capital of Jharkhand.

Main Hoon Jamshedpur :- Launched in 2007, an annual issue which is a complete city guide of the Steel city of Jharkhand.

Jharkhand Development Report :- Launched in 2006, an annual survey report conducted by Indicus Analytics on Jharkhand.

Bihar Development Report :-Launched in 2010, an annual survey report conducted by Indicus Analytics on Jharkhand

Panchayatnama :-Launched in 2012, from Jharkhand and Bihar weekly tabloid for rural readers.

Our Vision & Mission

Vision : To become the most influential, respected and trusted news Business House in the country to positively affect Human Life and make the society Better place to Live in

Mission : Creating a World Class Newspaper Through editorial excellence and independence and by offering innovative multimedia solutions to the market for profitable growth and sustenance.