



**T**OI, the broadsheet publication which kicked off as a bi-weekly in 1838 has now grown from a single edition of a few 1000 copies to some 50 editions with a circulation close to a whopping 5 million, which is the largest in the world for any English newspaper by a large margin. Standing tall in the league of world's six most reputed newspapers of all times, this 178 years old newspaper's digital version is also rated among the top 10 online newspapers worldwide. The Economic Times is the world's 2nd largest, in terms of circulation, after The Wall Street Journal & sells around 3.9 lakh copies a day in India.

**MEDIA AS AN INTERNET BUSINESS**

While its main print publications occupy pole positions in their respective markets including the celebrated Filmfare and Femina magazines, BCCL stepped into the digital arena in 1999 with its web portals operation and mobile value added services, covering not only news and entertainment but also commercial portals engaged in classifieds, e-commerce and startup investments including gaana.com, cricbuzz.com, mensxp.com, zigwheels.com, Timesjobs, and Techgig. Magicbricks Now, was also launched with a view to provide trade information on the realty sector. Times Internet claims

over 232 million visitors a month on its websites. Radio Mirchi, Zoom TV, Times Now, Mirror Now, ET Now, Romedy Now, Movies Now, and Movies Now Plus complete the group's electronic media portfolio.

Times Now enjoys a 42 per cent category viewership share in English News, whereas, ET NOW proudly claims a 44 percent market share in its space.

**EFFECTIVE PORTFOLIO MANAGEMENT**

BCCL is widely acclaimed for its outstanding financial management skills and aggressive pricing of its several media offerings, aimed at maximizing its loyal customer base. Besides establishing India's most successful media empire, BCCL's non-media businesses include brand-building investments, sponsorships, education services and insurance joint ventures that have generated a sizeable revenue from 48 subsidiaries, one joint venture (Aegon Life Insurance) and 15 associate companies.

**FOR THE BETTERMENT OF THE SOCIETY**

Times Group has also made its presence felt through the Times Foundation, which is an institution working towards social causes. Its latest initiative 'National Citizens Forum' aims at assisting the government in execution of welfare schemes in the larger interest of the citizens.

# Bennett Coleman and Company

**IN A LEAGUE OF ITS OWN**

*Bennett Coleman & Company Limited, India's largest media conglomerate has surpassed all competition in both print & electronic form, including advanced digital business ventures. BCCL, along with its group of companies, known as the Times Group, is owned by the Sahu Jain family & publishes TOI, ET & other acclaimed prints*

