
Presseinformation / Press Release

Datum / Date	8.1.2013	E-Mail	edith.camen@ferag.com
Nr. / No	FP1298	Anzahl Zeichen / Number of characters	1700
Rückfragen / Enquiries	Edith Camen	Bilder / Photographs	2

Dainik Bhaskar Group, Indore, India

Technology and a strong service organization add up to a winner

India's Dainik Bhaskar Group is installing its first Ferag mailroom line at its printing facility in Indore. It was the excellent performance and high availability of the technology that tipped the scale.

The Dainik Bhaskar (DB) Group publishes and produces daily newspapers that appear in four languages and in 13 Indian states. The flagship is *Dainik Bhaskar*, the Hindi daily newspaper with the highest circulation, while *Divya Bhaskar* is the undisputed number one amongst the regional newspapers in the state of Gujarat. Group printing activities have been brought together within the DB Corporation, which produces the seven newspapers in 65 editions and 199 regional editions. The daily print run totals more than four million copies, with which the media concern reaches some 20 million readers.

To meet the increase in demand, the DB Group has in recent years implemented a long-term investment program. The company has placed a contract with KBA for seven 4/1 presses comprising a total of 25 four-high towers including peripherals. One of the highest output printing centres is in Indore in the state of Madhya Pradesh, where one of the seven KBA presses has been installed.

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To remove products efficiently from the high-performance press, the UTR Universal conveyor takes up the printed newspapers at the folder delivery and transports them – quickly and securely – to the mailroom, where bundling ensues on the high-performance MultiStack compensating stackers. Ferag was able to win the company over thanks to the excellent performance and high availability of all components. Furthermore, the DB Group's confidence in Ferag has been strengthened by the strong local service organization in India.

((Legenden))



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Please send **proof copies** to

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