

## **Breakthrough in India - the success stories of 2017 continue**

**Bartaman orders a CROMOMAN 4-1 from manroland web systems**

**In line with the success stories of manroland web systems in the year 2017, there has been yet another breakthrough. The latest one being in Kolkata, India where manroland sold a three tower CROMOMAN 4-1 press to Bartaman, one of the leading Bengali language newspapers coming out of the eastern part of the country. The press has been sold with a Service Level Agreement and is the second CROMOMAN 4-1 to be installed in eastern India.**

Founded in 1984, Bartaman Patrika is the second-most widely circulated Bengali newspaper in India. It is a Bengali daily published from Kolkata, West Bengal. Apart from the Kolkata edition, the newspaper has three other simultaneous editions, published daily from three major towns of West Bengal - Siliguri, Burdwan and Midnapore.

### **The CROMOMAN 4-1 deal for Bartaman**

Speaking on the success, Sudeep Bhattacharjee, MD, manroland India stated: "This deal is very important for manroland web systems as it signals the entry of the Augsburg based behemoth into the flourishing Indian language newspaper market. This helps assuage the feeling that manroland web systems is an expensive piece of machinery, not suitable for the regional newspaper market in India". He goes on to add: "The Indian language newspaper market is growing at a CAGR of more than 8%. Today 9 out of 10 top dailies in India are players in the regional space". manroland web systems is proud to be associated with Bartaman and wants to be its partner in success for the times to come.

### **The CROMOMAN 4-1 – a press made for India**

The CROMOMAN 4-1 has especially been designed for the requirements of the Indian market. It is a reliable, high speed, modular double width press that can cater to average run length between 250,000 – 400,000 copies per night, power fluctuations tolerance, fit into existing buildings, runs smoothly on Indian newsprint with no web severance. Requires no air conditioning and offers web width variability with ease of use and operation.

### **The CROMOMAN 4-1 for Bartaman**

The CROMOMAN is a 3-tower 4-1 press. The press is capable of versatile printing possibilities such as 24-pages or 16-pages plus 8 pages. The press is also equipped with several automation systems. The PECOM-X control system offers the best possible technology for easy operation and short make-ready and changeover times.

manroland web systems GmbH is the leading manufacturer of web-offset printing systems. The company provides integrated solutions for commercial web offset, newspaper and digital printing as well as flexible packaging printing. A worldwide sales and service network also markets ancillary printing equipment and pressroom products as well as software products and innovative workflow management systems.

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### **On top in India**

manroland web systems already shows a great installed base in India. Altogether there are 28 web offset press systems that have been installed during the last years – 27 high speed newspaper presses and one commercial press. manroland web systems technology can perfectly reach the high requirements of the fast growing Indian market, which is marked by numerous high circulation print products. This can be perfectly realized due to an own manroland web systems market organization in India with different locations in Delhi, Chennai and Bangalore.

### **Caption:**

At the contract signing (from left - Abhijeet Bhattacharjee, MD Bartaman, Amal Roy, Sr.Mgr Maintenance, Amit Roy, Finance Director, Subhojit Kr. Datta, AGM &CS, Subir Paul, GM Sales, manroland India, Sudeep Bhattacharjee, MD, manroland India.

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