Rupee Saved is Rupee Earned & New Revenue Avenues

DB Corp Ltd
Recession : A blessing in disguise

- Recession forced an opportunity to review costs
- Recession also forced to look for new Revenue opportunities
- There were obvious direct cost reduction in heads like Staff Welfare Cost, Training & Development, Business Promotion blah blah blah which yielded less than 1% saving.
- This triggered the need to identify the big ticket opportunities.
Recession : A blessing in disguise

• Data collation for analysis was a horrendous task
• Automating the Back Office became the necessity and the mother of innovation.
• Thus we embarked upon a journey of walking our own path.
• The entire journey has been so revealing about all the negative things that we were carrying along.
First things First

Cut my own flab
From 91 KG to 73 Kg
From 40 cm waste to 34 cm waist

Before Recession

After Recession
Data Analysis : Analyzer
Data Analysis

• **Analyzer-A Complete Business Automation Tool**: Bhaskar is the first in India Media Industry to have developed tool like “Analyzer” which gives us stronger capability to Plan, Monitor and Analyze revenue and cost.
  
• Covers every possible facet of revenue and cost planning for print media business

• Configuration of all (40+) editions of the Bhaskar Group

• User friendly platform requires no technical skills.

• A complete in-house development
Data Analysis : Analyzer

- A single click on data like Unit, Sales Group, Cost Group, Category, Bucket, Client, Month, Year, Order No, Bill No. or any Graph gives a complete picture of the business – Real Time
- No need to generate the reports.
- Drill down facility for any data set
- User can develop his own report by drag and drop
- Decision with Precision, Easy & Fast, Past Present and Forecast – That’s we have got…
Cost Analysis : SAP

• SAP was primarily and extensively used for Advt and Circulation booking until 2007.

• We decided to extend it to Materials, Production and Finance

• This empowered all our Production Managers who until then were only chasing editorial to release pages on time and ensure timely printing

• To Plan costs, Monitor them, Analyze and take decisions to optimize.
Cost Analysis : Opex
Cost Analysis: Production Opex

Opex Breakup:
- Maintenance: 3%
- Ink: 14%
- Plates: 2%
- Film / Toner: 6%
- Fount: 3%
- Fuel: 3%
- Other: 5%
- Electricity: 4%
- Chemicals: 14%
- Blanket/Rollers: 46%
Cost Analysis : SAP

• The data on cost gave us a quick picture where to start

• We selected the Big Ticket items and just applied various formulae to figure out the extent of potential it had for saving even before beginning the Process of Saving
Cost Analysis : SAP

Newsprint
Manpower
Ink
Plates
Chemicals
Energy
Communication
Process Re-Engineering
Cost Analysis

- When the figures were being looked at branch level, they appeared very small.
- Our Opex of Rs 796.30 Cr was a startling revelation *Ki Hum Bohot Bade hein Yaar...*
- The big picture led to the creation of a Central Procurement Cell (CPC).
- We hired professionals in the Cell:
  - To take advantage of bulk buying
  - Standardization of Material
  - Introduction of VMI (Vendor Managed Inventory) relieved us from Inventory burden and lowered working capital.
Cost Analysis : CPC

Overall efforts yielded a saving of 11.75 % in the last year
The Action Begins : Newsprint

- We reduced the size of our supplement from 27.5” to 25”. They became very smart and slim
  - Saved 9.09%
- Then we reduced our Main Line editions from 27.5” to 27” but maintained the same print area and nobody noticed
  - but saved us further 1.81 % of newsprint
- We reduced the expiring Reel End Dia from 125 mm to 110 mm on KBA presses
  - Saving yet another 0.25 %
### Newsprint

- The % age figure does not attract attention but the value in money does make a lot of difference

<table>
<thead>
<tr>
<th>S.No</th>
<th>Activity</th>
<th>Gain in % age</th>
<th>Value Rs Cr</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Reduction from 27.5” to 25” (Pullouts)</td>
<td>9.09 %</td>
<td>39.45</td>
</tr>
<tr>
<td>2.</td>
<td>Reduction from 27.5” to 27” (Main Edition)</td>
<td>1.81 %</td>
<td>7.85</td>
</tr>
<tr>
<td>3.</td>
<td>Reduction of Reel ends from 125 to 110 mm</td>
<td>0.24 %</td>
<td>0.25</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td><strong>11.14 %</strong></td>
<td><strong>47.55</strong></td>
</tr>
</tbody>
</table>
Manpower

- The optimization in manpower was not primarily due to recession, but it was mainly due to change in technology.
- While some old school guys had to opt out, we hired professionals/technocrats on higher CTC.
- While recession, we still maintained our pace.
- We added more colour in 17 locations (So more manpower).
- Commissioned the KBA’s at 3 locations (Added Specialised Manpower).
Ink

• We consume about 46% Ink of the Opex Cost (Ex NP) and this was one Big Ticket item to look into.
• We installed ink pumping stations in the ongoing projects for improved mileage and reduce waste.
• Developed Print Optimizer software in Open Source to reduce colour ink consumption
• Negotiated very aggressively for better rates on bulk buying.
• **SAVED 16.97 %**
Plates

- Remember me: When my waste reduced from 41cm to 34 cm I had to buy new Jeans to fit in.
- So, when we reduced our web width we reduced the sizes of rollers, blankets and plates

<table>
<thead>
<tr>
<th>S. No</th>
<th>Activity</th>
<th>Gain in % age</th>
<th>Value Rs Cr</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Reduction in Plate Size</td>
<td>1.85 %</td>
<td>1.16</td>
</tr>
<tr>
<td>2.</td>
<td>Reduction in no of Alterations</td>
<td>1.20 %</td>
<td>0.75</td>
</tr>
<tr>
<td>3.</td>
<td>Power of Bulk Negotiation</td>
<td>4.35 %</td>
<td>2.74</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>7.40%</td>
<td>4.65</td>
</tr>
</tbody>
</table>
Energy : Electricity

- Switched unwanted lights
- Put large poster to educate staff
- Sent mailers frequently to conserve electricity
- Talked about Global Warming

- Do you think this would have worked ????
Energy : Electricity

• Every one knows how Vanilla ice cream tastes
• But if we add fruits and nuts to the same vanilla the taste changes dramatically.
• As humans we only want light to help us see objects comfortably, without straining our eyes and in the right perspective
• There has been a big evolution in the lighting technology.
• FROM GSL (Bulbs) to LEDs (Light Emitting Diodes)
Energy : Electricity

- We did a lab scale experiment in DNA Mumbai
- We replaced TL with LED in a room of 100 sqft.
- The data is for avg 9 hrs/day for a month
- And got these results

<table>
<thead>
<tr>
<th>Lamp</th>
<th>No.s</th>
<th>Watt</th>
<th>KwH</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tube Light</td>
<td>4</td>
<td>40</td>
<td>38.40</td>
<td>193.92</td>
</tr>
<tr>
<td>Led Cluster</td>
<td>4</td>
<td>10</td>
<td>9.60</td>
<td>40.48</td>
</tr>
<tr>
<td><strong>Net Saving</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>153.74</strong></td>
</tr>
</tbody>
</table>

With Capex of Rs. 34.03 Lacs for DNA Plant the payback period is 27 months. But if it is scaled to group level, the cost will come down considerably
Energy : Electricity

- We have been doing a lot more to save energy in DNA on experimental basis
  - Using single motor during maintenance
  - Dark Room Printing during the day
  - Switching motors sequentially in multiple motors scenario and using them as per load requirement.
Energy : Electricity

• The results are as under for DNA Plant Mumbai
• Though the running hours and rate increased we achieved a considerable saving of 18.15 lacs just by changing the mindset.

<table>
<thead>
<tr>
<th>Year</th>
<th>Unit Rate Rs</th>
<th>Run Time Hr</th>
<th>Units</th>
<th>Amount Rs Cr</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>3.40</td>
<td>4894</td>
<td>4867620</td>
<td>2.44</td>
</tr>
<tr>
<td>2008</td>
<td>4.30</td>
<td>4942</td>
<td>4325043</td>
<td>2.24</td>
</tr>
<tr>
<td>2009</td>
<td>5.05</td>
<td>5460</td>
<td>3965511</td>
<td>2.34</td>
</tr>
<tr>
<td>Saving</td>
<td></td>
<td></td>
<td>359532</td>
<td>0.018</td>
</tr>
</tbody>
</table>
Energy : Fuel

• Use of Nanojosh additive in Diesel for generators yields
  – Atleast 15 % reduction in fuel consumption
  – Upto 50 % emission reduction
  – Cleanses the engine
  – Reduces engine temperature by 20%
  – Increase lube oil life
  – Improves engine's Performance
Energy : Fuel

• The potential saving is phenomenal considering the size of the group

<table>
<thead>
<tr>
<th>Period</th>
<th>KwH Gen</th>
<th>Hrs</th>
<th>Fuel used</th>
<th>Kw/Lts</th>
<th>Kw/Hr</th>
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</thead>
<tbody>
<tr>
<td>Jul – Sep 09</td>
<td>27645</td>
<td>67</td>
<td>8460</td>
<td>3.26</td>
<td>4.12</td>
</tr>
<tr>
<td>Oct – Dec 09</td>
<td>36455</td>
<td>74</td>
<td>10670</td>
<td>3.42</td>
<td>4.92</td>
</tr>
</tbody>
</table>

We used Nanojosh additive in only one Generator since Oct 09

Saving of 2.25 lac at one center alone
But the emission data is far more interesting
## Energy : Fuel

### FLUE GAS ANALYSIS REPORT

Data is with the additive and without the additive

<table>
<thead>
<tr>
<th>LOAD</th>
<th>CO (PPM)</th>
<th>CO2 %</th>
<th>NO (PPM)</th>
<th>NO2 (PPM)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>With</td>
<td>without</td>
<td>With</td>
<td>without</td>
</tr>
<tr>
<td>25%</td>
<td>235</td>
<td>647</td>
<td>1.77</td>
<td>3.67</td>
</tr>
<tr>
<td>50%</td>
<td>370</td>
<td>1266</td>
<td>2.19</td>
<td>5.97</td>
</tr>
<tr>
<td>75%</td>
<td>405</td>
<td>4222</td>
<td>2.77</td>
<td>9.88</td>
</tr>
<tr>
<td>85%</td>
<td>1756</td>
<td>&gt;5000</td>
<td>2.62</td>
<td>12.69</td>
</tr>
</tbody>
</table>

TESTING CARRIED AT TOLANI MARITIME INSTITUTE (affil to BITS, PILANI ISO 9002, CRISIL AS GRADE 1 OUTSTANDING)

Project Executed by Dr S Kanungo, under overall supervision of Dr B. Saxsena, Dean
Energy : Carbon Credit

• Experts Comment
• “Carbon offsets could be a $60 billion market in 2012, on a par with U.S. corn and wheat markets”
  – Jeffrey O’Hara, senior economist, Chicago Climate Exchange (CCX).
• “Carbon will be the world’s biggest commodity market, and it could become the world’s biggest market overall.”
  – Louis Redshaw head of the environmental market at Barclays Capital
Energy: Carbon Credit

- Certified Emission Reductions” (CERs), also called carbon credits. The number of CERs granted reflects the emission reduction; an emission reduction equal to one metric ton of CO2 gives one CER. The CERs are tradable, and they can be used to supplement national GHG emission reductions.

Registration Process
- Project Design Document (PDD) that describes the project, calculate CERs, and defines a plan for monitoring the project.
Energy : Carbon Credit

• Obstacle
  – Cost of CDM registration is a main barrier for the project.
  – For a group alone the cost itself is major factor which will be very long to break even. But if we can make common consortium through which we all can share the cost and this will be smart idea of making revenue with social service and SAVING OUR PLANET

• For more details see
  – http://www.ghgprotocol.org
Energy : Carbon Credit

• In Short and layman terms
• If we reduce our energy consumption
• - 1101 KW = 1CER = 16 Euro
  — Remember I showed you that in DNA’s one plant alone we could save 359 KW with just a change in method and not yet migrating to energy efficient devices
• So friends, take out your calculators and calculate the amount we can save or rather EARN
• Believe me your calculator will show you something like this 1.94E+XX
Energy : Carbon Credit

• But to achieve this we have to covert this into a mass movement
• Lets Do It...
• As we say Zidd Karo Duniya Badlo
Communication

• One opportunity was streamlining communication.
• Though the cost impact was far less compared to other heads.
• Technology enabled seamless collaboration within the organization.
• Introduction of Voice over IP, FCT, Mobile CUG, Mail Chat, SIP VC etc led to some tangible benefits include, reduced phone bills, travel bills, copying bills.
Communication

• VoIP

• Conventionally we were using PSTN telephony a couple of years back and only major centers were connected by Voice over IP.

• All Publishing and Business Centers across the country are now connected by VoIP and use Centrix system reducing huge STD costs.
Communication

• FCT (Fixed Cellular Terminal)

• FCT’s were installed in all major centers where the device detects the outgoing calls from extensions to mobile or landline

• It uses the sim of the relevant operator and channels the outbound call to a mobile or LL.

• The device takes the advantage of the differential tariff structure as mobile - mobile is free or less and mobile – landline is expensive.
Communication

• CUG (Closed User Group)
• Major telecoms offer CUG free within circle and very nominal cost for STD
• We have a corporate CUG deal which reduced our Mobile bills to an extent of 25 %
• Telecoms offer very aggressive tariff models if you opt for unified solution for WAN & Telephony
• The SLAs and Rates should be reviewed from time to time to get the best deal.
Communication

• We introduced an OpenSource Mailing solution called Zimbra which is a complete collaboration suit.
  • It has a in built chatting feature which is used by staff for collaborating with each other reducing load on telephone lines.
  • We reduced at least 30% PRI lines from all our major centers.
Communication

• SIP (Session Initiation Protocol)
• A wonder OpenSource Tool for collaboration
• You must see this to believe it
• At a miniscule cost of Rs. 3 lac for a server we have saved lacs of Rs on account of travel
• On to Xlite
Process Re-Engineering : OpenSource

• After a conscious deliberation, we migrated to OpenSource

• Our servers now operate on Linux
  – One of the major benefits has been immunity to Virus
  – Savings in the License fee and freedom from proprietary environment.

• Virtualization
  – Virtualization of servers facilitated us in increasing our services without buying new hardware.
Process Re-Engineering : OpenSource

- Some of the major corporates who use OpenSource today will help hold your confidence
  - ICICI Bank
  - HDFC Bank
  - AXIS Bank
  - YES Bank
  - AIRTEL
  - FUTURE GROUP
Process Re-Engineering OpenSource

- Taking cue from Prabir CTO of ICICI we have also started migrating desktops on Linux.
- You get software to cater all your needs
- Open Office – Word, Spreadsheet, Presentations
- Gimp – For image editing
- VLC - All purpose Media Player
- Firefox – Internet Browser
- Zimbra – Mailing Solution
- You name it and you have it.
Process Re-Engineering : Matrix

- Matrix
- One of our most ambitious projects we undertook was Content Management System to bind the Editorial of the entire Group.
- Matrix caters to all aspects of Content, Workflow and Management of editorial, advertising, archival and content syndication systems.
- Accessible to all authorized users irrespective of their location on devices like Computers, Laptops and Mobiles. Matrix is centrally administered secure decentralized system providing seamless collaboration of resources on a single platform.
Process Re-Engineering : Matrix

- Real time information access across the group
- Unified Platform across the group
- Central Administration
- Improved System Performance and license proof
- Content safe and assimilated
- Works on Pull method instead of Push
- Empowered Editors
## Process Re-Engineering: IEMS

<table>
<thead>
<tr>
<th>Input</th>
<th>Processing</th>
<th>Output</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agency Stories</td>
<td>Approved Photo &amp; Graphics</td>
<td>Pages</td>
</tr>
<tr>
<td>Bureau &amp; Internet Module Stories</td>
<td>Desk Incharge</td>
<td>E-Paper Website</td>
</tr>
<tr>
<td>Photographer, Bureau &amp; Agency photos</td>
<td>Story Assign/Reassign</td>
<td>Syndication</td>
</tr>
<tr>
<td>Sub Editor - 1</td>
<td>Sub Editor - 2</td>
<td>MIS Reports</td>
</tr>
<tr>
<td>Quality Check</td>
<td>Page Pass</td>
<td></td>
</tr>
</tbody>
</table>

### Hardware Utilization

- IEMS Primary
- IEMS Backup
- Photo Extractor
- Page Viewer
- Wire Server
- Archive

### Key Processes
- Submission of Stories & Photos to Desk Incharge
- Processing of Submitted Stories & Photos at different levels
- Copyright Stories & Photos (Quality Checked & Approved stories & photos)
Process Re-Engineering : Matrix

- This architecture relieved 67 servers from the system
- Provided seamless collaboration to the entire editorial
- Eliminated intermediate Processes like, Proof Reading, FTP/Modem department, Page Making, Composing
- Circulation Wise Focus of Editorial.
Process Re-Engineering: Matrix

- Editorial is now accountable
Process Re-Engineering : Matrix

A Snap Tour of

Matrix
Process Re-Engineering : Matrix
Process Re-Engineering : CIC

- CIC : Central Imaging Center
- High speed Network, Advance Compression techniques and inbuilt image processing abilities of php (OpenSource) realized our concept of having a CIC
- Image Processing is handled by experts group located at Hubs eliminating image processing hardware and manpower at center level resulting in drastic qualitative enhancement in pictures even at small centers.
Process Re-Engineering : CIC

Editorial Department

Location 1
Location 2
Location 3
Location 4

Central Image Center

Editorial of sub centers send pictures to CIC

CIC optimizes the pictures and returns to sub centers

Application Server
Process Re-Engineering: CIC

It takes less than 2 mins to apply corrections and another min for the picture to return to its assigned center.
Process Re-Engineering : CIC

Pic Received from Rajkot

Sent by CIC frm Ahmedabad
Process Re-Engineering : PO

- Print Optimizer
- A fantastic algorithm developed in opensource which converts a Profile with max ink limit to Profile with min ink limit.
- With non perceivable changes in the L A B values, GCR functionality is used to reduce color ink usage
- Using this function with a perfect calibrated algorithm of each individual Press we have achieved considerable savings in color ink consumption.
Process Re-Engineering : PO

- Editorial Department Release page in PDF Format
- Matrix
- Print Optimizer
- Certified PDF
- PS/PRN/PDF
- Plates
- CIP 3 Data
- CTP/CTF
- 1 bit tiff
- RIP
<table>
<thead>
<tr>
<th>Page Name</th>
<th>Thumbnail</th>
<th>Colours</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>DN_06_AH_PG1.PDF</td>
<td>DNA: After the storm</td>
<td>Cyan</td>
<td>Magenta</td>
<td>Yellow</td>
<td>Black</td>
<td>14.4</td>
</tr>
<tr>
<td></td>
<td>DNA: A place in Juhu</td>
<td>Cyan</td>
<td>Magenta</td>
<td>Yellow</td>
<td>Black</td>
<td>9.3</td>
</tr>
<tr>
<td></td>
<td>DNA: Adlabs in trouble</td>
<td>Cyan</td>
<td>Magenta</td>
<td>Yellow</td>
<td>Black</td>
<td>35.50%</td>
</tr>
<tr>
<td></td>
<td>DNA: The underbelly of design</td>
<td>Cyan</td>
<td>Magenta</td>
<td>Yellow</td>
<td>Black</td>
<td>17.20%</td>
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<tr>
<td></td>
<td>DNA: Adlabs in trouble</td>
<td>Cyan</td>
<td>Magenta</td>
<td>Yellow</td>
<td>Black</td>
<td>25.10%</td>
</tr>
</tbody>
</table>
Process Re-Engineering : PO

• Some of the prime advantage of the print optimizer are
• Standardizes the basic parameter of ink limit,
• Applies GCR values logically
• Rectifies the gamut
• Smudge less Paper
• SAVES INK
Process Re-Engineering : Press

- Conventionally 4 colour is printed using 4 Y units
- 4 Y units have 12 printing couples whereas we need just 8 couples to print 4 colour
- We did just that...we printed 4 colour using just 3 Y units instead of 4
Process Re-Engineering : Press
Process Re-Engineering: Press

- Some Features
  - Reduces Paper Travel
  - Perfect Registration, Reduces Fan Out
  - No inversion of paper, eliminates turner bar

- Saving
  - We saved 25 Y units in the Group
  - Saving in Space
  - Power
  - Manpower deployment
New Revenue Avenues : Content

• A multilingual syndication website offering reproduction rights to News, Features, Cartoons, Photos and Columns.
• Print as is or Translate to suit your need
• Over 1700 News Updates daily - in English, Hindi and Gujarati
• Over 3 lac India Centric Editorial Pictures
• Customized subscriptions
• Just takes 3 minutes to Buy Content online
New Revenue Avenues : 3DSyndication
New Revenue Avenues : 3DSyndication

• The Net Profit generated by 3D Syndication in the last quarter for DNA alone has been Rs 67 lacs
New Revenue Avenues : Digital

• Publishers are the goldmine of content
• The content generated for Print if repurposed and repackaged meaningfully, has a huge potential for revenue.
• We created a digital arm of Bhaskar, which is now a profit center in itself
New Revenue Avenues : Digital

• IMCL shot into lime light when India Voted TAJ MAHAL into seven wonders in July 2007, using our shortcode 54567.

• The record of sorts 65 lac votes using mobile on a single day on a single key word TAJ

• We have city centric database of all most 3 Cr that is used by marketing as target audience for various brands.
New Revenue Avenues : The Taj
New Revenue Avenues : Digital

Dainik Bhaskar, Divya Bhaskar is available on iPhone, Black Berry and on S60 Mobile Handsets.
New Revenue Avenues : Digital

We are working with amazon to host DNA, Dainik Bhaskar and Divya Bhaskar on kindle. Language is still a issue but will be resolved soon.
New Revenue Avenues : Mobile

Type <hindi> and sms to 54567
To get the application on your phone
New Revenue Avenues : Mobile

• The Mobile Market is not ready yet
• The Operators do not promote the subscription or publishers model aggressively as it should be.
• 3G holds a lot of promise and the only delight factor for 3G users is going to be RICH CONTENT
• We the Publishers are the Content Generators
• Unless we are READY...
New Revenue Avenues: Mobile

- Cell Screen is a substrate just like our newsprint on which we serve information to our customers.
- The idea sirji these telecom are spreading is that we newspaper walas are only ones responsible for the global warming. (They haven't calculated the toxicity of hardware, carcinogenic properties of RF and bio degradability. I think it is more dangerous. Trees can still be planted and re-grown but the e-waste will damage the earth itself)
- Telecoms are taking up the role of a Publisher to provide content on their medium
- It is just like Newsprint Mills wanting to printing Newspaper as well on the paper they produce.
New Revenue Avenues : Mobile

• It is time that Publishers protect the sovereignty of their content wealth and demand respectable Price for it.
• If we have the power of content the reader will demand it no matter what the price.
New Revenue Avenues : Printing

- The easiest way to earn more revenue is using the idle capacity for printing out side job.
- We began to experiment this opportunity in Mumbai, Ahmadabad and Jaipur
- We undertook printing jobs like
  - Weeklies
  - Magazines
  - Fliers
  - Poster, etc...
New Revenue Avenues: Printing

...And tasted money

<table>
<thead>
<tr>
<th>S.No</th>
<th>Center</th>
<th>Net Revenue Apr – Dec09 (Rs Cr)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Mumbai</td>
<td>3.26</td>
</tr>
<tr>
<td>2.</td>
<td>Ahmedabad</td>
<td>1.76</td>
</tr>
<tr>
<td>3.</td>
<td>Jaipur</td>
<td>0.43</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>4.73</strong></td>
</tr>
</tbody>
</table>

Profit for just 6 months with only 3 centers. Imagine the Potential it has
New Revenue Avenues : Printing

• At Bhaskar we have attempted crazy things and given our marketing the edge to offer New Ideas to their customers
• Printing 8 Colors using 2 Towers of Highlines
• Printing Coldset and Metallic Heatset on the same web using 1 CS and 1 HS Tower
• Printing UV coating on SNP giving GNP effect on single page
• Printing with fragrant ink on Valentine Day
New Revenue Avenues: Printing

- Other non-printing services like sachet pasting on the advts printed in supplements
- Scratch paint on a lottery game screen printed on an advt in supplement
- Insertion of die cut props in the main edition
- Manual ‘Paste It’ stickers on the Front Page
- Tambola using Print, Mobile and Radio
- These were some of the other non-conventional revenue options that were added.
New Revenue Avenues

Recession sprang one more surprise for us
The hardcore technical boys
can also

SELL
If you like what I have said
Raise your hands

If NOT
Raise Your Standards
• AAL is Well ...if You

Follow Excellence

Success will follow YOU