

Business Proposal for Sale

UTKAL MAIL NEWSPAPER

Do you know
how much a
front-page
advertisement
in
Times Of India
Costs?

1.25 Crore Rupees

1 single page for 1 single day and 1 single edition.

They have 20 pages in every edition

They have 104 editions

Just to give you a rough idea of the potential of this business



Do The Math

Utkal Mail has 9 Editions in four states and 12 pages in each edition.

Some more interesting facts about the newspaper business



The print media is registering a steady growth with more than 128 Million new readers added in the last 5 years in India. In fact the largest increase has been in the Odia language readership.



You must be wondering that since everything is going digital, printing industry is slowing down. However, reports show that large newspapers generate 75% of their revenue from print ads and only 25% from digital ads.



Newspaper would not go anywhere because people do not just use it for reading, it is used for a lot of other purposes, ask housewives.



People still turn to newspaper for more local feeds like there is going to be a power cut or a particular event. People still click pictures of newspaper articles and circulate it which is considered authentic.

Background Of Utkal Mail Publications

- Started by Pitabasa Mishra in 1988 in the Steel City of Rourkela which was an emerging business hub with immense potential for a small newspaper to flourish. Only Odia edition was started.
- By 1998, it had started its Rourkela Hindi edition, Bhubaneswar Hindi and Odia Edition and moved out of the state to be circulated in West Bengal, MP and Bihar.
- By 2003, Hindi editions had started being published from Jamshedpur, Raipur and Ranchi.
- By 2008, the Delhi edition had begun.
- Presently the group has 6 Hindi editions and 3 Odia editions.
- Family Owned Business - It is a privately held company called 'Utkal Mail Prakashani Pvt. Ltd.' with the founder's family members as Directors.





Business Details

- Type: Private Limited Company
- Owner: Pitabasa Mishra & Rita Mishra
- Publisher: Pitabasa Mishra
- Official Website : www.utkalmail.com
- Head-Office Address – A/8 Commercial Estate,
Civil Township, Rourkela – 769004
- Other Offices – 8 more offices



Circulation Details

Edition	Circulation
Rourkela (Odia)	43325
Rourkela (Hindi)	75000
Bhubaneswar (Odia)	42283
Bhubaneswar (Hindi)	40229
Raipur (Hindi)	41275
Ranchi (Hindi)	41220
Jamshedpur (Hindi)	41275
Delhi (Hindi)	20187

Digital Presence

- Website - www.utkalmail.com
- Utkal Mail Android Application Available at Play store
- Available on Paperboy App
- Social Media





Govt Advertisement Rate Chart

Edition	Rate (per sq. cm.)
Rourkela (Odia)	25.8
Rourkela (Hindi)	28.44
Bhubaneswar (Odia)	25.85
Bhubaneswar (Hindi)	25.85
Raipur (Hindi)	25.85
Ranchi (Hindi)	25.85
Jamshedpur (Hindi)	25.85
Delhi (Hindi)	16.87

Commercial Advertisement Rate Chart

Only Color Display Rates Provided for
Reference Purposes. Full rate chart
available at
<http://www.utkalmail.com/commercialRate.html>

Edition	Commercial Rate (per sq. cm.)
Rourkela (Odia)	350
Rourkela (Hindi)	350
Bhubaneswar (Odia)	350
Bhubaneswar (Hindi)	300
Raipur (Hindi)	350
Ranchi (Hindi)	300
Jamshedpur (Hindi)	350
Delhi (Hindi)	200
Paradeep	150
All Edition	1000



Departments

- Editorial
 - Reporters & Correspondents
 - Page Creators
 - IT Support
 - Sales & Marketing
 - Accounts
 - Billing
 - Machine Operators
 - Support Staff
 - Distributors
-


Current Status of the Business

Self Published:

- Rourkela (Both Editions)
- Bhubaneswar (Both Editions)
- Raipur (Hindi)
- Delhi (Hindi)
- Paradip (Odia)

Franchise:

- Jamshedpur (Hindi)
- Ranchi (Hindi)



Cost of Printing one
edition (12 pages)
one day
(1000 copies):

EXPENSE HEAD	COST
Printing	3000
Distribution	1000
Staff	1000
Total	5000



Means of Revenue Generation

❖ Advertisements:

- Display Advertisements – Colored/ Black & White
- Tender Advertisements
- Classifieds
- Public Notices

❖ Paid Features/Advertorial

❖ Distribution-

- Cash Sales – Fixed hawkers
- Subscription Sales – Online & Offline
- Line Sales

❖ Events & Award Ceremonies (Sponsorship)



Existing Assets


- Registered with RNI
- Approved by DAVP Govt of India
- Approved by I&PR of Odisha, West Bengal, Chhattisgarh & Jharkhand
- Geographical Advantage
- Multiple Language
- More than 25 years of goodwill
- 1500 square feet 3 floor office space in Rourkela
- 12-page printing machine & Supporting machinery
- Human Resource
- Digital Presence – Website/ Android App/ Paperboy



Existing
Obligations

NONE

We will provide the business free of any encumbrances or obligations, Legal or Otherwise.



Advantages of taking an existing newspaper as against starting a new venture

- Approvals – Registered with the RNI. Member of the INS. Registered with DAVP. A new newspaper must get published for 3 years before it gets approved by the DAVP. Approval process has become complicated.
- Geographical Advantage – The newspaper is already established as a multi-state newspaper so reach in remote locations and recognition from advertising agency is much more.
- Hand-holding – Even after selling the newspaper, we will be available for all sort of business guidance as and when required.
- Goodwill – The newspaper carries with it a reputation of 30 years as a resurgence daily and has been a mouthpiece for the downtrodden with its fierce journalism.



Newspaper business does not
just earn you money,
it grants you influence.

Contact us:

9437042623

9971533733

pitabasa.utkalmail@gmail.com

manaswini.mishra@hotmail.com