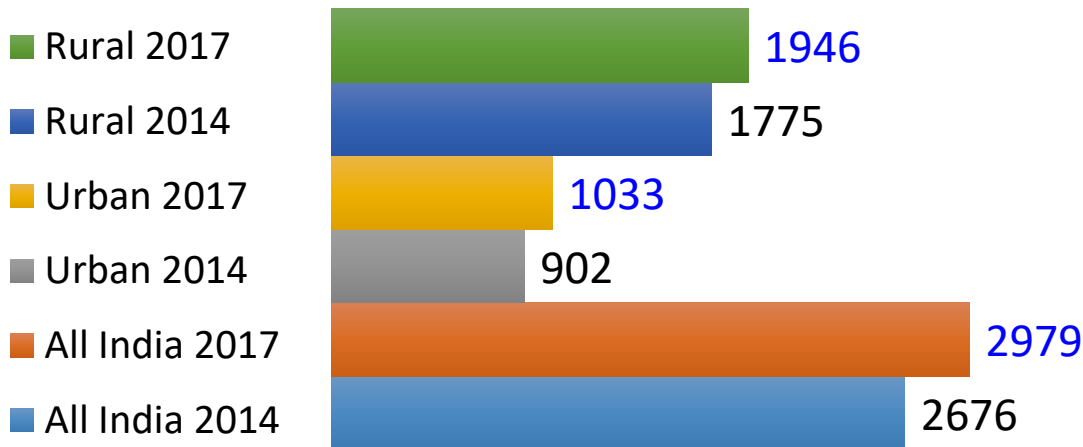


IRS 2017

KEY TRENDS

Households has grown by 11% to 29.8 Crores now

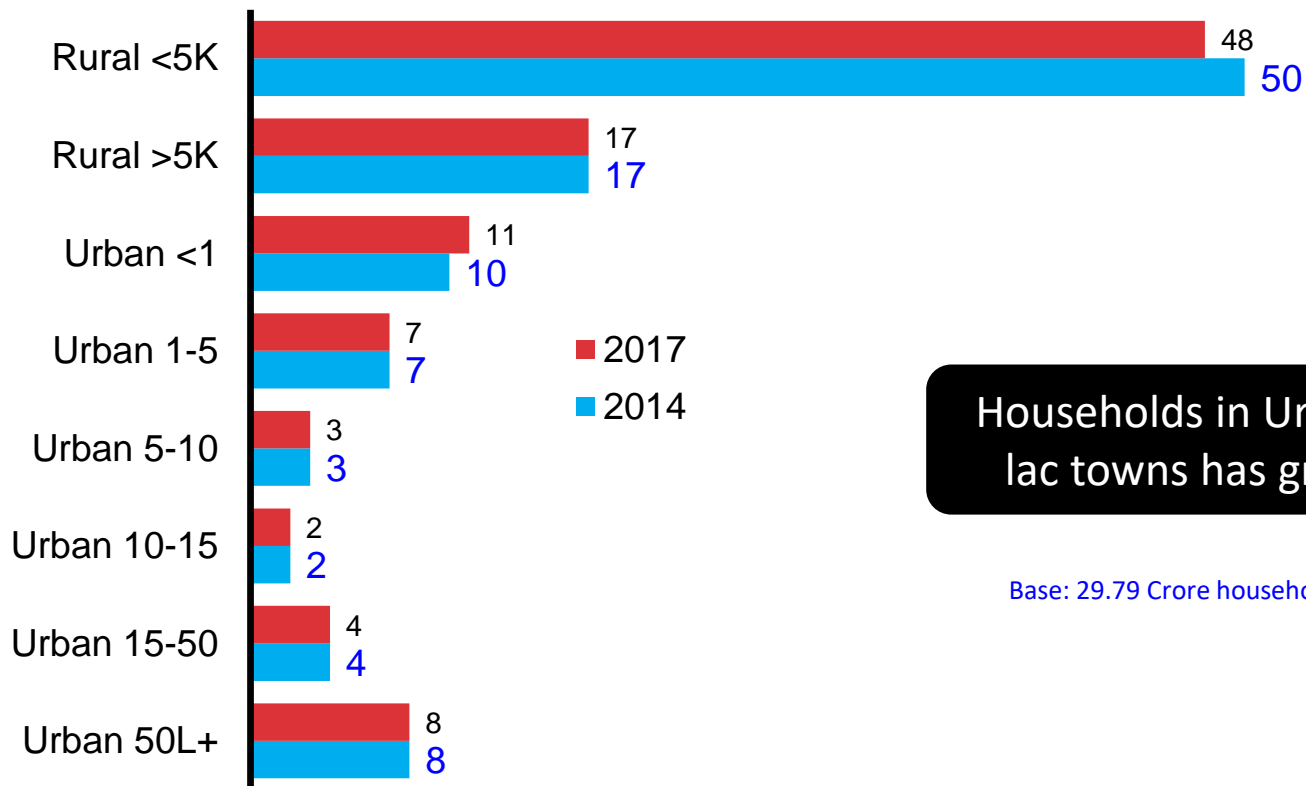
Figs in Lacs



Households have grown by 11%
12+ individuals Universe in 2017 : 104.73 Crores
(up by 9% over 2014).

2/3RD OF HOMES IN RURAL INDIA

Figs in %



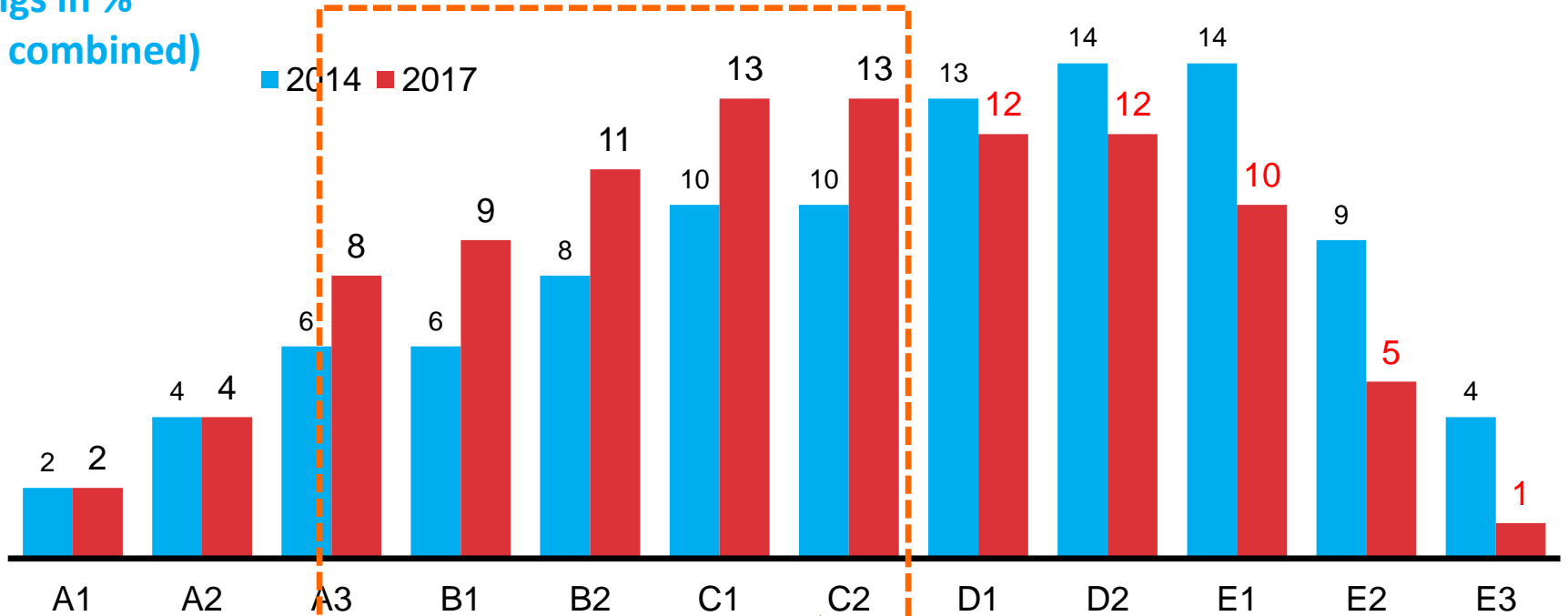
Households in Urban <1 lac towns has grown.

Base: 29.79 Crore households (U+R)

*Does not Include Goa

NCCS D/E IS FAST SHRINKING

Figs in %
(U+R combined)



MEDIUM OF EDUCATION (YOUNGEST CHILD AT HOME)

Figs in %

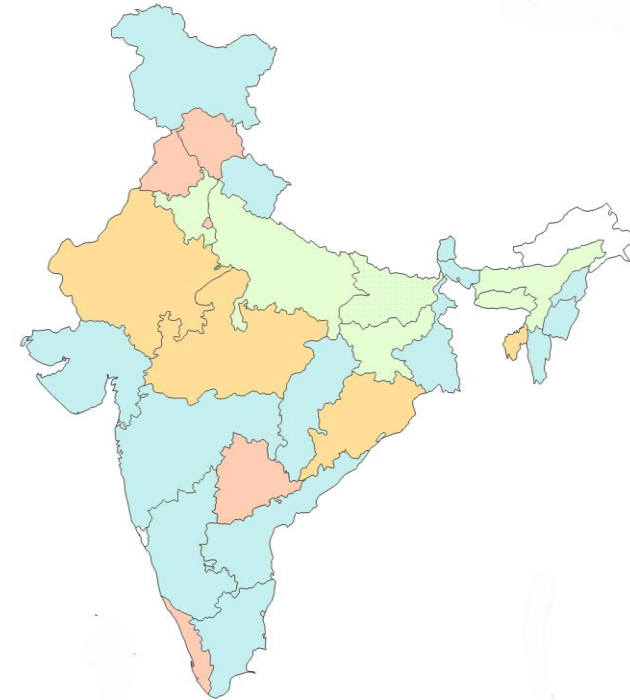
ZONE	STATE	ENGLISH MEDIUM
North	NCT of Delhi	34
North	Haryana	28
North	Punjab	24
North	Uttarakhand	23
North	Jammu & Kashmir	23
North	Himachal Pradesh	22
North	UP	12
North	Rajasthan	8
East	North East	32
East	Jharkhand	15
East	Bihar	9
East	Assam	7

ZONE	STATE	ENGLISH MEDIUM
East	West Bengal	4
East	Odisha	4
West	Maharashtra	15
West	MP	11
West	Chhattisgarh	6
West	Gujarat	5
South	Telangana	29
South	Kerala	24
South	AP	21
South	TN	20
South	Karnataka	19

In most markets, the range is ~20-30%

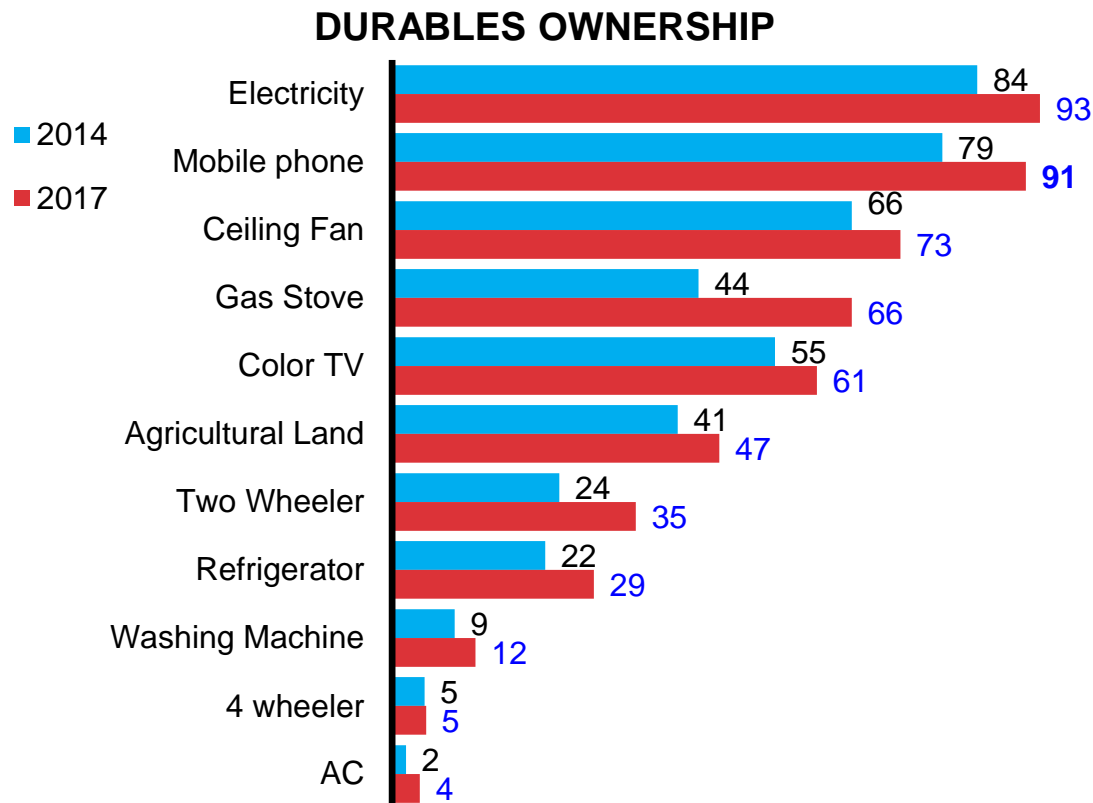
ELECTRIFICATION : MOST STATES >90% (UP BY 9% IN THE LAST 4 YEARS)

100% Electricity	Punjab NCT of Delhi Himachal Pradesh	Telangana Kerala
95%-99%	Tamil Nadu /A.P./Karnataka Uttarakhand Jammu & Kashmir North East (Excl. Meghalaya/Tripura/Assam)	Gujarat Maharashtra West Bengal Chattisgarh Haryana
90%-94%	Madhya Pradesh Tripura	Rajasthan Odisha
< 90%	Meghalaya/ Assam Uttar Pradesh	Bihar/ Jharkhand



HOUSEHOLD OWNERSHIP OF MOBILES CROSSES THE 90% MARK

Figs in %



TV OWNERSHIP : 14% INCREASE (SINCE CENSUS 2011)

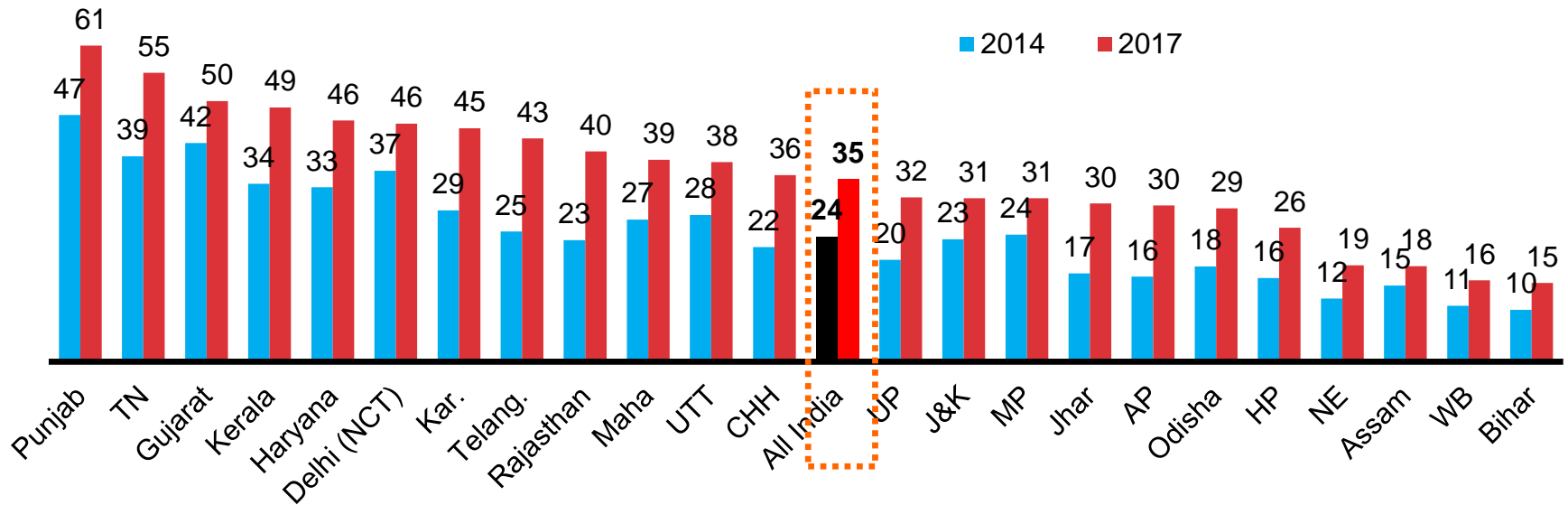
Figs in %

STATE	CENSUS 2011	IRS 2017
All india	47	61
AP	59	80
Assam	28	45
Bihar	15	22
Chhattisgarh	31	58
Gujarat	54	71
Haryana	68	78
HP	74	87
J&K	51	70
Jharkhand	27	40
Karnataka	60	82
Kerala	77	90

STATE	CENSUS 2011	IRS 2017
MP	32	46
Maharashtra	57	72
North east	N/A	65
NCT of delhi	88	88
Odisha	27	52
Punjab	83	88
Rajasthan	38	51
TN	87	93
Telangana	N/A	81
Uttar pradesh	33	42
Uttarakhand	62	80
WB	35	57

EVERY THIRD HOME IN INDIA HAS A TWO WHEELER

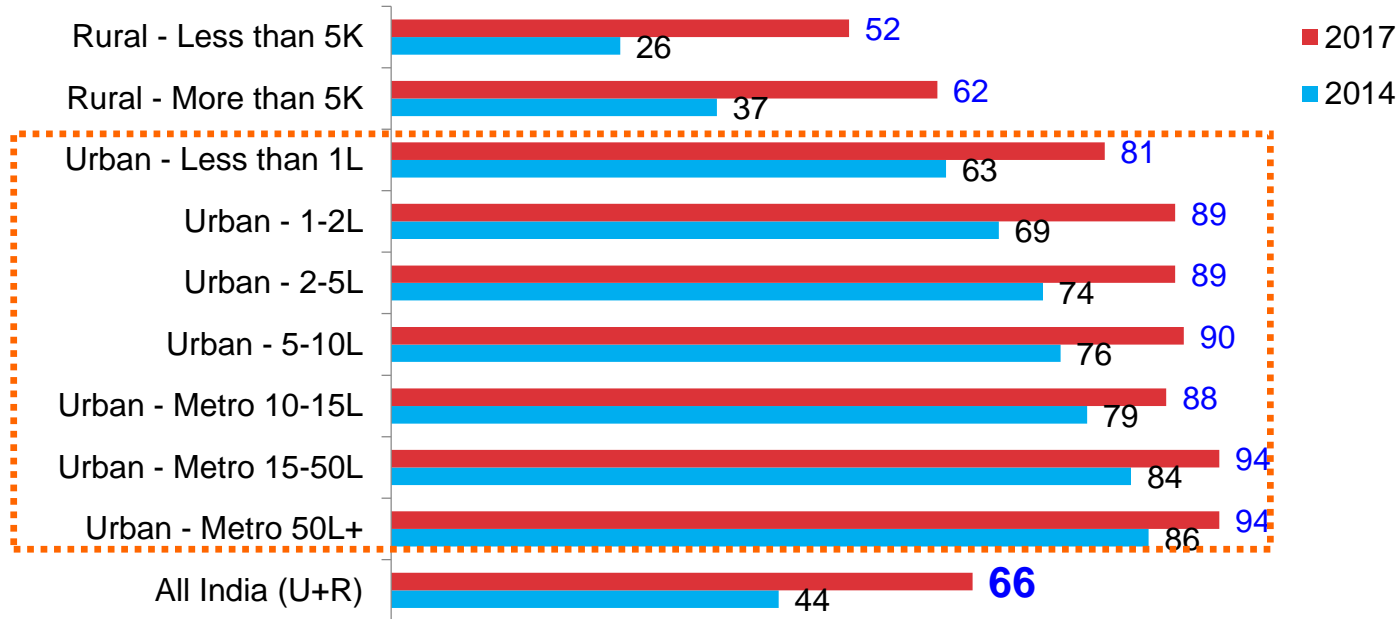
Figs in %



UJJWALA YOJANA!

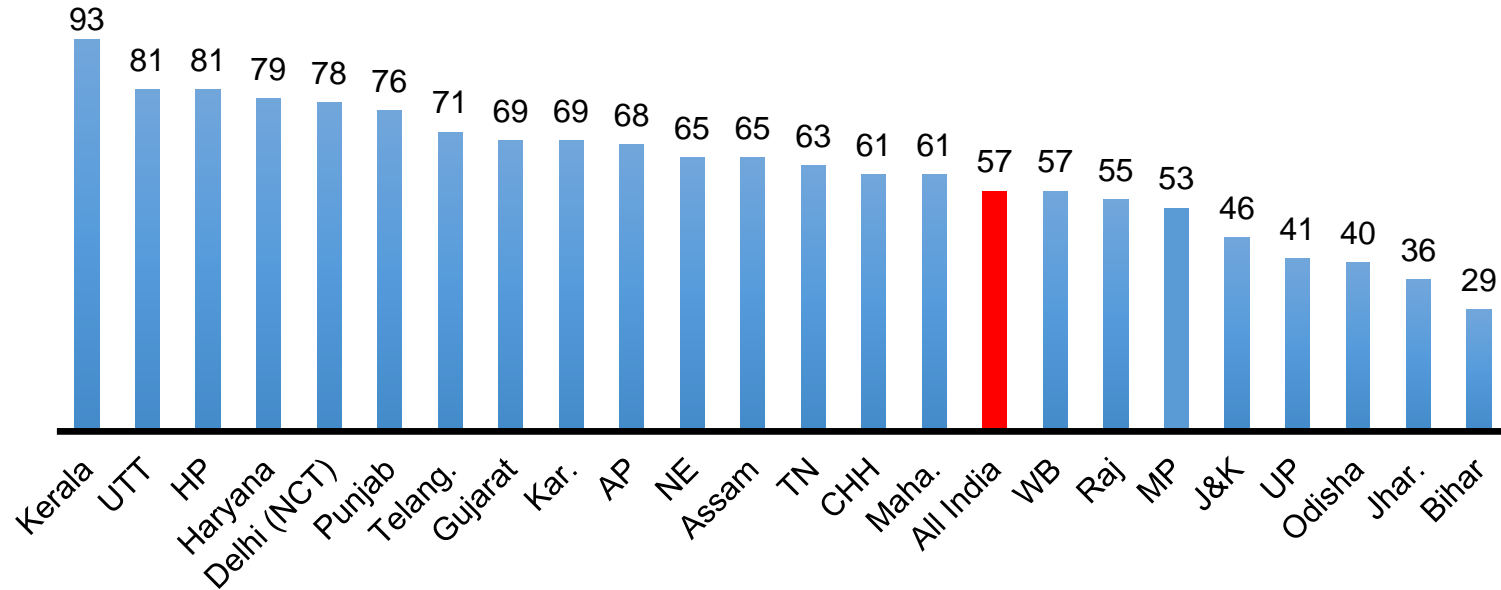
19.8 CR HOMES NOW HAVE A GAS CONNECTION

Figs in %

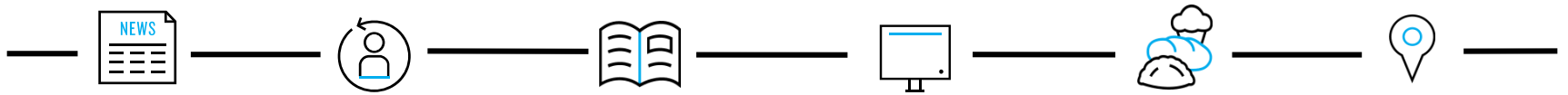


TOILET EK PREM KATHA!

Figs in %



Change in questionnaire – “toilet for the the exclusive use by HH members”



EMERGING MEDIA LANDSCAPE

USERS CAN NOW COMPARE ALL MEDIA, APPLE TO APPLE

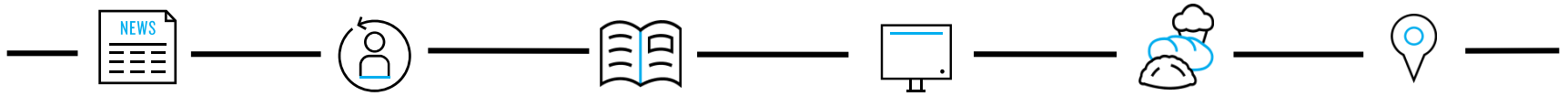
Figs in %

% REACH WITHIN 12+ INDIVIDUALS	TOTALS	URBAN	RURAL
Universe size (000s), 12+ years	104,60,04	36,26,05	68,34,00
TV in last 1 month (L1M)	75 (+10)	88 (+3)	68 (+14)
Newspapers read in L1M	39 (+8)	53 (+6)	31 (+9)
Magazines read in L1M	5 (n.a.)	9 (n.a.)	3 (n.a.)
Listened to Radio in L1M	19 (+9)	28 (+13)	15 (+7)
Accessed Internet in L1M	19 (n.a.)	33 (n.a.)	12 (n.a.)
Watched Cinema in L1M	3 (*)	6 (*)	2 (*)

*n.a. = not available in earlier IRS ; * = insignificant*

#Does not Include Goa.

Figures in brackets indicate growth over IRS 2014



KEY PRINT MEDIA TRENDS

NEW REPORTING VARIABLES

Total Readership
Last 7 days Readership
Last 3 days Readership
Yesterday Readership

Main Issue Readership /
Variant Readership :
Both reported as independent
titles

DAILIES ADD 11 CRORE READERS IN THE LAST 3 YEARS

Read in Last 1 Month	ALL INDIA		URBAN		RURAL	
	2014	2017	2014	2017	2014	2017
Dailies	31%	39%	47%	53%	22%	31%
Readers in Crores	29.5	40.7@	15.2	19.3	14.3	21.4
		+11 Cr		+4 Cr		+7 Cr

@ = includes readers for which mastheads were not fielded (smaller titles)

DAILIES' READERSHIP BASE EXPANDS ACROSS DEMOGRAPHIC GROUPS

Figs in % (12+ Years)

12+ YEARS	NCCS A		NCCS B		NCCS C		NCCS DE	
	2014	2017	2014	2017	2014	2017	2014	2017
Dailies (hard copy) Read in Last 1 Month	72%	73%	51%	54%	33%	37%	15%	21%

12+ YEARS	12 – 15 YRS		16 – 19 YRS		20 – 29 YRS		30 – 39 YRS		40 – 49 YRS		50+ YRS	
	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017	2014	2017
Dailies (hard copy) Read in Last 1 Month	28%	42%	38%	50%	34%	42%	30%	38%	29%	37%	26%	30%

Note: respective NCCS or Age group = 100

WHILE READERSHIP BASE EXPANDS, “YESTERDAY READER” BASE IS ALMOST FLAT

Figs in Crores (12+ Years)

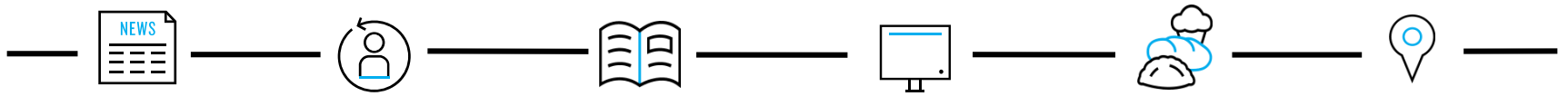
Dailies' Readership	IRS 2014	IRS 2017	% CHANGE VS '14
Last 1 month	27.6	38.5	40%
Upto 7 days	24.3	30.6	26%
Upto 3 days	20.8	24.1	16%
Yesterday	17.2	17.3	0.6%

Base: All languages, All India (U+R), 12+

DAILIES : GROWTH SEEN ACROSS LANGUAGES

Figs in Crores
(12+ Years)

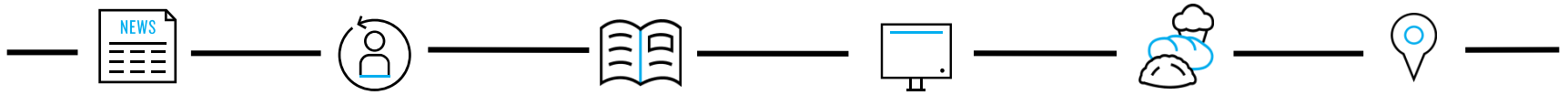
LAST 1 MONTH READERSHIP	IRS 2014	IRS 2017	% CHANGE VS '14
12+ individuals	96.2	104.6	9%
Bengali	1.9	2.1	9%
English	2.5	2.8	10%
Gujarati	1.6	2.3	45%
Hindi	12.1	17.6	45%
Kannada	1.3	1.8	37%
Malayalam	2	2.4	19%
Marathi	2.6	3.4	31%
Oriya	0.6	1.1	83%
Punjabi	0.5	0.7	51%
Tamil	2.3	3.4	44%
Telugu	1.5	2.5	63%
Urdu	0.1	0.2	53%



ONLINE READERSHIP

Newspapers read “online” is >25% in NCCS A1

LAST 1 MONTH : 2017	ALL INDIA	URBAN	50L+	<u>NCCS A1</u>
<i>Universe 12+ Years (Crores)</i>	104.6	36.3	8.1	2.3
Newspapers Read (Online)	4%	8%	11%	26%



BIFURCATION OF READERSHIP

MAIN EDITIONS VERSUS VARIANT EDITIONS

VARIANT IDENTIFICATION

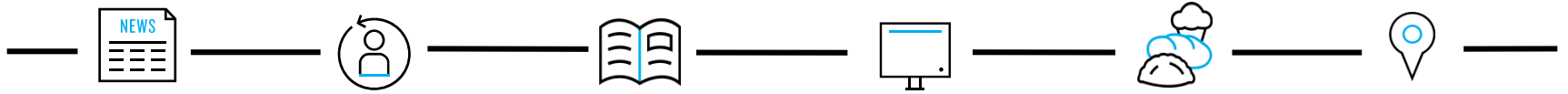
- Variants fielded as per inputs from ABC / Publishers
 - Refreshed each quarter of FW
- Identical Mastheads with supplements treated as MAIN, rest VARIANTS
 - Price is deciding factor among those dailies having supplements in both
- Identical Mastheads without supplements – “cover price” helped us to discern
- Main and Variant editions of a publication will be reported as 2 separate ones

VARIANT EDITIONS HAVE A SHARE OF ~7-14% IN HIGHER POP STRATA

READERS OF TITLES WITH VARIANTS = 100 (L1M)	ALL INDIA	[50L+]	[15-50L]	[10-15L]	[5-10L]	< 5L	RURAL
Main	97%	90%	86%	93%	96%	98%	99%
Variant	3%	10%	14%	7%	4%	2%	1%

VARIANTS: AT REPORTING CITY LEVEL, SHARES ARE QUITE SUBSTANTIAL

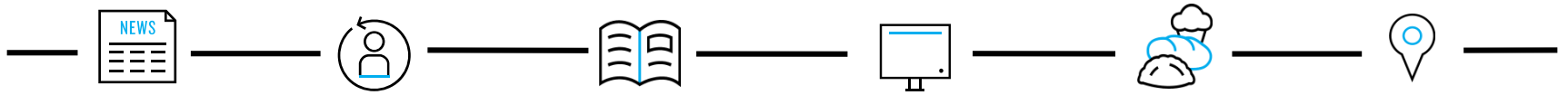
City	Variant % to AIR	City	Variant % to AIR	City	Variant % to AIR
Agra	2-39%	Gorakhpur	3-46%	Lucknow	12-47%
Ahmedabad	12-47%	Guntur	11%	Madurai	34%
Allahabad	12-44%	Gurgaon	11-20%	Mangalore	8-40%
Bangalore	9-19%	Gwalior	26-56%	Nagpur	9-18%
Bareilly	7-44%	Hubli-dhar.	9-12%	Nashik	42%
Bhopal	40-60%	Hyderabad	12-22%	Patna	6-31%
Chandigarh	4-33%	Indore	30-49%	Pune	9%
Chennai	3-16%	Jaipur	38-42%	Raipur	3-44%
Coimbatore	9-16%	Jalandhar	7-55%	Solapur	26%
Dehradun	1-12%	Kanpur	3-47%	Surat	6%
Delhi	9-27%	Kochi	4-16%	Trivandrum	12%
Faridabad	9-43%	Kolkata	9-10%	Varanasi	11-40%
Ghaziabad	4-21%	Kozhikode	11-40%	Vijayawada	18-19%



MAGAZINES : HIGHLIGHTS

MAGAZINES TOTAL READERSHIP INCREASED BY 75% (NOTE NEW METHOD OF INFORMATION CAPTURE)

TOTAL READERSHIP (AS PER PERIODICITY)	ALL INDIA		URBAN		RURAL	
	2014	2017	2014	2017	2014	2017
% MAGAZINES	4%	7%	7%	12%	3%	5%
Readers in crores	4.0	7.8	2.3	4.5	1.7	3.4
		+3.8 Cr		+2.2 Cr		+1.7 Cr

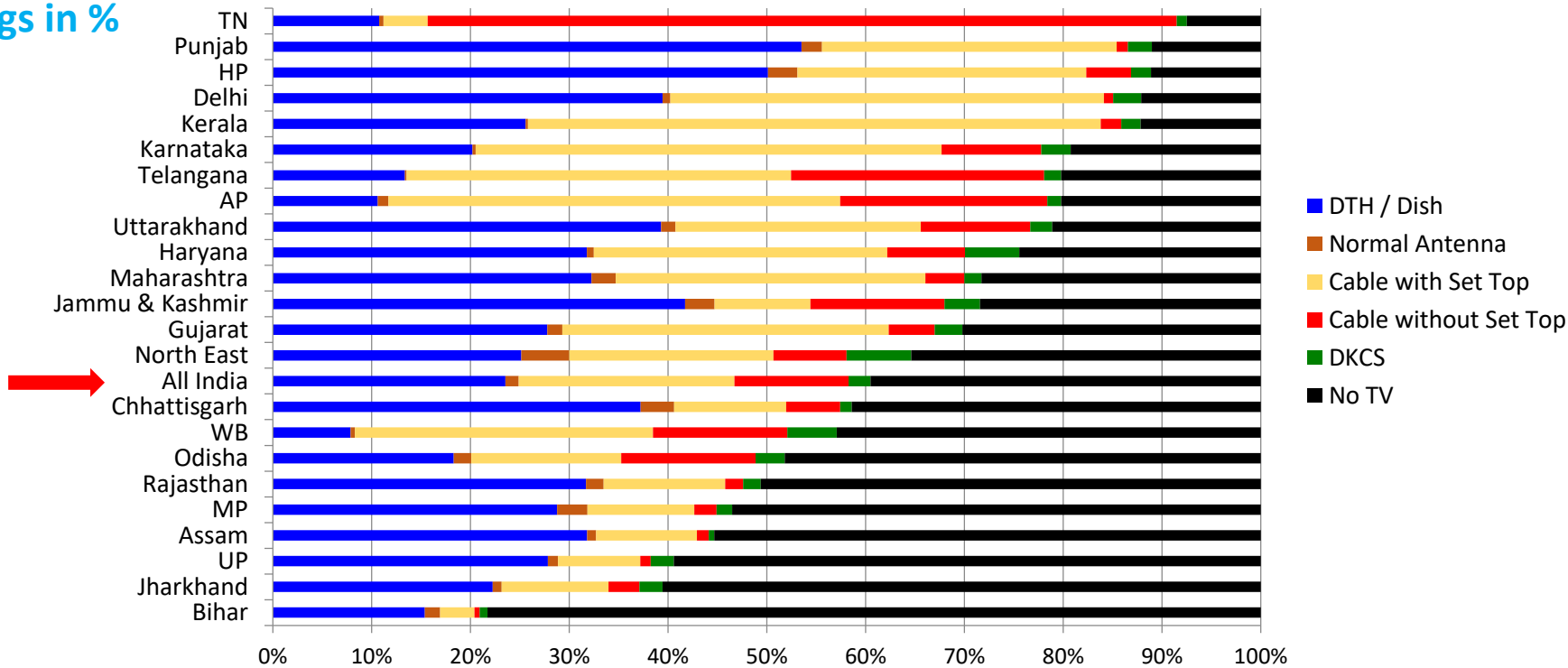


OTHER MEDIA : HIGHLIGHTS

DTH/ DIGITAL TV UP FROM 26% TO 45%

MANY MARKETS OFFER POTENTIAL FOR NON-TV MEDIA

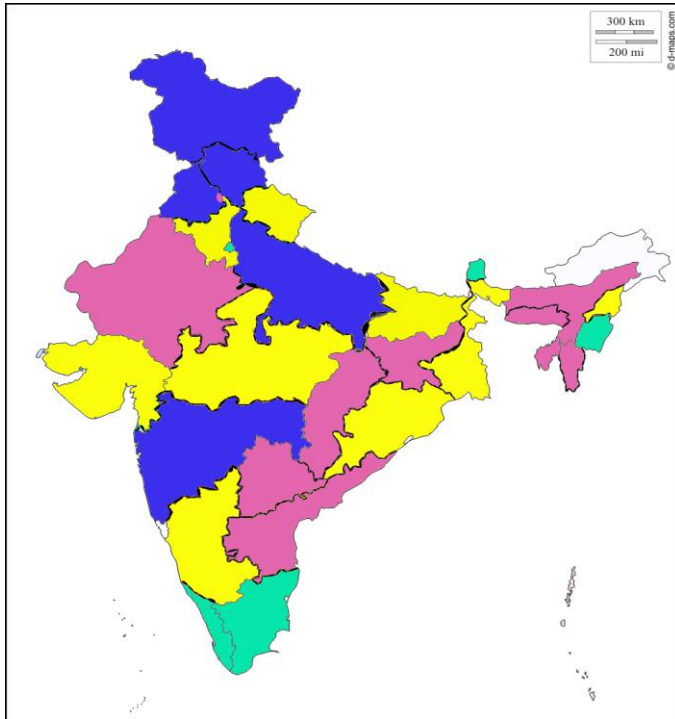
Figs in %



Each State Homes = 100

RADIO PENETRATION : By States

While All India is 19%, many States are much higher



	States
>30%	Manipur
	NCT Of Delhi
	Sikkim
	Kerala
	Tamil Nadu
20% - 30%	Himachal Pradesh
	Jammu & Kashmir
	Maharashtra
	Uttar Pradesh
	Punjab
15% - 20%	Madhya Pradesh
	Karnataka
	Uttarakhand
	Haryana

	States
15% - 20%	Nagaland
	West Bengal
	Gujarat
	Odisha
	Bihar
10% - 15%	Chhattisgarh
	Assam
	Jharkhand
	Meghalaya
	Telangana
	Rajasthan
	Tripura
	Mizoram
Andhra Pradesh	

RADIO : THE TOP 10 Cities : M/F & NCCS

At a city level it is even higher level of listenership

LAST 1 MONTH LISTENERSHIP

Radio	City	Males	Females	NCCS A	NCCS B	NCCS C	NCCS D/E
Delhi UA	45%	53%	36%	55%	38%	33%	32%
Mumbai UA	35%	41%	28%	44%	33%	28%	22%
Kolkata UA	37%	41%	32%	50%	41%	32%	27%
Bangalore UA	44%	47%	40%	51%	46%	37%	32%
Chennai UA	43%	48%	39%	50%	42%	33%	36%
Pune UA	45%	50%	40%	53%	42%	39%	39%
Hyderabad UA	27%	32%	21%	34%	27%	20%	22%
Ahmedabad UA	31%	35%	25%	39%	27%	26%	24%
Lucknow UA	57%	68%	45%	66%	57%	49%	42%
Kanpur UA	53%	61%	44%	58%	48%	54%	49%

Figs in % (12+ Years) – Column % in each city/ NCCS

RADIO : THE TOP 10 Cities : AGE GROUPS

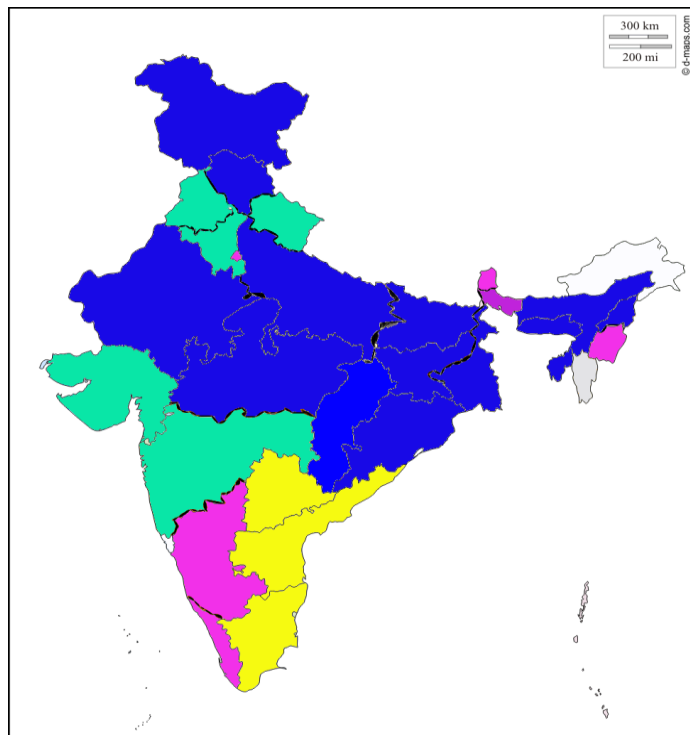
Lower age groups show an higher index

LAST 1 MONTH LISTENERSHIP

Radio	City	12 to 15	16 to 19	20 to 29	30 to 39	40 to 49	50+
Delhi UA	45%	51%	57%	49%	44%	44%	30%
Mumbai UA	35%	45%	42%	38%	36%	31%	25%
Kolkata UA	37%	49%	52%	44%	36%	33%	25%
Bangalore UA	44%	47%	49%	47%	46%	42%	35%
Chennai UA	43%	51%	59%	51%	43%	40%	30%
Pune UA	45%	57%	55%	49%	47%	41%	33%
Hyderabad UA	27%	32%	40%	31%	27%	21%	17%
Ahmedabad UA	31%	40%	40%	34%	31%	31%	19%
Lucknow UA	57%	67%	76%	63%	58%	47%	41%
Kanpur UA	53%	65%	76%	61%	52%	50%	30%

Figs in % (12+ Years) – Column % in each city/ Age Groups

CINEMA PENETRATION



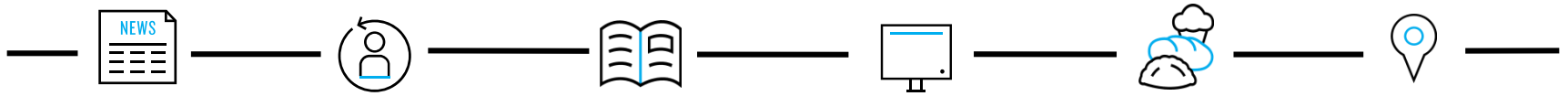
	States
> 8%	Andhra Pradesh
	Telangana
	Tamil Nadu
5% - 8%	Kerala
	Sikkim
	NCT OF DELHI
	Karnataka
	Manipur
2% - 5%	Maharashtra
	Gujarat
	Uttarakhand
	Punjab
	Haryana
	Chhattisgarh

	States
<2%	Madhya Pradesh
	Himachal Pradesh
	Jammu & Kashmir
	Jharkhand
	Assam
	Meghalaya
	Odisha
	Uttar Pradesh
	West Bengal
	Rajasthan
	Bihar
	Nagaland
Tripura	

CINEMA : TOP 10 CITIES

Southern markets' love for cinema continues

Cinema Cities	IRS 2017	NCCS A	NCCS B	NCCS C	NCCS D E
Mumbai UA	10%	18%	7%	4%	
Chennai UA	17%	21%	15%	13%	
Bangalore UA	14%	19%	13%	10%	
Hyderabad UA	16%	22%	16%	11%	10%
Delhi UA	7%	11%	3%		
Kolkata UA	4%	9%	4%	2%	
Surat UA	10%	25%	7%		
Ahmedabad UA	7%	12%	6%		
Pune UA	9%	14%	6%	5%	
Visakhapatnam (GVMC)	24%	33%	26%	18%	



DAILIES READERSHIP – THE TOP 20

THE TOP 20 DAILIES : ALL LANGUAGES

(EXCLUDING - VARIANT)

LAST 1 MONTH READ (TOTAL READERSHIP)

TR OF PUBLICATIONS (U+R)	IRS 2017
Dainik Jagran	70377
Hindustan	52397
Amar Ujala	46094
Dainik Bhaskar	45105
Daily Thanthi	23149
Lokmat	18066
Rajasthan Patrika	16326
Malayala Manorama (Daily)	15999
Eenadu	15848
Prabhat Khabar	13492

TR OF PUBLICATIONS (U+R)	IRS 2017
The Times Of India	13047
Ananda Bazar Patrika	12763
Punjab Kesari	12232
Dinakaran	12083
Mathrubhumi	11848
Gujarat Samachar	11784
Dinamalar	11659
Daily Sakal	10498
Sandesh	10352
Patrika	9823

Figs in 000s (12+ Years); Urban+Rural

TOP 10 DAILIES : BY LANGUAGES

LAST 1 MONTH READ (TOTAL READERSHIP)

HINDI		ENGLISH		REGIONAL LANG.	
	IRS 2017		IRS 2017		IRS 2017
Dainik Jagran	70377	The Times Of India	13047	Daily Thanthi	23149
Hindustan	52397	Hindustan Times	6847	Lokmat	18066
Amar Ujala	46094	The Hindu English	5300	Malayala Manorama (D)	15999
Dainik Bhaskar	45105	The Economic Times	3103	Eenadu	15848
Rajasthan Patrika	16326	Mumbai Mirror	1813	Ananda Bazar Patrika	12763
Prabhat Khabar	13492	The Indian Express	1599	Dinakaran	12083
Punjab Kesari	12232	The Telegraph	1558	Mathrubhumi	11848
Patrika	9823	The New Indian Express	1507	Gujarat Samachar	11784
Navbharat Times	7641	The Tribune	1490	Dinamalar	11659
Nai Dunia	6386	Deccan Chronicle	1389	Daily Sakal	10498

Figs in 000s (12+ Years); Urban+Rural

TOP PUBLICATIONS - REGIONAL LANGUAGES

LAST 1 MONTH READ (TOTAL READERSHIP)

ASSAMESE	IRS 2017	BENGALI	IRS 2017	GUJARATI	IRS 2017
Asomiya Pratidin	2162	Ananda Bazar Patrika	12763	Gujarat Samachar	11784
Asomiya Khabar	814	Bartaman	9674	Sandesh	10352
Niyamiya Barta	782	Sangbad Pratidin	3270	Divya Bhaskar	7841
Dainik Assam	628	Ei Samay	2646	Kutch Mitra	695
Amar Asom	583	Uttar Banga Sambad	2007	Saurashtra Samachar	647
KANNADA	IRS 2017	MALAYALAM	IRS 2017	MARATHI	IRS 2017
Vijay Karnataka	6925	Malayala Manorama	15999	Lokmat	18066
Vijayavani	6482	Mathrubhumi	11848	Daily Sakal	10498
Prajavani	6435	Deshabhimani	5406	Punya Nagari	9520
Udayavani	3098	Madhyamam	2214	Pudhari	7273
Kannada Prabha	2263	Kerala Kaumudi	1293	Loksatta	3794

Figs in 000s (12+ Years); Urban+Rural

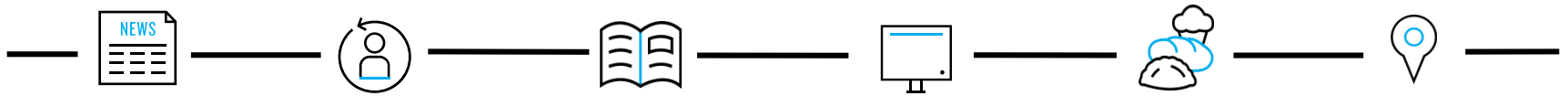
TOP PUBLICATIONS - REGIONAL LANGUAGES

(CONTD..)

LAST 1 MONTH READ (TOTAL READERSHIP)

ORIYA		PUNJABI		TAMIL	
	IRS 2017		IRS 2017		IRS 2017
Sambad	6594	Jag Bani	4149	Daily Thanthi	23149
Samaja	5630	Ajit	4013	Dinakaran	12083
The Prameya	3695	Punjabi Tribune	793	Dinamalar	11659
Dharitri	3542	Punjabi Jagran	628	Maalai Malar	3074
The Samaya	1097	Sach Kahoon	293	The Hindu	2890
TELUGU		URDU			
	IRS 2017		IRS 2017		
Eenadu	15848	Inquilab	778		
Sakshi	9341	Roznama Rashtriya Sahara	307		
Andhra Jyothi	6354	Akbar-e-Mashriq	284		
Namasthe Telangana	3196	The Munsif	228		
Vaaritha	672	Siasat	221		

Figs in 000s (12+ Years); Urban+Rural



MAGAZINE READERSHIP – THE TOP 20

THE TOP 20 - MAGAZINES

TOTAL READERSHIP : BASIS RESPECTIVE PERIODICITY

MAGAZINES	IRS 2017
India Today (English)	7992
India Today (Hindi)	7159
Samanya Gyan Darpan (Hindi)	6882
Vanitha (Malayalam)	6126
Pratiyogita Darpan (Hindi)	5924
Meri Saheli (Hindi)	4623
Saras Salil (Hindi)	4318
Bal Bhaskar (Hindi)	3598
General Knowledge Today (Eng)	3493
Champak (Hindi)	3336

MAGAZINES	IRS 2017
Sarita (Hindi)	2958
The Sportstar (Eng)	2937
Cricket Samrat (Hindi)	2920
Diamond Cricket Today (Hindi)	2809
Grih Shobha (Hindi)	2759
Ananda Vikatan (Tamil)	2708
Diamond Cricket Today (English)	2549
Grehlakshmi (Hindi)	2469
Jagran Josh Plus	2423
Filmfare (Fortnightly)	2333

Figs in 000s (12+ Years); Urban+Rural

TOP 10 MAGAZINES : BY LANGUAGES

TOTAL READERSHIP : BASIS RESPECTIVE PERIODICITY

HINDI (in 000)	Periodicity	IRS 2017
India Today (Hindi)	Weekly	7159
SamanyaGyan Darpan	Monthly	6882
Pratiyogita Darpan (Hindi)	Monthly	5924
Meri Saheli	Monthly	4623
Saras Salil Hindi	Fnly	4318
Bal Bhaskar	Fnly	3598
Champak (Hindi)	Fnly	3336
Sarita	Fnly	2958
Cricket Samrat	Monthly	2920
Diamond Cricket Today (Hindi)	Monthly	2809

Figs in 000s (12+ Years); Urban+Rural

TOP 10 MAGAZINES : BY LANGUAGES

TOTAL READERSHIP : BASIS RESPECTIVE PERIODICITY

HINDI (in 000)	Periodicity	IRS 2017	ENGLISH (in 000)	Periodicity	IRS 2017
India Today (Hindi)	Weekly	7159	India Today (English)	Weekly	7992
SamanyaGyan Darpan	Monthly	6882	General Knowledge Today	Monthly	3493
Pratiyogita Darpan (Hindi)	Monthly	5924	The Sportstar	Weekly	2937
Meri Saheli	Monthly	4623	Diamond Cricket Today (English)	Monthly	2549
Saras Salil Hindi	Fnly	4318	Filmfare (Fortnightly)	Fnly	2333
Bal Bhaskar	Fnly	3598	Pratiyogita Darpan (English)	Monthly	1820
Champak (Hindi)	Fnly	3336	Outlook English	Weekly	1517
Sarita	Fnly	2958	Competition Success Review	Monthly	1477
Cricket Samrat	Monthly	2920	Readers Digest	Monthly	1354
Diamond Cricket Today (Hindi)	Monthly	2809	Business Today	Fnly	1315

Figs in 000s (12+ Years); Urban+Rural

TOP 10 MAGAZINES : BY LANGUAGES

TOTAL READERSHIP : BASIS RESPECTIVE PERIODICITY

HINDI	Periodicity	IRS 2017	ENGLISH	Periodicity	IRS 2017	REGIONAL	Periodicity	IRS 2017
India Today (Hindi)	Weekly	7159	India Today (English)	Weekly	7992	Vanitha (Malayalam)	Malayalam Fnlly	6126
SamanyaGyan Darpan	Monthly	6882	General Knowledge Today	Monthly	3493	Ananda Vikatan	Tamil Weekly	2708
Pratiyogita Darpan (Hindi)	Monthly	5924	The Sportstar	Weekly	2937	Mathrubhumi Arogya Masika	Malayalam Monthly	2269
Meri Saheli	Monthly	4623	Diamond Cricket Today (English)	Monthly	2549	Kumudam	Tamil Weekly	2269
Saras Salil Hindi	Fnlly	4318	Filmfare (Fortnightly)	Fnlly	2333	Mathrubhumi Thozhilvartha	Malayalam Weekly	2235
Bal Bhaskar	Fnlly	3598	Pratiyogita Darpan (English)	Monthly	1820	Kungumam	Tamil Weekly	2172
Champak (Hindi)	Fnlly	3336	Outlook English	Weekly	1517	Grihalakshmi	Malayalam Fnlly	2116
Sarita	Fnlly	2958	Competition Success Review	Monthly	1477	Balarama	Malayalam Weekly	1973
Cricket Samrat	Monthly	2920	Readers Digest	Monthly	1354	Manorama Thozil Veedhi	Malayalam Weekly	1844
Diamond Cricket Today (Hindi)	Monthly	2809	Business Today	Fnlly	1315	Karmasangsthaan	Bengali Weekly	1702

Figs in 000s (12+ Years); Urban+Rural

TOP MAGAZINES : REGIONAL LANGUAGES

TOTAL READERSHIP : BASIS RESPECTIVE PERIODICITY

ASSAMESE			BENGALI			GUJARATI		
Periodicity	IRS 2017		Periodicity	IRS 2017		Periodicity	IRS 2017	
Bismoi	Monthly	516	Karmasangsthaan	Weekly	1702	Abhiyaan	Weekly	284
Nandini	Monthly	513	Karmakshetra	Weekly	1319	Chitralkha (Gujarati)	Weekly	272
Priyo Sakhi	Monthly	410	Sananda	Fnly	1287	Grih Shobha (Gujarati)	Monthly	236
Prantik	Fnly	334	Saptahik Bartaman	Weekly	937	Maari Saheli	Monthly	134
Sadin	Weekly	236	Anandalok	Fnly	890			
KANNADA			MALAYALAM			ORIYA		
Periodicity	IRS 2017		Periodicity	IRS 2017		Periodicity	IRS 2017	
Sudha	Weekly	1307	Vanitha (Malayalam)	Fnly	6126	Nijukti Khabar	Weekly	576
Taranga	Weekly	1077	Mathrubhumi Arogya Masika	Monthly	2269			
Grih Shobha (Kan)	Monthly	441	Mathrubhumi Thozhilvartha	Weekly	2235			
Mayura	Monthly	374	Grihalakshmi	Fnly	2116			
Roopatara	Monthly	305	Balarama	Weekly	1973			

Figs in 000s (12+ Years); Urban+Rural

TOP MAGAZINES : REGIONAL LANGUAGES

TOTAL READERSHIP : BASIS RESPECTIVE PERIODICITY

MARATHI	Periodicity	IRS 2017	TAMIL	Periodicity	IRS 2017	TELUGU	Periodicity	IRS 2017
Grihashobhika	Monthly	572	Ananda Vikatan	Weekly	2708	Swati Sapari Vara Patrika	Weekly	1098
Noukari Sandarbha	Weekly	538	Kumudam	Weekly	2269	Swati	Monthly	939
Saptahik Sakal	Weekly	505	Kungumam	Weekly	2172	Annadata	Monthly	507
Chitralkha	Weekly	369	Puthiya Thalaimurai	Weekly	1623	Navya	Weekly	384
Tanishka	Monthly	319	Aval Vikatan	Fnlly	1104	Bala Bharatham	Monthly	288

Figs in 000s (12+ Years); Urban+Rural