

Jagran New Media launches JagranTV- Haqiqat Dekhne Ki Aadat Daalo.
The video platform is a plethora of credible, factual and inspirational content and squarely focused on creating value

Delhi, 29th November 2019: India, a country with 1.3 billion people is a diverse market with more than 600 Mn Internet users, poised to grow by 750 Mn by 2020. The expansion is powered by Smartphone & 4G Networks . 5 out of 10 new users will come from Hindi Heartland and 9 out of 10 will consume language.

Jagran New Media, the online arm of JPL has undergone a tremendous transformation by understanding, preparing and implementing strategies to **empower users** with credible online information and enable **NewBharat**. Jagran New Media operates across the 5 core information pillars of News, Health, Education, Women & FactCheck. In the last one year, JNM has registered an overall growth of over 95% taking the user base to 76 MN and placing it amongst the Top 10 News & Info Companies in India.

JNM has been able to secure position as the No.2 Hindi News Website, No. 1 Indian Health Website, No. 1 Education Website, No. 1 women's website with over 7 MN users of which, 80% are females and finally, most credible FactCheck website, which is partner to Facebook, Google & YouTube to combat misinformation.

Keeping up with the emerging consumer trait of online Video Consumption, JNM will be enhancing its video reach by launch of JagranTV both as mobile & OTT app for TV.

Synonymous with JagranTV's tagline — Haqiqat Dekhne Ki Aadat Daalo—JagranTV keeps the focus on providing factual and credible video content to its users across Hindi Heartland. It breaks the norm of breaking news and instead offers in-depth feature video stories that informs, educates and helps in making better life decisions.

While latest news & sports, entertainment stories will remain a part of the regular video content, JagranTV will also cover genres like Education, Food, Wellness, General Knowledge, Tech & Auto, as well as will focus on women centric videos which will share the journey of ordinary women with extraordinary stories and hence empowering the women of New Bharat. It will also have a separate segment dedicated to inspirational, interesting and unique stories of people residing in the Hindi Heartland. To offer variety to the viewers, JagranTV has also integrated content from Radio City in the form of short stories, love guru, humour and regional languages.

Talking about the launch, Bharat Gupta, CEO, Jagran New Media, said "India is undergoing a tremendous change powered by information & connectivity. We want to share & produce stories, Information or Ideas that empower people towards better life stage. Video is a strong format that cuts across language & literacy and induces emotion.

Our Mission is to Empower New India through Knowledge, Information & Voice towards Better Health, Better Education & Better Growth, leading to an Inclusive & Progressive Society. We have to protect & grow 77 Years of Jagran Brand Legacy across new age users"

For more information, please refer:
www.jnm.digital and www.jagrantv.com/