

Jagran New Media Strengthens Leadership: Elevates Mr. Gaurav Arora to COO and Onboards Ms. Divya Singh as CRO

July 25th, National: Jagran New Media, the digital wing of Jagran Prakashan Ltd., announced key leadership appointments today by elevating Mr. Gaurav Arora to the role of Chief Operating Officer (COO), recognizing his exemplary contributions to the company's growth. Gaurav has been associated with Jagran for more than 6 years and was previously held responsible for leading the revenue mandates for the brand. Ms. Divya Singh succeeded him as Chief Revenue Officer (CRO), bringing with her a wealth of experience in the print, radio, broadcast, and digital media industries.

In his new role, Gaurav will take on broader responsibilities in helming operational strategies, optimizing new product revenue streams, and enhancing overall organizational effectiveness, in addition to leading affiliate sales, video production (news and non-news), and other monetization possibilities for the brand. Also, he will continue to lend his support to the revenue functions.

Divya Singh is a seasoned industry doyen with an exceptional track record of spearheading revenue growth and strategic partnerships. In her current role at JNM, she will be responsible for overseeing the company's revenue operations, advertising sales, and business development initiatives. Having held pivotal roles across diverse organizations for more than two decades, she possesses a profound understanding of revenue engagements and sales networks.

Bharat Gupta, Chief Executive Officer, Jagran New Media, says, *"Gaurav has paved the way for a culture of performance in the organization and is a true people-oriented leader. His calm demeanour combined with a strategic and innovative approach in a highly dynamic and evolving digital space has been both reassuring and gratifying for the organization. I am thrilled to see his continued growth. Simultaneously, we are pleased to welcome Divya Singh as our new CRO. She will play a crucial role in optimizing revenue, leveraging her profound industry knowledge and insights into measurable outcomes."*

Gaurav Arora, Chief Operating Officer, Jagran New Media, says, *"I am honored by the trust placed in me and excited for this new role. As COO, I will be steadfast in my commitment to further streamline operations, strengthen our offerings, and drive continued success for the company's expansion. Meanwhile, I am delighted to pass the baton to Divya Singh, the newly appointed CRO of Jagran New Media. Her cross-functional expertise will enable us to steer our organization towards sustainable growth in the long term."*

Expressing elation about her new role, **Divya Singh, Chief Revenue Officer**, says, *"I am thrilled to join Jagran New Media as the new Chief Revenue Officer. I look forward to working with the key leadership team and leveraging our collective expertise to deliver outstanding results. As Chief Revenue Officer, my focus will be on developing initiatives that spearhead the company's revenue. I am positive that together we will unleash new opportunities, drive innovation, and create meaningful connections in a dynamic digital media landscape."*

About Jagran New Media:

Jagran New Media has a reach of over 84 million users (Comscore MMX Multi-Platform - Top10; News/Information Publishers, March 2023-April 2023) and consolidated its position amongst the top 8 news and info publishers in India. The company publishes multimedia content which includes over 7000 stories and 40 videos in a day.

JNM has an array of offerings under the media & publishing category and has been a pioneer in providing real-time content across genres, with news and politics being the primary drivers, education, lifestyle, health, auto, and technology are also significant contributors. The company has dedicated websites covering news & politics which include www.jagran.com, www.naidunia.com, www.inextlive.com, www.punjabijagran.com, www.gujaratijagran.com, and english.jagran.com. A leading health website www.onlymyhealth.com, women focus portal www.herzindagi.com in 3 languages, and a focused website for education www.jagranjosh.com. A leading fact-checking website www.vishvasnews.com in 12 languages and a gaming vertical www.jagranplay.com, also contribute to the offering.