



**Jagran New Media launched its Gujarati Portal - www.gujaratimidday.com -
મિજાજગુજરાતનો (MijajGujaratno)**

Mumbai, 02.02.2019: Jagran New Media the digital wing of Jagran Prakashan Ltd., launched a Gujarati language digital portal - gujaratimidday.com. The site is the online version of Mid-day Gujarati - Mumbai's second largest Gujarati Newspaper.

Being the online avatar of Mid-day Gujarati – the site brings all the content from Mid-day Gujarati to every home, which can now be accessed from anywhere in the world. Apart from the print content, the site has a lot of exclusive content from the categories like Gujarat politics, business, entertainment (Dollywood & Bollywood). GUJARATIMIDDAY.COM have eight celebrity columnists writing for the site namely - Manoj Joshi, Bhavya Gandhi, Apra Mehta, J D Majethia, Sanjay Goradia, Singer Pankaj Udhas, motivational speaker Sanjay Rawal and writer Praveen Solanki.

GUJARATIMIDDAY.COM brings the essence, spice and flavour of a true Gujarati in every way. The site has rich media content – exclusively in Gujarati language, covering varied content genres like food, lifestyle, places, culture and more local content. The site is designed and developed keeping in mind the soul of Gujarati culture and therefore holds true to its brand proposition of '*MijajGujaratno*'.

GUJARATIMIDDAY.COM aims to attract the Gujarati community from across the world and aspires to become the most preferred online destination of Gujarati community for their content requirements related to news, information and entertainment. Speaking at the launch of the website, **RachnaKanwar, COO – Jagran Digital** said “ “

GUJARATIMIDDAY.COM is the regional news and information portal from Jagran New Media, which publishes online content in multiple languages like English, Hindi, Urdu, and Punjabi. Commenting on the launch of Gujaratimidday.com, **Mr Bharat Gupta, CEO – Jagran New Media** said “Today, regional languages are the growth drivers for digital content consumption in India. We at Jagran New Media, aspires to be the most preferred digital content platform of the country and therefore we keep expanding our portfolio in regional languages (in addition to our news portals in English and Hindi languages). With the launch of Gujaratimidday.com,

we aim to serve the content needs of readers who love to consume content in Gujarati language”.

About mid-day:

mid-day is a part of JagranPrakashan Ltd (JPL) - India's leading media and communications group with its reach going across Print, Radio, OOH, Activations, Mobile and Online, making it one of the largest media conglomerates in the country. Mumbai’s most engaging newspaper, mid-day has become the quintessential physical connect for the uber-social generation to consume their local city news today. The sister tabloid Gujarati mid-day is the number 2 Gujarati newspaper in Mumbai. Gujarati Middy was launched in February 1985.

Jagran New Media - www.jnm.digital is the digital wing of JagranPrakashan Limited - India's leading media and communications group with its interests spanning across Print, OOH, Activations, Radio and Digital. Jagran New Media creates and publishes online news and content - which informs and educates. The company portfolio includes 10 digital platforms which provide content across genres like news, education, lifestyle, entertainment, health and youth.

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