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**Jagran New Media's CEO Bharat Gupta awarded with the prestigious DMA Trailblazer Award
2023 by DMA Asia**

October 13th, 2023: Mr. Bharat Gupta, CEO, Jagran New Media was honoured with the DMA Trailblazer Award 2023 in Mumbai on October 11th. He received this award in the "Women" category under "Individual Excellence" for his impactful vision and leadership in shaping [HerZindagi's](#) incredible journey to make it the No.1 leading women's website in just 5 years and touching the hearts of over 20 million people monthly.

On this recognition, Mr. Bharat Gupta, CEO, Jagran New Media said *"I am truly honoured to receive this award and grateful for my team's continued efforts towards using content and technology to build equitable and progressive societies, by fostering an environment of purpose, experience, and community. 5 years ago, with the objective of launching a women-only website, we launched HerZindagi.com, to carve a niche for our women audiences.*

Our sustained commitment to keeping purpose over profit resulted in the rapid growth of the website's user base by an astounding 32% over the past two years. The overall strategy is solely driven by impacting & engaging the audiences by fostering a community for women that educates, empowers, inspires and gives them a platform to be heard, seen, & recognized."

The DMA Trailblazer Awards 2023 by DMA Asia celebrates visionaries and ideas that go beyond what societies deem possible, and at the same time push the boundaries of people to think big and work towards a better future. This year's theme was "Purpose over Profit" which recognized corporations & individuals championing the greater good, awarding the beacons inspiring a new world.

Mr. Bharat's recognition goes beyond industry acknowledgement as it represents a tangible difference in society that HerZindagi makes daily.

About Jagran New Media:

Jagran New Media has a reach of over 73 million users (Comscore MMX Multi-Platform; August 2023) and consolidated its position amongst the top 8 news and info publishers in India. The company publishes multimedia content, including over 7000 stories and 40 videos daily.

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, in 3 languages; a women-focussed 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.

About Herzindagi.com

Herzindagi.com is a leading women-centric lifestyle website which was launched in September 2017 under the umbrella of Jagran New Media. With the aim to close the gender and digital divide with relevant content tailored for new-age Indian women, Herzindagi.com brings credible reportage and well-researched information that intrigues readers' interest. It is currently available in three languages including Hindi, English, and Tamil.

The leading lifestyle website for women intends to provide information that would help, guide, and motivate its readers. The site reaches out to a user base of 15.6 Million (comScore MMX Multi - Platform-Top 10, News/Information Publishers; August 2023). The website tops the chart as the leading women's website across 16 states as reported by comScore. In 2022, the HZ-Mighty Hive Case Study won the IDMA Special Award in the 'Most Effective Use of Digital Analytics' category. HerZindagi.com bagged Gold for 'What is Female Genital Mutilation?' in the Best Feature Article (Text) category and Bronze prize for 'Being a Brown Daughter' in the Best Article Series category at the Digipub Awards 2023.

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