

Jagran New Media Expands Indic Reach with Gujarati Jagran App Launch

-The new app aims to provide credible updates in just one click, making news consumption easier and more accessible for Gujarati-speaking users globally

Nov 20th, 2024: Jagran New Media, the digital arm of Jagran Prakashan Ltd., is thrilled to announce the launch of the Gujarati Jagran App as the latest addition to the Jagran family. The new app is free of cost and designed to deliver real-time news and information in the Gujarati language to reach users in the mediums they prefer most and in languages they understand best.

Having successfully launched platforms in multiple languages like English, Hindi, Punjabi, Gujarati, Marathi, Tamil, etc. The Gujarati Jagran App is now set to redefine user experience with content and features tailored for a specific community. GujaratiJagran.com launched in the year 2022 is already a go-to destination for significant international users and a dedicated following among the Gujarati-speaking population in India. With the new app, the aim is to deepen community connection, delivering credible local news, entertainment, business updates, and more—all in just one click.

Rajesh Upadhyay, Editor-in-Chief of Jagran New Media, said: *"The launch of the Gujarati Jagran App is an exciting moment in our ongoing Indic language expansion strategy. Leveraging technology to provide instant, credible and comprehensive updates with just a click has been our forte. Our mission is to create a seamless, engaging, and trustworthy news experience, and introducing the all- new Gujarati Jagran App is a significant step in that direction. This launch will further solidify our connection with the Gujarati-speaking community, both locally and globally, ensuring they stay informed and connected to their roots."*

Pradeep Singh Rawat, AVP, Technology & Design at Jagran New Media, added: *"We are thrilled to launch the Gujarati Jagran App, focusing on cutting-edge technology and a modern design for a smooth and enjoyable user experience. Our app offers an intuitive UI/UX, city-specific personalization, and seamless navigation between categories, making it a comprehensive and user-friendly source of Gujarati news, lifestyle, trending content, and more. Additionally, the app brings all content forms together in one place – from articles to quick tappable stories – making it a comprehensive source of information. With seamless navigation between different categories, users can effortlessly explore news, lifestyle, trending content and more. Our goal is to create a sophisticated, user-friendly platform that not only meets but exceeds the expectations of our tech-savvy audience, keeping them informed and engaged."*

With the Gujarati Jagran App, users can look forward to a news consumption experience tailored to the fast-paced lives of the Gujarati community. The app, available for free download on both iOS and Android platforms, features a user-friendly interface that seamlessly blends content and technology to deliver a faster and more engaging experience. Whether it's the latest headlines, in-depth articles, web stories, or real-time updates, the app ensures users are always informed and connected to the heartbeat

of Gujarat. The app's intuitive design makes navigation effortless, allowing users to quickly switch between different types of content and categories, access the app in dark or light mode, and consume interactive multimedia content.

Jagran New Media continues to leverage technology to provide valuable and relevant content to its readers. This new app is a step forward in creating a more inclusive digital ecosystem where news is accessible to everyone, regardless of language. The Gujarati Jagran App is now available for download on both iOS and Android platforms.

To download the app, click on the link: <https://www.gujaratijagran.com/redirect.html>

Visit the website: <https://www.gujaratijagran.com/>

About Jagran New Media:

Jagran New Media has a reach of over 97.5 million users (*Comscore MMX Multi-Platform; March 2024) and has consolidated its position among the top news and information publishers in India. The company publishes multimedia content, which includes over 7,000 stories and 40 videos in a day.

JNM is committed to producing factual & credible content that empowers New India with Knowledge, Information & Voice towards an Inclusive & Progressive Society. The company has dedicated websites covering National & Hyperlocal news, which include www.jagran.com, www.naidunia.com, www.inextlive.com, www.punjabijagran.com, www.gujaratijagran.com, marathijagran.com and english.jagran.com. A leading health website in 3 languages, 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 an in-house production house, [Rocketship Films](#), also contributes to the offering.

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