



CMA DIPANKAR DAS PURKAYASTHA
Managing Director & CEO, ABP Pvt Ltd

Interview

Q1. As the digital age loomed over print media, Anandabazar embraced an online strategy that sought to gratify the demands of its readers.... Share some more triggers that will drive the print media industry in the coming future?

A. Apart from providing content online, we have embarked into many more digital ventures like ABP Weddings, a Digital Matrimony portal, ABP Pratibha, a platform for nurturing and developing talent beyond the curriculum like visual art, music, dance etc. Admissiontree.in, the school admission portal which eases the admission process.

Q2. There is a new race for growth in digital subscription. Beyond the 'Trump-bump', some national publishers are trying to secure stable growth while others have already reached a plateau. What specific areas you think the local publishers need to bring to subscribe in the battle for digital attention?

A. I believe people will pay for any content which is relevant and not available anywhere else. Anandabazar Patrika has an archive of all the news published since 1922. Many of the contents are invaluable.

Q3. The biggest challenge for multi-edition newspapers is how to minimise duplication of effort by sharing content, management of advertisement schedules, page planning and distribution etc....Share your views on it.

A. We have 25 editions of Anandabazar Patrika and The Telegraph. We have unified management of advertising scheduling, page planning and distribution. Although we do not share the content between Anandabazar Patrika and The Telegraph, individually all the editions share content.

Q4. How do you see your organization shaping up to cope with the bigger responsibility? What is your further expansion plan?

A. We are currently the No. 1 News Media in India by REACH. We plan to increase it further by becoming hyperlocal and pan-national.

Q5. What have been the major initiatives taken during your tenure with this organization? What is your immediate plan?

A. The major initiative taken during my tenure is entry into news television. Our immediate plan is to launch our channels into more geographies and make Anandabazar Patrika more localised.

Q6. Ten years down the line, what growth do you see in this sector? What are the major opportunities and threats of this sector in India?

A. Our core competence is in creating content. The demand for content is increasing everyday. I foresee significant growth in content business in the next 10 years and beyond. The large Global Media and e-Commerce players entering India is a huge opportunity for content creators like us.

The biggest threat I foresee is the dearth of skilled content creators.

Q7. How do you keep yourself ahead from your competitors? What is the Success Mantra of your organization?

A. Our credibility and trust keeps us ahead of the competition. The success mantra is to keep our business customer centric.

Q8. Would you like to give any message to those aspirants who want to be a part of your organisation?

A. My message to those who aspire to join us is we are a caring organisation. We are growth driven and forward looking.

Q9. Kindly share with us some of your brand management strategies for sustainable growth of your organization.

A. Our brand strategies, for sustainable organisation growth, have evolved on the pillars of relevance and engagement. Since we are in the content business delivering relevance has been a key strategy. Towards this we have always focused on launching new sections, supplements, micro splits and editions to ensure that we continue to enrich our readers' lives through news, views, information and knowledge. Simultaneously, engagement through events, associations and initiatives

both on ground and in print has been a strategic focus for audience development and building sustainable and meaningful relationships with our stakeholders. Sustainable organisational growth is only possible when that growth is inclusive and we take along with us the community we thrive in. As a group we have always endeavoured to give back to the society whether it is through content or through initiatives like Education Foundation where we provide scholarships to children who despite all odds are continuing in their pursuit of excellence.

Q10. What is your company's vision for the next five years down the line? Who would be your target customers to achieve competitive edge in this industry?

A. 5 years down the line we should be the largest language news media player across the country. Engaged readers and viewers help us achieve competitive edge.

Q11. What policy framework and initiatives would you expect from the Government to boost up e-digitalization?

A. Our Government is taking bold and active steps towards e-digitalization. I am sure the pace would be even faster in the years to come.

Q12. As a member of this Institute, what do you feel the Institute should do to initiate associations and tie-ups for Digital Industry-Institute interface?

A. This is an age of collaboration. It is essential that our institute collaborates with large global institutes like us to improve our branding significantly.

Q13. As a token of advice to our young CMA achievers, kindly mention at least 3 qualities that they must possess to excel in their career.

A. The 3 qualities suggested to our young CMA Achievers are Aspiration, Conviction, Endeavour - in short ACE.

Q14. Cost Management always plays a pivotal role to gain competitiveness and risk management. Please suggest in what ways Cost and Management Accountants may offer their expertise more effectively in this quest.

A. I believe there is a huge gap between our capabilities and our perception among the business community at large. We need strong branding and awareness creation to bridge this gap.