

**Increasing Sales in B2B Segment :  
A Study on MINT Daily**

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## Comments by the Faculty

The Indian media and entertainment (M&E) industry grew 12 per cent in 2011 to Rs 72,800 crore, says a report by KPMG, the global consultancy, and the Federation of Indian Chambers of Commerce and Industry. This was backed by the strong consumption in Tier-2 and Tier-3 cities, continued growth of regional media and fast-increasing new media business. The report suggests the rate of expansion will accelerate till 2016, by which time the business will be worth Rs 1,45,700 crore. That translates into a compounded average growth rate (CAGR) of 15 per cent over the five years.

Print, while witnessing a decline in growth rate, will continue to be the second largest medium in the Indian M&E industry. *HT Media's* CEO Rajiv Varma opines that the print medium is still a thriving business in the eastern countries like Japan and Singapore. "The picture is not very encouraging in western countries like the US where print newspaper advertisements have declined from \$60 billion in the late '90s to \$20 billion in 2011. Internet has impacted most newspapers in the last decade in the US. In India, the picture is not very clear. How audience is going to behave in the next decade remains a question. For newspapers to survive, they will have to be more innovative and will have to diversify into other portfolios."

The article speaks about the project that was done in HT Media Ltd in Chennai. The report talks how B2B sales are done for business newspaper and how to carry out sales promotion activities. It talks how to find out the prospects and then converting them into customer by persuading them to buy by focusing on the benefits they can derive through the product by the sales pitch. The article also narrates about the innovative strategies that have been suggested to MINT for their sales promotion in various companies

**Jojo Joy N.**

# **Increasing Sales in B2B Segment: A Study on MINT Daily**

## **Industry Overview of Print Media in India**

Indian print media is one of the largest print media in the world. The history of it started in 1780, with the publication of the Bengal Gazette from Calcutta by James Augustus Hickey. In 1789 appeared Bombay Herald which later amalgamated with the Times of India 1861. The first newspaper in an Indian language was the Samachar Darpan in Bengali. On July 1, 1822 the first Gujarati newspaper the Bombay Samachar was published from Bombay, which is still extant. The first Hindi newspaper, the Samachar Sudha Varshan began in 1854. Since then, the prominent Indian languages in which papers have grown over the years are Hindi, Marathi, Malayalam, Tamil, Telugu, Urdu and Bengali.

## **Indian Newspaper Industry: Current Scenario**

Indian newspaper industry is slated to grow manifold, with growth rate circling around 6%. Its market share is projected to grow from Rs 56,300 crore to Rs 92,900 crore by the end of 2013, as per the research done by the PWC (2007). The Indian Readership Survey (2009) shows that the Hindi and Regional languages newspapers are the most popular as compared to English dailies.

## **HT Media Ltd- Company Profile**

HT Media found its beginning in 1924 when its flagship newspaper, Hindustan Times was inaugurated by Mahatma Gandhi. HT Media (BSE, NSE) has today grown to become one of India's largest media companies. HT Media belongs to the K.K Birla Group, one of India's most reputed business family. The group has diversified itself across different media to access consumers and businesses. The group now intends to further consolidate its already established position as a dynamic media powerhouse. It has footprint in various business in media sector. They are HT Syndicate, Hindustan Times, *Mint* Newspaper, Fever 104 FM, Shine.com, DesiMartini.com, and HTCampus.com

Mint is the only business newspaper which has a tie up with the Wall Street Journal, the largest business daily in the world. This paper mainly focuses on the business news and financial market. Not only it can be just read by the people who are into business or financial markets, but also a person

who have just the basic knowledge of English. The news that is in the paper are jargon free with properly analysed news. Apart from all this it has supplements The Lounge, *Mint* Market and Finance.

### Features

1. The only newspaper in the country having a tie up with The Wall Street Journal
2. This is only newspaper which has an index page
3. It is designed by the world's leading newspaper designer Mario Gracia
4. It comes in a Berliner format which is quiet easy to hold for long times
5. It daily contains some stock recommendations done by a panel of experts.
6. It provides refreshing clarity in business news.
7. The Business of life column will talk about some lifestyle products daily
8. Good pictorial presentation of graphs relating to market
9. The *Mint* Money & Finance contains a list of more than 2500+ companies(Stocks + Mutual Funds)

### Market Share

The market share of various newspapers is as follows

Table 1

<i>Mint</i>	ET	BS	BL	FE	FC
14%	44%	7%	25%	7%	2%

### The Project

The project was carried at HT Media Chennai. There were two objectives of the project. They are as follows:

- ♦ To earn revenue through B2B sales for yearly subscription
- ♦ To make *MINT* more popular in Chennai region

To fulfil the first objective the researcher has contacted mostly banking and financial institution for Bulk purchase of newspaper and for increasing popularity, sales promotion activities were carried out in IT companies because of their huge employee strength.

### **To earn revenue through B2B sales for yearly subscription**

B2B Sales refers to going to the corporate and getting bulk subscription from them. It is complex and usually took some time to happen. Bulk subscription is usually taken by the companies for their employees or for some priority customer and for various branches and hence needless to say the main idea was to target large companies and get good sales figures for the company.

The schemes suggested for the corporate are as follows:

- **Rs 399 pa with a travel bag/pen drive absolutely free.**
- **Customer had to pay Rs30/monthly for delivery charges**

Further for Infrastructure companies the scheme was Rs 599 and HT will be providing *space* for advertisement (30%- 45% of the amount negotiable) on taking a minimum of 100 subscriptions. The main idea was a mutual benefit for both the companies. These newspapers were to be supplied to the customers of the companies that subscribe. The benefit was that *Mint* newspaper are taken up by the various executive in Chennai of various multinationals so the subscribed company can generate get more customers in the long run.

The process went as follows:

#### **1. Create Database**

To find the potential client for subscription of our newspaper *Mint*, the biggest challenge at hand was to find out the companies, institutions or organisation which might take interest in taking subscriptions. For this, first the researcher had marked the sector with maximum number of potential organizations and the set out to these sectors to collect visiting cards or business cards. The idea was to collect the contact details and address of companies and wherever business cards was not available the information was collected on the notepad.

## 2. Making Proposals

Once database is ready and before fixing appointments with the Administrative manager of any company, a proposal needs to be prepared in accordance with requirement and profile of the company explaining how subscription of *MINT* would benefit the organisation. Hence customized proposals were prepared to suit the client's requirement. Making a good lucrative proposal definitely requires lots of understanding of client and its product

## 3. Contacting Companies and Fixing Appointments

After making proposals, the sales persons should start making calls to various companies. He/ She would call a company ask the person on the other side to put on-line the person who is looking after subscription bookings in his organization. Then I would briefly talk to the concerned person explaining about the *MINT* and simulating his curiosity and ask him to fix an appointment.

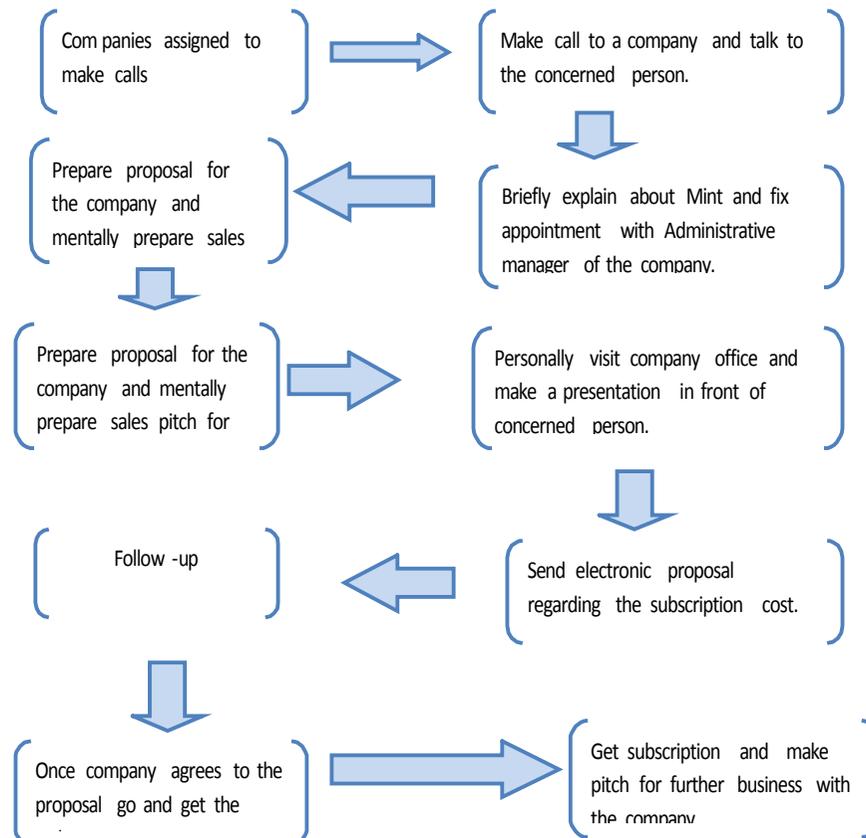


Figure 1

## **Preparation of Sales pitch**

After making the appointment the salesperson had to frame sales pitch. Here one has to study the company and has made a clear view about the type of news they preferably want and then accordingly frame my sales pitch. For e.g. if one is targeting any FMCG company, the salesperson has to stress upon the “need to know column” in the paper for the FMCG personnel usually wants to know how various sectors related to FMCG are performing . The main was that this product adds value to the customers and I tried to tell about the values and benefits they can derive from this newspaper.

## **To make *MINT* more popular in Chennai region**

As MINT was relatively a new entrant to Chennai market, one need to adopt some sales promotion activities to make it popular among the cliental segment: the corporate. One of the innovative practises to increase the visibility of the paper is by putting up the stalls in the corporate houses and company premises. For this sales promotion activity, we have to contact the prospective companies/clients for their permission.

So the task was to find out the companies which allow all these activities and then make proposals to them. Since the plan is to attract people in large numbers, ideally Software Companies were contacted and tried first. In software companies there are professional who work for Marketing, Finance or Human Resource departments. On the other hand there are engineers in huge number who are young and some of them want to peruse management as a career in the future.

## **Response from the Customers**

After doing stall activities a satisfactory response from the customer was generated. We worked very hard to get the subscription but we were not able to get the desired sales volumes as we had a lot of problems of brand visibility in the market There were many customers who took it on sight itself, some were just confused whether to take it or not and some were not interested. I generated a lot of leads for the Sales Excretive so that they can call them and convert these non-users into users

## **Problem Faced in doing B2B sales at TCS, Chennai**

MINT being the first entrant to Chennai market faced the following problems

- ◆ Lack of awareness of the newspaper in the market

- ◆ Rs 30 charges that is to be paid by the customer is making the customers mind to change.
- ◆ In stall activity we didn't had any swiping card machine, payment through cash or cheque only.
- ◆ Relocation problems. We cannot relocate the paper if there is a change of city

### **Suggestion & Recommendations**

In order to increase the visibility of MINT, HT Media company must advertise *Mint* through Billboards. This will increase the visibility in the market. Setting up billboards in T Nagar, OMR road, Taramani will increase the visibility as offices of various large companies are located here. Along with this frequent Sales Promotion activities should be carried on so that more and more people come to know about the product and simultaneously increasing the sales. The company should also take permission from Airport Authority of India(AAI) to put the newspaper in stands and simultaneous try business class Airlines companies to get subscriptions. Finally, the company must have different schemes for B2B and B2C sales. The scheme that was running was not able to attract much the business people because they are not interested in free gift but they look for a valuable deal.

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## Appendices

### Indian Newspaper Industry: Some Facts

- ♦ The total number of dailies in India in 2011 is 82,222
- ♦ The total circulation in India in 2011 was 32,92,04,841
- ♦ Percentage of growth of total registered publications over the previous year: 6.25 %
- ♦ The largest circulated Daily: Eenadu, Telugu, Hyderabad : 16,74,305
- ♦ The largest circulated multi-edition Daily: The Times of India, English (12 editions): 37,46,929
- ♦ The number of new newspapers registered during 2010-11: 4,853
- ♦ The state with the largest number of registered newspapers (Uttar Pradesh): 9,885 followed by (Delhi ): 8,545

#### Top Hindi Newspapers in India

Sr.No	Newspaper	Circulation
1	Dainik Jagran	54,254,000
2	Dainik Bhasker	33,432,000
2	Hindustan(local)	29,411,000

#### Top English Newspapers in India

Sr.No	Newspaper	Circulation
1	The Times of India	13,447,000
2	Hindustan Times	13,447,000
3	The Hindu	6,254,000

## Top Regional Languages Newspapers in India

Sr.No	Newspaper	Circulation
1	Lokmat	23,276,000
2	Daily Thanti	20,305,000
3	Dinakaran	16,741,000

\*(Data source Indian Readership Survey conducted by the Media Research Users Council (MRUC).)

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**mint** THE WALL STREET JOURNAL

THE WALL STREET JOURNAL **WSJ**

Are you suffering from Information over Load, Unanalysed Business News, Unstructured Paper Format, and Difficult to hold the newspaper for a very long time??

We have a Solution to all your problems at your doorstep. India's second largest business newspaper "MINT", in collaboration with world's most popular business daily "The Wall Street Journal", brings you a Well analysed, **JARGON FREE** business news, convenient to hold and read for long with a proper Index page and an **Exclusive offer**

The cover cost for 12 months is **Rs. 1174** (Rs3.50 weekdays) (Saturday Rs. 5) But, we are offering to you at a rate of **Rs. 399**, a discount of more than 65% if you subscribe it for a year. Apart from this you will get a "Travel Bag/Pen Drive".....**absolutely free**..... for every subscription.

In order to avoid delivery issues we are requesting you to pay Rs30/month to the vendor/handler.

**Hurry Limited Period Offer..... valid till dd/mm/yyyy**

**Offer valid only for.....|**

For more Details  
Contact-

Proposal made for the companies

Zoom in (Ctrl+Plus)

We are now currently subscribing the newspaper for Rs399 p.a with a free gift. But the problem is people are not aware of this product. So they do not want to take yearly subscription. They like the product in the first go but they are not sure that they should buy this or not.

For those people we can have a trial scheme for one month instead of a year. So they if they are satisfied with the product they can go for an year subscription.

The cost will be

$$3.50 * 5 * 4 = 70$$

$$5 * 4 = 20$$

Total budget will be 97 (adding more two days of a month)

We can offer them this product slightly lower than this price with no gifts. Maybe around Rs 70.

This can help us to convert the non users into trial users for a short run and they convert them into subscriptions.

### New short term scheme

#### Subscription Details

Cost of each subscription is Rs 599

If you take a minimum of 100 Subscription we will be providing you with advertisement space worth 30% you will spend on subscription.

For example if you take 500 subscription

$$= 500 * 599 \text{ is } 2,99,500$$

$$30\% \text{ of } 2,99,500 \text{ is } 89,850$$

#### Benefits

This newspaper circulates in Chennai to more than 15000 people

Our subscriber includes peoples from TCS, Accenture, Godrej etc.

Our subscriber base is niche

Visibility of you product will increase in niche segment

We will supply the newspaper to one set of you subscriber for the first six months then to another.

You don't have to spend extra on advertisement and in the same time you are making a good relationship with you existing customer by providing them a newspaper

**Presentation made to target the infrastructure Company**