

Stimulus package for print media extended

Under the general budget 2009-10, the Ministry of Finance, Government of India, has further extended the 'stimulus package' for the print media for another six months from Jun 30-Dec 31, 2009. In February 2009, the print media was given a stimulus package comprising waiver of fifteen percent agency commission on DAVP advertisements and a ten percent increase in the DAVP rates to be paid as a 'special relief' subject to documentary proof of loss of revenue in non-governmental advertisements.

Strategic partnership between KBA and The Printers House

To expand their business globally, Koenig & Bauer AG (KBA), Germany, and The Printers House (TPH), India have joined hands, with a two-way tie-up wherein KBA will promote TPH products in most of the countries and TPH will promote KBA web presses on the Indian sub continent. The marketing consortium formed by both the companies will be the biggest of its kind in newspaper industry.

With this strategic alliance, both KBA and TPH will have capabilities to cater to any requirement ranging from 16,000iph to 90,000iph web offset presses in their respective territories. KBA, apart from their standard product range, will now offer TPH's Orient range of web offset presses from speeds of

printing industry under one umbrella. We hope that KBA's excellence combined with world class price competitive machines from TPH will open new vistas in the web offset printing industry globally. It will not only reap benefits in terms of technology but also improve economics for new projects," commented M M Kohli, director of TPH.



"It is an exciting time. TPH with their brand name 'Orient' is a highly respected company worldwide. The tie-up between us will complement our product range, thereby further strengthening our standing in the global market. We have complete trust in TPH and their products, and

Amalgamation of WAN and IFRA

After discussing all pros and cons of the merger for over five years since they have built up several similar products and services apart from registering an increasing overlap in membership, the World Association of Newspapers (WAN) and IFRA decided to merge into a new entity namely the World Association of Newspapers and News Publishers (WAN-IFRA). The merger became effective from July 1, 2009. (Continued on page 22)



Vijay K Chopra becomes chairman of PTI

One of the leading figures of media industry, Vijay Kumar Chopra, editor-in-chief of Hind Samachar group has been elected as chairman and Vinod Jain of Times of India group as vice-chairman of the board of directors of Press Trust of India Ltd (PTI). A Padma Shree awardee and former president of Indian Newspaper Society (INS), Chopra succeeded an eminent physicist Prof EV Chitrin.

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