

# Unlocking Business Value for India's Largest Media House

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**Dainik Bhaskar Group Case Study**



# ABOUT THE CUSTOMER

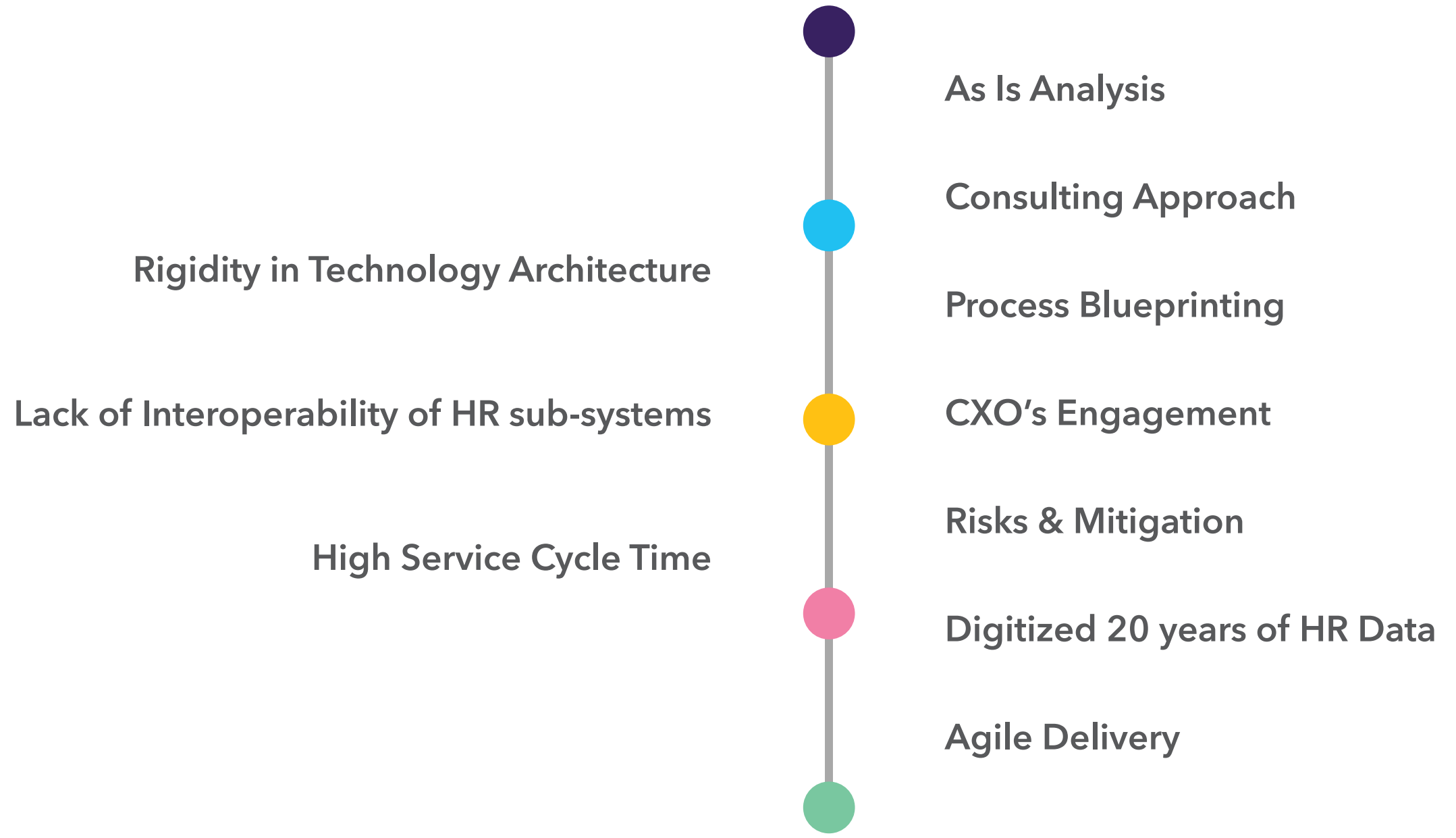


## दैनिक भास्कर

Dainik Bhaskar Corp. is urban India's #1 newspaper group and world's 3rd largest circulated newspaper. The group has a strong presence in the radio business. 94.3 MY FM, the radio brand of the group is the largest radio network in India.



# Challenges HONO solution



# IMPACT

## Digital Payroll and Compliance

AI-led Interactive Chatbot enabling touch less employee self-service

Marked reduction in **total cost** of operations

**100% adoption** of mobile app within 1 week of Go-live

100% end-to-end unified & integrated platform

Enhanced HR bandwidth to drive business critical initiatives

Real-time employee engagement and Happiness Index

Advanced predictive and **prescriptive analytics**

Digitized 20 years of historical employee data to drive real-time actionable insights



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