

COMPANY PROFILE

UPKAR PRAKASHAN
&
PRATIYOGITA DARPAN

BUSINESS PROFILE

(Upkar Prakashan & Pratiyogita Darpan)

- ◆ **Nature of business** Publishing of Books and Magazines
- ◆ **Located at** Agra - The City of Taj Mahal
- ◆ **Corporate office** 2/11, A, Swadeshi Bima Nagar, Agra – 282002 (India)
- ◆ **Adm. & Editorial office** 1, State Bank Colony, Agra-Mathura By Pass, Agra – 282005 (India)
- ◆ **Advertising office** 4840/24, Govind Lane, Ansari Road, Daryaganj, New Delhi – 110002 (India)
- ◆ **Internet** www.upkar.in/corporate
- ◆ **Corporate contact:**
- ◆ **Phone** 0091-562-4053333
- ◆ **Fax** 0091-562-4053330
- ◆ **Email** association@upkar.in

(Click here for location map)

UPKAR PRAKASHAN

(In brief)

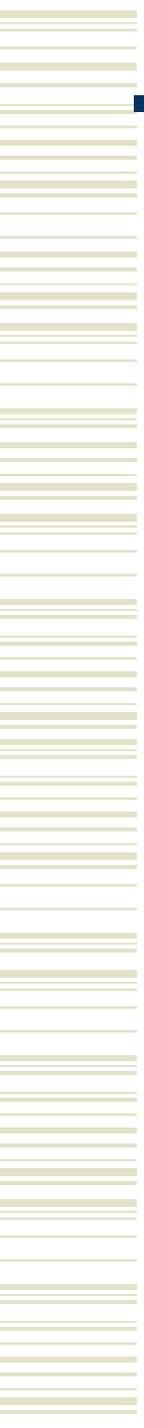
◆Upkar Prakashan is an ISO 9001:2000 certified publishing house with its head office located at the city of Taj Mahal, Agra. Known for publishing quality books, Upkar's core focus is on preparatory books for various competitive examinations that are held across India. These books equip the aspirants with the latest and up-to-date information and, in the market, are known for their reliable contents. Every year, more than 1600 books are published/ revised, which are frequently updated during the year.

◆Upkar Prakashan, which is about 40 years young now, has showcased breathtaking success in the paradigms of 'Indian Career-Oriented Publications' market. It has shown spectacular growth in sales, profitability and market share continuously during these 40 years journey. The publishing house is well-equipped with in-house Printing and Publishing facilities. Professionalism in work culture, Qualified subject professionals, Pan-India network of business associates, vast experience, exposure and knowledge of the consumer-oriented model of India are a few grounds where Upkar has a lead. Upkar has tie-ups with leading retailers in India for displaying and selling its books at their stores

PRATIYOGITA DARPAN

(In Brief)

- ◆ Pratiyogita Darpan is sister concern of Upkar Prakashan and is also a Publishing house with focus on magazines/ journals for current affairs and general awareness. Its flagship brand, *Pratiyogita Darpan* (monthly) is rated as Top 4th magazine of India, among all the magazines in all languages that are published in India. With over 4 million readers across India, Pratiyogita Darpan is a clear leader in its cadre publications (Data Source: Indian Readership Survey). Besides this, other brands include – Samanya Gyan Darpan (Hindi) and Competition Science Vision (English) which are again leaders in their cadre.



Core Resources



- ◆ In-house editorial board of over 70 professionals and over 50 regular contributors from across India for various subjects covering almost all fields in the education arena.
- ◆ Pan-India distribution network with over 5000 business associates help in penetration of our products.

INFRASTRUCTURE

- ◆ Building I - Well-equipped head office located at Agra
- ◆ Building II - Well-equipped showroom and office located at Delhi
- ◆ Building III - State-of-art printing unit located at Agra
- ◆ Building IV - State-of-art printing unit – New building, expected to start by Dec 2009, coming up at Agra.
- ◆ Building V – State-of-art and proficient dispatch unit at Agra

Useful Web-links

- ◆ Upkar-Darpan Corporate Page – <http://www.upkar.in/corporate>
- ◆ Upkar Prakashan Product Profile – <http://www.upkar.in>
- ◆ Pratiyogita Darpan Product Profile – <http://www.pdgroup.in>
- ◆ Pratiyogita Darpan E-magazines – <http://emagazine.pdgroup.in>



End of Presentation

Thank You