

LOKMAT - MAKING A DIFFERENCE IN THE VERNACULAR MEDIA SCENE IN INDIA

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ABSTRACT

The case talks about how lokmat has over a short period of time penetrated the Marathi Daily segment overtaking several leading Marathi dailies to reach number 1 position in the state of Goa. What has taken its competitors like Gomantak, Tarun Bharat over 3 decades to achieve, it has achieved in a span of just 4 years.

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