

## CURRENT STORY

# 9.9 Mediaworx To Acquire Jasubhai Digital: Report

By [Nikhil Pahwa](#) - Thu 13 Dec 2007 08:55 PM PST

[9.9 Mediaworx](#), founded by former ABP CEO Dr. Pramath Sinha, is going to acquire Jasubhai Digital Media, the technology media business of the Jasubhai Group, [reports](#) Business Standard. As per the story, Jasubhai Digital Media has revenues of Rs. 25-30 crores, though the value of the deal has not been ascertained.

I spoke to Sinha, and he’s refused to confirm the news. He says that they’ll probably announce “a deal” on Monday, next week.

Jasubhai Digital Media publishes consumer focused magazines like [Digit](#) (computer) and [SKOAR!](#) (gaming). They also publish Industry 2.0, a technology management company, and organize events like SKOAR! for gaming and the CTO Forum. On the face of it, it fits in well with 9.9 Mediaworx’ strategy of monetizing niche content across media platforms and events. Digit, which was launched as Chip several years ago, had a built a user base on giving trial versions of games and software on CDs, as well as tips and tricks; the need for that content has pretty much vanished with broadband, faster dialup and pervasive piracy, and the proliferation of similar magazines hasn’t helped. BS says that the company had been on the block for a while. Founded recently by Sinha, with former ABP execs including Vikas Gupta, Asheesh Gupta and Anuradha Das Mathur, 9.9 Mediaworx includes five businesses: 9.9 Insights, 9.9 Digital, 9.9 Print, 9.9 Ventures and 9.9 Studio. They’re also looking to invest in the newspaper space, and will be raising funds for growth. The company has tie-ups with Sao Paulo based Jai Group and NDTV Profit. See related links for more.

- [Former ABP CEO Pramath Sinha Launches 9.9 Mediaworx; No Legacy, Overhead Issues](#)