

9.9 Media acquires Jasubhai Digital Media

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9.9 Mediaworx Pvt Ltd, recently launched by Dr Pramath Raj Sinha in association with Vikas Gupta, Asheesh Gupta and Anuradha Das Mathur, has acquired the brands and businesses of Jasubhai Digital Media (JDM). JDM will be now rechristened as 9.9 Digital Media with Sinha, the Founder and Managing Director of 9.9 Media, as its new Managing Director.

JDM is an integrated media and services player offering products across diverse platforms – print, conferences, multimedia, and online – in the fastest growing verticals of Indian industry such as IT and manufacturing technology. The acquisition includes all leading publications of the Group such as ‘Digit’, an end-user computing magazine; ‘Skoar’, a magazine on gaming; ‘The CTO Forum’, the fortnightly magazine for the CIO/CTO community; ‘Logistics 2.0’, a quarterly magazine targetted at CEOs/logistic heads of manufacturing companies; and ‘Industry 2.0’, a technology management magazine. This would also include the events and websites associated with these magazines.

In addition to this, Type I business, offering wide-ranging content and technology solutions to organisations in the US, Europe, and Asia, is also part of this acquisition. It may be recalled that JDM had achieved revenues close to Rs 30 crores last year.

Commenting on the acquisition, Sinha said, “We believe that the media industry in India is at its infancy, and niche, sharply targeted media brands such as those of JDM have exponential growth opportunities.” He further said that the JDM infrastructure and experience would also be invaluable in building new integrated media players across many more verticals, which was the core focus and strategy of 9.9 Insights, a part of the 9.9 Media Group.

Maulik Jasubhai, the current MD and Publisher of JDM, said, “I take great pride in the brands that we have built over the years and believe that 9.9 Media will help take them to greater heights. I also have the trust and confidence that we are leaving JDM and its employees in good hands as we pass on the reins to Dr Sinha and his 9.9 team.” The Jasubhai Group will continue to have interest in the business through a financial stake in 9.9 Media.

Formed in September 2007 and announced recently, 9.9 Media is a diversified media company with a diverse portfolio of businesses spanning both traditional and new media.

Jasubhai Group, established in 1967 by Jasu Shah its Group Chairman, is primarily involved in three core business areas – business and technology media, engineering and manufacturing, and trade shows and expo – which cover a range of operations from process instrumentation, special-interest publications to organising exhibitions. Jasubhai Group has presence in India, the Middle East and European markets.

Also see: [Dr Pramath Sinha, Vikas Gupta announce launch of 9.9 Media](#)
