

ABP Group in India opts for comprehensive publishing solutions from ppi Media

The Kolkata-based ABP Group, which publishes the most popular Bengali daily, has opted to use the editorial system Content-X by ppi Media and Digital Collections, the self-service Classifieds AdSelf portal, and planning and production solutions by ppi Media.

The ABP Group has become the latest major Indian media company to use the publishing solutions developed by ppi Media. The software created by ppi Media is now being used by ten of India's largest newspaper publishers.

ABP publishes the English-language daily newspaper "The Telegraph" and "Anandabazar Patrika", the most popular Bengali daily newspaper with a circulation of 1.2 million copies. There are currently 25 local editions of Anandabazar Patrika. The fact that the Bengali script and language are supported by Content-X, AdSelf and the integrated alfa Stylo Editor reaffirmed the ABP Group's decision to use the modern solutions from northern Germany. The ABP Group first learned about the practical applications of these solutions by visiting many of ppi Media's international customers, including the SÜDKURIER in Konstanz, Axel Springer in Berlin, and The Hindu and The Printers Mysore in India.

"We chose ppi Media, because we were looking for future-oriented solutions", explains D. D. Purkayastha, Managing Director and CEO of the ABP Group.

"Over the past 20 years, we've become the market-leading technology partner for Indian media companies. We're delighted to work with ABP as another strategic partner in this growing market", says Dr. Hauke Berndt, Managing Director and CEO of ppi Media.

Shaping the future with ppi Media

The multi-channel editorial system Content-X will allow the ABP Group to use its print and media channels equally effectively. The media-neutral content recorded in the digital asset management system DC-X, which is already in use at ABP, can now be exploited through various channels with a range of alternative stories. The modern and responsive self-service portal AdSelf lets agencies and users simply and conveniently book classified ads and manage them online. Billing and other transactions are handled by the BackOffice in the company's SAP system, which works perfectly with AdSelf thanks to its integrated interface.

In addition to the self-service AdSelf portal and the Content-X editorial system, which supports numerous Indian languages and was chosen by more media companies in 2018 than ever before, ppi Media's planning suite PlanPag will also be introduced for daily newspapers at the ABP Group.

ppi Media GmbH
Deliusstraße 10
D-24114 Kiel

Press Contact

Mr. Heiko Bichel
Tel.: +49 (0)431 - 5353-261
Email: heiko.bichel@ppimedia.de

<https://www.ppimedia.de>

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About ppi Media

ppi Media develops highly efficient services and solutions for media companies. The owner-managed software house was founded in 1984 and has since become the leading workflow specialist for automated newspaper production. 80% of all daily newspapers on the German market are produced using products developed by ppi Media. Media companies in Europe, Asia, Africa and the US use the company's solutions in their daily work for the planning, production and editorial workflows of digital and print products. ppi Media also guides companies seeking innovation through their digital transformation process. ppi Media's portfolio includes the agile development of digital solutions using modern Design Thinking methods and the provision of innovation advice throughout the different stages of a company's change process. For more information, visit www.ppimedia.de.