CHAPTER – 6

DAILY PUBLICATIONS

6.1. A study of Dailies along with Tri/Bi-weeklies has been included in this chapter. For the year 2019-20, only 9,840 Dailies submitted their Annual Statements online as against 10,167 Dailies for the year 2018-19. This shows a decrease of 03.21 percent in the Dailies over the last year. The circulation of Dailies and Tri/Bi-weeklies registered a decrease of 11.18 percent over the last year. Data on their working and organisational statement was received from 9,840 Dailies, analysis of which can be seen from paras 6.6 to 6.12.

LANGUAGE- WISE ANALYSIS

6.2. So far as Newspapers and Periodicals in different languages are concerned, Dailies were published in all the principal Indian languages mentioned in the Eighth Schedule of the Indian Constitution except Bodo, Maithili and Santhali. The largest number of Dailies were brought out in Hindi (4,322) followed by Telugu (1,133), Urdu (1,132), English (841), Marathi (612), Kannada (549) and Gujarati (408). (Table 6.4)

CIRCULATION- WISE ANALYSIS

6.3. Circulation figures for 2019-20 were furnished by 9,840 Dailies and 37 Tri/Bi-weeklies claiming a combined circulation of 25,89,41,013 against 29,15,35,681 copies per publishing day in 2018-19. The decrease in combined circulation for 2019-20 over the previous year is 11.18 percent. The circulation of Hindi Dailies with a total of 11,48,55,520 copies per publishing day was the largest in the country followed by English with a total circulation of 2,97,89,705 copies and Marathi Dailies with a total circulation of 2,31,91,951 copies per publishing day. (Table 6.4)

CENTRES OF PUBLICATION

6.4.1. Out of 9,840 Dailies and 37 Tri/Bi-weeklies that furnished their circulation data for the year, 51.48 percent were published from Big Cities with a population of 1,00,000 and above, while the remaining 26.45 percent were published from State Capitals, 2.41 percent were Small Towns and 6.45 percent were published from Union Territories. The 13 Metropolitan Cities had a share of 13.21 percent. (Table 6.5)

6.4.2. Circulation-wise also, Dailies and Tri/Bi-weeklies published from Big Cities with a population of 1,00,000 and above have the largest share with 49.65 percent of the total circulation, i.e., 19,87,60,491 copies per publishing day. Publications brought out from State Capitals were the next, accounting for 25.09 percent or 10,04,49,047 copies per publishing day, followed by Union Territory with 6.79 percent or 2,71,89,861 copies per publishing day, Metropolitan Cities with 16.49 percent or 6,59,90,059 copies per publishing day and Smaller Towns 1.98 percent or 78,85,512 copies per publishing day. (Table 6.5)
STATE-WISE ANALYSIS

6.5.1. Uttar Pradesh maintained its lead with 2,140 daily publications followed by Madhya Pradesh (1,230); Andhra Pradesh (998); Maharashtra (862); Karnataka (618); Delhi (576); and Gujarat (508). (Chapter 3, Table 3.2)

6.5.2. Uttar Pradesh had the maximum claimed circulation of Daily publications with 4,01,96,803 copies per publishing day followed by Maharashtra with 3,59,63,238 copies per publishing day; Madhya Pradesh with 2,88,51,629 copies per publishing day; Delhi with 1,81,73,254 copies per publishing day; Andhra Pradesh with 1,49,39,282 copies per publishing day; Gujarat with 1,41,29,068 copies per publishing day; and Rajasthan with 1,34,73,126 copies per publishing day. (Chapter 4, Table 4.3)

WORKING OF PUBLICATIONS

6.6. Information on the working and organisation of the publications was received from 9,840 Dailies during 2019-20. It can be grouped under six heads, viz. (i) Staff; (ii) Editing; (iii) Advertising; (iv) Pages, Page Area and Price; (v) Home; and (vi) Foreign News.

CORRESPONDENTS

6.7. As per available data, 4,477 Daily publications were utilising the services of 14,937 full time correspondents. (Table 6.6)

REPORTERS

6.8. As many as 24,316 reporters were working for 4,477 Daily publications. Out of them 6,132 served for 400 ‘Big’ Dailies, 7,923 for 873 ‘Medium’ Dailies and 10,261 for 3,204 ‘Small’ Daily publications. The break-up of correspondents, retainers and reporters, employed in India and abroad by Indian Dailies is given in Table 6.6.

EDITORIAL STAFF

6.9. According to available data, 12,810 full time staff members were working in the editorial staff for 4,477 Dailies. These included the services of special writers for writing comments, editorials and features. Out of them, 2,729 worked for ‘Big’, 4,098 for ‘Medium’ and 5,983 for ‘Small’ Dailies. (Table 6.7)

OTHER STAFF

6.10. There were 7,439 full time photographers, 1,078 full time cartographers, and 1,271 full time cartoonists working. (Table 6.7)

ADVERTISEMENTS

6.11. Income from advertisements is the main source of revenue for publications. Out of 4,477 Daily publications which supplied data pertaining to advertisement, 461 Dailies (55 ‘Big’, 74 ‘Medium’ and 332 ‘Small’) derived more than 75 percent of their income from advertisements and 868 Dailies derived 50 to 74 percent of their income from advertisement.
The category-wise break-up of the income of these Dailies from advertisements is given in Table 6.8.

GOVERNMENT ADVERTISEMENTS

6.12. Data regarding income derived from Government Advertisements (in percentage terms) was available from 4,477 Dailies. Out of them, 880 Dailies received 75 percent or more of their advertisement revenue from Government Sources and 670 Dailies earned Government Advertisement revenue between 50 and 74 percent. (Table 6.9)

PAGES, PAGE AREA AND PRICE

6.13.1. On an average, ‘Big’ (400), ‘Medium’ (873) and ‘Small’ (3,204) Dailies published 44.72, 32.03 and 19.54 pages per day respectively. Overall average pages of these Dailies were 32.09 pages per day. (Table 6.10)

6.13.2. The average price of 4,477 Daily publications, who gave this data to the RNI, was Rs. 5.51 per newspaper copy. On an average, ‘Big’ Dailies were priced at Rs. 3.88, ‘Medium’ at Rs. 5.96 and ‘Small’ Rs. 6.69, respectively. (Table 6.10)

6.13.3. The average size of page of 4,477 Dailies was 9,365.03 cm². An average size of pages of ‘Big’ Dailies was 9368.35 cm² and of Medium Dailies was 13324.48 cm². The average size of pages of ‘Small’ Dailies was 5402.18 cm². (Table 6.10)

ADVERTISING SPACE

6.14. Data about space taken up by advertisements were given by 9,840 Dailies (646 ‘Big’, 1,841 ‘Medium’ and 7,353 ‘Small’). Out of these, 124 Dailies (11 ‘Big’, 22 ‘Medium’ and 91 ‘Small’) devoted 60 percent and more of the total space to advertisements and 84 Dailies (10 ‘Big’, 14 ‘Medium’ and 60 ‘Small’) devoted 40 to 59 percent space to advertisement. The space occupied by advertisements in remaining 9,632 Dailies (625 ‘Big’, 1805 ‘Medium’ and 7,202 ‘Small’) was below 40 percent of the total. (Table 6.11)

HOME AND FOREIGN NEWS

6.15. As per the information filed by 9,840 Dailies, 5,806 Dailies (321 ‘Big’, 1,058 ‘Medium’ and 4,427 ‘Small’) devoted 90 percent or more space to home news. As many as 3,375 Dailies (268 ‘Big’, 691 ‘Medium’ and 2,416 ‘Small’) devoted between 50 to 89 percent to home news and remaining 659 Dailies (57 ‘Big’, 92 ‘Medium’ and 510 ‘Small’) devoted below 50 percent to home news. (Table 6.12)
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The Press in India, 2019-20

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Source: Annual Statement 2019-2020

Table No. 6.2
Number & Circulation of Dailies
(2010 to 2020)

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<td>9840</td>
<td>25,84,22,090</td>
<td>(-)</td>
<td>11.36</td>
</tr>
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</table>

Source: Annual Statement 2019-2020

Table No. 6.3
Number & Circulation of Tri & Bi-Weeklies
(2010-11 to 2019-20)

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Year</th>
<th>Number</th>
<th>Circulation</th>
<th>Annual Growth in Circulation (+) (-) Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2010-11</td>
<td>31</td>
<td>9,69,361</td>
<td>(+)</td>
</tr>
<tr>
<td>2</td>
<td>2011-12</td>
<td>28</td>
<td>9,28,927</td>
<td>(-)</td>
</tr>
<tr>
<td>3</td>
<td>2012-13</td>
<td>36</td>
<td>11,87,995</td>
<td>(+)</td>
</tr>
<tr>
<td>4</td>
<td>2013-14</td>
<td>25</td>
<td>8,93,218</td>
<td>(-)</td>
</tr>
<tr>
<td>5</td>
<td>2014-15</td>
<td>34</td>
<td>9,73,292</td>
<td>(+)</td>
</tr>
<tr>
<td>6</td>
<td>2015-16</td>
<td>9</td>
<td>1,55,045</td>
<td>(-)</td>
</tr>
<tr>
<td>7</td>
<td>2016-17</td>
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<td>(-)</td>
</tr>
<tr>
<td>8</td>
<td>2017-18</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>9</td>
<td>2018-19</td>
<td>0</td>
<td>0</td>
<td>0</td>
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<tr>
<td>10</td>
<td>2019-20</td>
<td>37</td>
<td>5,19,013</td>
<td>(+)</td>
</tr>
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</table>

Source: Annual Statement 2019-2020
### Table No. 6.4
Number & Circulation of Dailies during 2019-20
(Language & Periodicity-Wise)

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Language</th>
<th>Dailies</th>
<th></th>
<th>Number</th>
<th>Circulation</th>
<th>Number</th>
<th>Circulation</th>
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<tbody>
<tr>
<td>1</td>
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<td>21</td>
<td>2</td>
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<td>24262</td>
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<td>68</td>
<td>3</td>
<td>3991521</td>
<td></td>
<td>3</td>
<td>22713</td>
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<td>Dogri</td>
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<td>119066</td>
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<td>0</td>
</tr>
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<td>Gujarati</td>
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<td>10996574</td>
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<td>4322</td>
<td>2</td>
<td>114855520</td>
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<td>2</td>
<td>37708</td>
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<td>7</td>
<td>Kannada</td>
<td>549</td>
<td>1</td>
<td>7458278</td>
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<td>Kashmiri</td>
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<td>11</td>
<td>Malayalam</td>
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<td>5</td>
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<td>0</td>
</tr>
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<td>184527</td>
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<td>0</td>
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<td>0</td>
<td>0</td>
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<td>10</td>
<td>29789705</td>
<td></td>
<td>10</td>
<td>85910</td>
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<td>2</td>
<td>28375</td>
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<td>1</td>
<td>297790</td>
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<td>1</td>
<td>25301</td>
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<tr>
<td>26</td>
<td>Others</td>
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<td>0</td>
<td>298288</td>
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<td>0</td>
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<td><strong>37</strong></td>
<td><strong>2,58422000</strong></td>
<td><strong>37</strong></td>
<td><strong>519013</strong></td>
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</table>

*Source: Annual Statement 2019-2020*

### Table No. 6.5
Circulation (Centre-wise)

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Centre of publication</th>
<th>Dailies/ Tri &amp; Bi-weeklies</th>
<th>Circulation</th>
<th>Percentage Share in Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Number</td>
<td>Circulation</td>
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<td>198760491</td>
<td>51.48</td>
</tr>
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<td>Metropolitan City</td>
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<td>65990059</td>
<td>13.21</td>
</tr>
<tr>
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<td>State Capital</td>
<td>3684</td>
<td>100449047</td>
<td>26.45</td>
</tr>
<tr>
<td>4</td>
<td>Smaller Towns</td>
<td>336</td>
<td>7885512</td>
<td>2.41</td>
</tr>
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<td>5</td>
<td>Union Territory</td>
<td>899</td>
<td>27189861</td>
<td>6.45</td>
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</tbody>
</table>

*Source: Annual Statement 2019-2020*
### Table No. 6.6
**News-Gathering System**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Category</th>
<th>Number of Papers</th>
<th>Indian</th>
<th>Foreign</th>
<th>Indian</th>
<th>Foreign</th>
<th>Indian</th>
<th>Foreign</th>
<th>Indian</th>
<th>Foreign</th>
<th>Indian</th>
<th>Foreign</th>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Big</td>
<td>400</td>
<td>708</td>
<td>700</td>
<td>100</td>
<td>100</td>
<td>63</td>
<td>63</td>
<td>337</td>
<td>337</td>
<td>4142</td>
<td>4142</td>
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<tr>
<td>2</td>
<td>Medium</td>
<td>873</td>
<td>2303</td>
<td>2300</td>
<td>190</td>
<td>190</td>
<td>192</td>
<td>192</td>
<td>680</td>
<td>680</td>
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<td>3148</td>
<td>3148</td>
<td>274</td>
<td>274</td>
<td>2046</td>
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<td>1148</td>
<td>1148</td>
<td>6574</td>
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<td>564</td>
<td>2301</td>
<td>2301</td>
<td>2165</td>
<td>2165</td>
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</table>

Source: Annual Statement 2019-2020

### Table No. 6.7
**News-Gathering System**

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Category</th>
<th>Number of Papers</th>
<th>Editorial Staff</th>
<th>Photographers</th>
<th>Cartographers</th>
<th>Cartoonists</th>
<th>Other Non Editorial Staff</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Full time</td>
<td>Part Time</td>
<td>Full time</td>
<td>Part Time</td>
<td>Full time</td>
<td>Part Time</td>
</tr>
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<td>Big</td>
<td>400</td>
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<td>0</td>
<td>1397</td>
<td>0</td>
<td>179</td>
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<td>2</td>
<td>Medium</td>
<td>873</td>
<td>4098</td>
<td>0</td>
<td>1990</td>
<td>0</td>
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<td>0</td>
<td>4052</td>
<td>0</td>
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</tbody>
</table>

Source: Annual Statement 2019-2020

### Table No. 6.8
**Income derived from Advertisements**

(Percentage of Total Income)

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Category</th>
<th>Number of Daily</th>
<th>1-24%</th>
<th>25-49%</th>
<th>50-74%</th>
<th>75% &amp; Above</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Big</td>
<td>400</td>
<td>60</td>
<td>112</td>
<td>173</td>
<td>55</td>
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<td>2</td>
<td>Medium</td>
<td>873</td>
<td>263</td>
<td>262</td>
<td>274</td>
<td>74</td>
</tr>
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<td>3</td>
<td>Small</td>
<td>3204</td>
<td>1611</td>
<td>840</td>
<td>421</td>
<td>332</td>
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<td>Total</td>
<td>4477</td>
<td>1934</td>
<td>1214</td>
<td>868</td>
<td>461</td>
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</table>

Source: Annual Statement 2019-2020
### Table No. 6.9
Income Derived from Government Advertisements
(Percentage of Total Income from Advertisement)

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Category</th>
<th>Number of Daily</th>
<th>1-24%</th>
<th>25-49%</th>
<th>50-74%</th>
<th>75% &amp; Above</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Big</td>
<td>400</td>
<td>191</td>
<td>105</td>
<td>70</td>
<td>34</td>
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<td>Medium</td>
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<td>302</td>
<td>219</td>
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<td>512</td>
<td>453</td>
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<td><strong>2091</strong></td>
<td><strong>836</strong></td>
<td><strong>670</strong></td>
<td><strong>880</strong></td>
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</tr>
</tbody>
</table>

*Source: Annual Statement 2019-2020*

### Table No. 6.10
Physical Profile of Daily

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Category</th>
<th>No. of Papers</th>
<th>Avg. No. of Pages</th>
<th>Avg. Page Area (in sq.cm.)</th>
<th>Avg. Price Per Copy</th>
</tr>
</thead>
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<td>44.72</td>
<td>9368.35</td>
<td>3.88</td>
</tr>
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<td>Medium</td>
<td>873</td>
<td>32.03</td>
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<td>5.96</td>
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<td>19.54</td>
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<td><strong>32.09</strong></td>
<td><strong>9365.03</strong></td>
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</table>

*Source: Annual Statement 2019-2020*

### Table No. 6.11
Space devoted to Advertisements

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Percentage of Space Devoted to Advertisement</th>
<th>No. of Daily</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Big</td>
<td>Medium</td>
</tr>
<tr>
<td>1</td>
<td>60% &amp; Above</td>
<td>11</td>
<td>22</td>
</tr>
<tr>
<td>2</td>
<td>40% to 59%</td>
<td>10</td>
<td>14</td>
</tr>
<tr>
<td>3</td>
<td>Below 40%</td>
<td>625</td>
<td>1805</td>
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<td><strong>Total</strong></td>
<td></td>
<td><strong>646</strong></td>
<td><strong>1841</strong></td>
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</tbody>
</table>

*Source: Annual Statement 2019-2020*

### Table No. 6.12
Percentage of Reading Matter devoted to Home News

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Category</th>
<th>90% &amp; Above</th>
<th>50% to 89%</th>
<th>Below 50%</th>
<th>Total</th>
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<td>Big</td>
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<td>268</td>
<td>57</td>
<td>646</td>
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<td>Medium</td>
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<td>92</td>
<td>1841</td>
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<td>Small</td>
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<td>2416</td>
<td>510</td>
<td>7353</td>
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<td><strong>3375</strong></td>
<td><strong>659</strong></td>
<td><strong>9840</strong></td>
</tr>
</tbody>
</table>

*Source: Annual Statement 2019-2020*