



# HT Media Limited

Annual Report 2012-13

## Enriching Lives through Information • Education • Entertainment



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## Hindustan Times – Business Landscape

One of the leading  
**MULTI-MEDIA** companies in India

Operating a suite of  
**3 LEADING NEWSPAPERS** in the country in English & Hindi – Hindustan Times, Hindustan (through a subsidiary) and Mint (Business Daily)

Operating **4 FM RADIO STATIONS**  
under the brand Fever 104 in Delhi, Mumbai, Bengaluru & Kolkata

Present in the **INTERNET SPACE**  
through shine.com, htcampus.com and desimartini.com,  
in addition to hindustantimes.com, livemint.com and  
livehindustan.com and through mobile applications

Present in **EDUCATION**  
through Studymate, PACE, My First Newspaper, HT Education and other initiatives





# Corporate Information

## BOARD OF DIRECTORS

**Smt. Shobhana Bhartia**  
Chairperson & Editorial Director

**Shri K.N. Memani**

**Shri N.K. Singh**

**Shri Ajay Relan**

**Dr. Mukesh Aghi**

**Shri Priyavrat Bhartia**  
Whole-time Director

**Shri Shamit Bhartia**  
Whole-time Director

**Shri Rajiv Verma**  
Whole-time Director & CEO

## CHIEF FINANCIAL OFFICER

**Shri Piyush Gupta**

## COMPANY SECRETARY

**Shri Dinesh Mittal**

## AUDITORS

**S.R. Batliboi & Co. LLP**

## REGISTRAR & SHARE TRANSFER AGENT

Karvy Computershare Private Limited  
Plot Nos. 17-24, Vithal Rao Nagar  
Madhapur, Hyderabad - 500 086

**Tel.:** +91 40 23420818

**Fax:** +91 40 23420814

**Email:** einward.ris@karvy.com

## REGISTERED OFFICE

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18-20, Kasturba Gandhi Marg  
New Delhi - 110 001, India

**Tel.:** +91 11 6656 1608

**Fax:** +91 11 6656 1445

**Email:** investor@hindustantimes.com

**Website:** www.htmedia.in



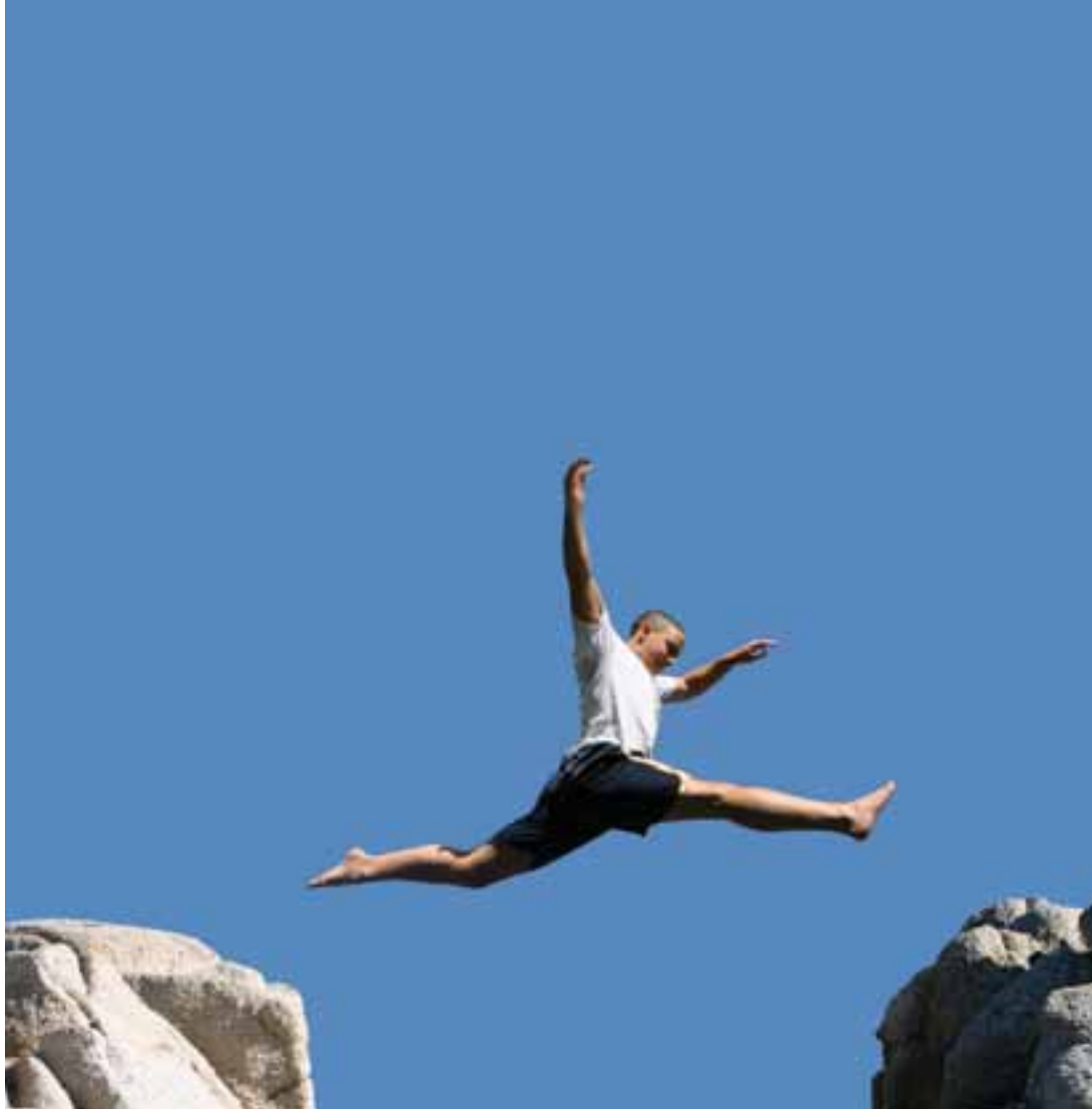


# Enriching Lives

through  
Information  
Education  
Entertainment



Life as it should be. Empowered by media. Liberated through education. Enhanced by entertainment. It is a life that is enriched. A life where the right choices, the right information and the right pathway to the future are available.



## It is such a world that HT Media seeks to usher in.

- ▶ Through its newspapers 'Hindustan Times', 'Mint' and 'Hindustan' and its other media platforms that inform and empower and make the world a better place.
- ▶ Through its initiatives like PACE, HT Education, My First Newspaper and Studymate, that bring quality education choices to people seeking to enhance their future.
- ▶ Through its FM radio platform Fever 104, which brings quality entertainment and music to people through the day.

In each of these initiatives, we have built leading positions. Hindustan times is:

No. 1 newspaper in Delhi

No. 2 newspaper in Mumbai

We are the leading radio channel in Delhi and fast moving towards leadership positions in other circles.

In the education arena, we are change makers through HT Education, the leading weekly educational supplement; My First Newspaper, newspaper for school children and teachers; HTCampus, which provides all the information on various courses/colleges/universities that one needs to decide about his/her future education roadmap; and our supplementary education programme – Studymate, that focuses on the CBSE curriculum and prepares students for examination.

Our leadership in each of these domains is important because it is only through leading positions that we can precipitate change and enrich the lives of people.



**HT Media**  
– Precipitating Change, Enriching Lives.



Information today prompts people to action. It incites us to take charge of our lives and drive positive change. As a leading news organization, we are a platform for news, reports, editorials, features and stories that document our time and spur change. We are not restricted to the print medium alone, but disseminate news and features online through the digital medium – hindustantimes.com, livemint.com and livehindustan.com.

We also disseminate information other than news – for example data related to job seekers and employers online, including social media.

Our Hindustan Times Leadership Summit brings together world leaders and change makers from diverse fields to debate, discuss and discover. The debate deals with crucial world issues and raises the bar on awareness and encourages people to act.

*While we are primarily in the business of gathering, assimilating and disseminating news and information, we are simultaneously using information to empower people.*

Hindustan Times is consistently strengthening

its **#2** position among English Broadsheet dailies in Mumbai with a readership of 0.8 Million +. The Mumbai edition is growing its readership in double digits.

Hindustan Times is the **#1** newspaper in Delhi 12 times in a row. It has an average issue readership of 2.1 Million in Delhi NCR.

**shine.**, HT's job portal, is

the **1st** to integrate recruitment through Social Media (Facebook) in association with MyParichay.

Mint is India's **#2** business daily.

Mint also has 'web-first' newsrooms (amongst India's first) for faster news dissemination.





# Entertainment

that Elevates



With 15 Million people tuning into Fever 104 FM,

it ranked  
as the #  
radio  
station



in Delhi for over 100 weeks, and is swiftly heading into leadership positions in other markets.

**desimartini**  
Let's talk movies!

1975:  
"Mere paas  
Maa hai!"

1995:  
"Maa hum  
aa gaye!"

2000:  
"Maa da ladla  
bigad gaya."

THROUGHOUT THE YEARS,  
MAA KI MAMTA HAS REMAINED THE SAME.  
**DESIMARTINI.COM**  
WISHES ALL THE DOTING MOTHERS A  
**HAPPY MOTHER'S DAY!**



Entertainment is a serious business in this age of information. The new consumer is an avid consumer of media based entertainment, be it on radio, television, the internet or theatres. At Fever 104 FM, our FM radio stations, we have consistently paid attention to our programming to ensure that it entertains as well as elevates. Fever 104 has lived up to its slogan of being 'It's all about the music' by offering 40 minutes of non-stop music to its listeners that includes the latest songs. We have gone beyond music to innovate our programming and content so as to raise the entertainment bar for our listeners.

We have pioneered the concept of radio drama in the radio industry and have relaunched some great epics like Bal Gopal & Bose for the Indian youth. We have also achieved success through unique contests such as Tick Tock Fever and Cash Hour, which introduced large cash prizes on air.

During the year, we successfully incubated the "In Store" radio business by partnering with India's largest retailer Big Bazaar.

Our live production division, Fever Entertainment, ideates and executes mass engagement & family entertainment events like Concerts, Fever Tree of Wishes, Noddy in Toyland, Ben 10.

Desimartini.com is another major offering from HT Media in the entertainment arena. FY 13 witnessed a multi-fold increase in the popularity of Desimartini.com, which has emerged as India's popular movie review and rating site. The new look site, launched in the previous fiscal, continues to draw an increasing number of viewers, for whom it is the country's leading 'public voice on movies'.

***While we are entertaining our audience, we are simultaneously using the entertainment platform to elevate and engage people.***

IT'S ALL ABOUT  
THE MUSIC

Fever Entertainment entered into  
**the kids' entertainment  
space**  
and brought the all time favourite  
children's shows

**Noddy  
in Toyland &  
Ben 10  
live to India.**

Noddy in Toyland featured a UK cast,  
performing 12 shows in five days in  
Delhi.





# Education that Liberates



## HTCampus

HTCampus is a one-of-its-kind portal on higher education that offers a comprehensive database of more than 28,000 institutions of higher learning while offering many student-friendly features.

The portal caters to lacs of students who use it to discover and enroll in courses that they are interested in pursuing.