



HT MEDIA LIMITED

A large, abstract, low-poly geometric shape resembling a map of India, composed of interconnected lines and dots, glowing with a gradient of purple, blue, and white. It is set against a dark blue background with a subtle pattern of smaller, fainter geometric shapes and dots.

POWERING A BRIGHTER FUTURE

ANNUAL REPORT 2017-18

CORPORATE INFORMATION

BOARD OF DIRECTORS

Smt. Shobhana Bhartia
Chairperson & Editorial Director

Shri K. N. Memani
Shri Ajay Relan
Shri Vikram Singh Mehta
Shri Vivek Mehra®
Shri Priyavrat Bhartia
Shri Shamit Bhartia

Shri Praveen Someshwar*
Managing Director & Chief Executive Officer

Shri Dinesh Mittal
*Whole-time Director, Group General
Counsel & Company Secretary*

GROUP CHIEF FINANCIAL OFFICER

Shri Piyush Gupta

STATUTORY AUDITORS

Price Waterhouse & Co
Chartered Accountants LLP

REGISTERED OFFICE

Hindustan Times House
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

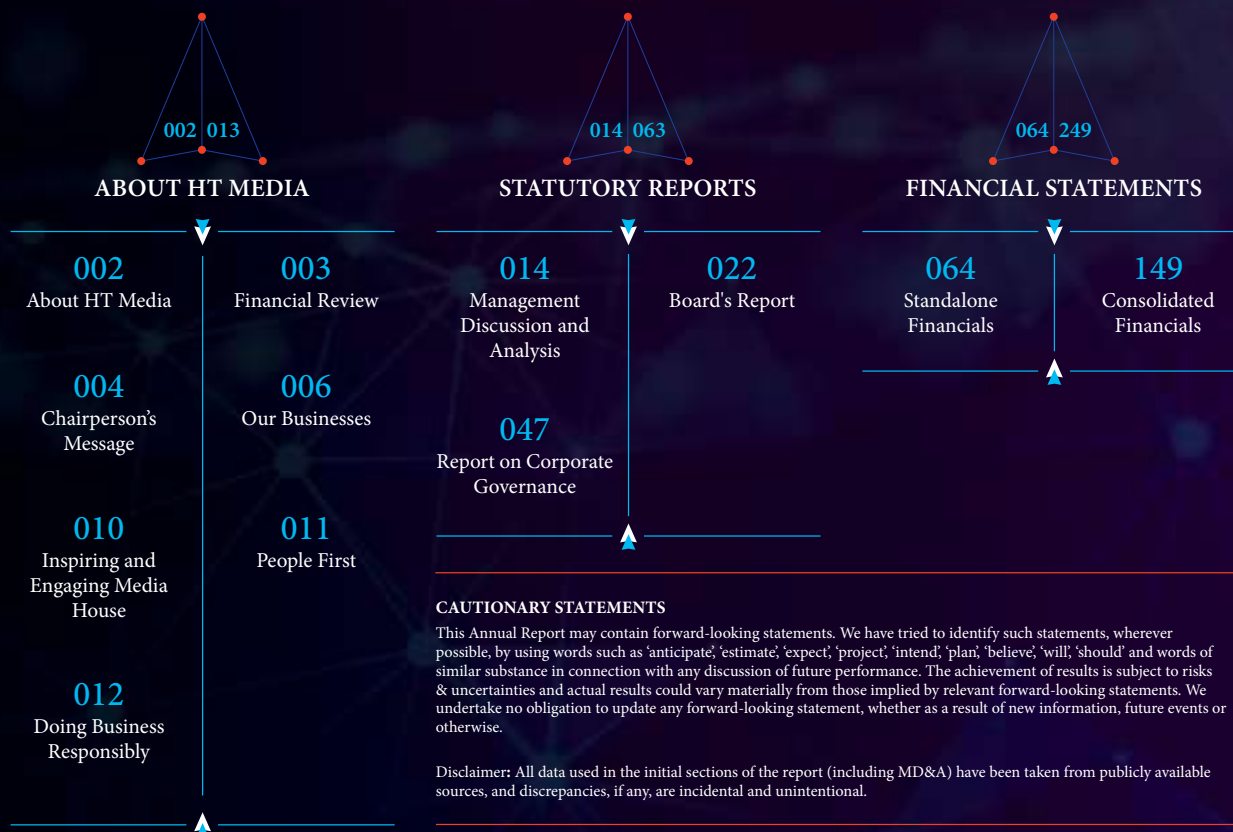
REGISTRAR AND SHARE TRANSFER AGENT

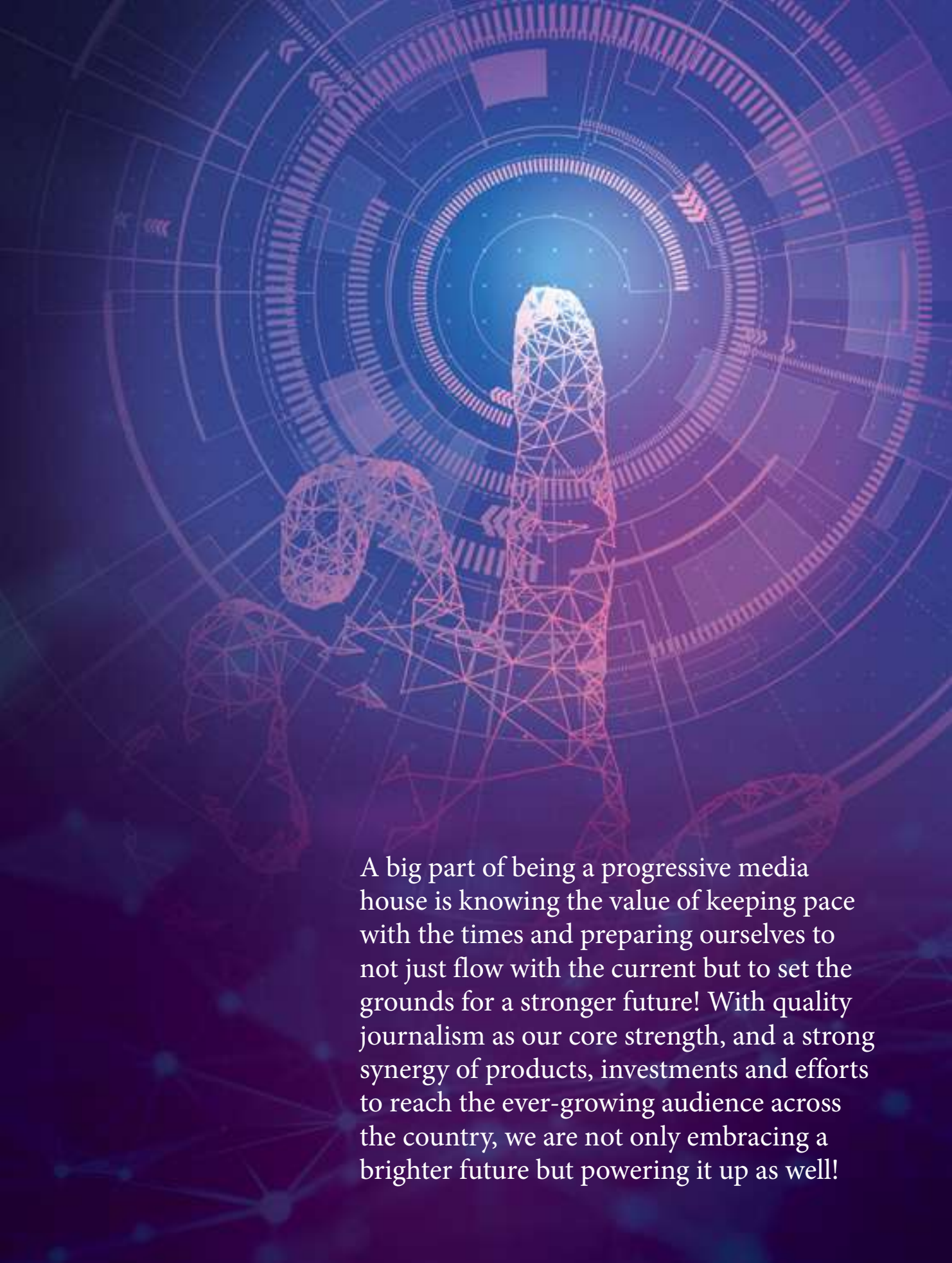
Karvy Computershare Private Limited
Karvy Selenium Tower B
Plot No. 31 & 32 Financial District
Nanakramguda Serilingampally Mandal
Hyderabad - 500 032
Tel: +91 40 6716 2222
Fax: +91 40 2300 1153
Email: einward.ris@karvy.com

® Appointed w.e.f January 12, 2018

* Appointed w.e.f August 1, 2018

NAVIGATING THROUGH THE REPORT





A big part of being a progressive media house is knowing the value of keeping pace with the times and preparing ourselves to not just flow with the current but to set the grounds for a stronger future! With quality journalism as our core strength, and a strong synergy of products, investments and efforts to reach the ever-growing audience across the country, we are not only embracing a brighter future but powering it up as well!

ABOUT HT MEDIA

HT Media is among the leading media companies of India, positively influencing the lives of the people by providing quality information, entertainment and education. We are focused on growing and strengthening the relationship with our audience.

Established in 1924 as a print media brand, today we operate in print, digital, radio and education space. Our print media business includes 'Hindustan Times', 'Hindustan' and 'Mint' – among the leaders in English,

Hindi and Business newspaper categories, respectively. Our Radio brands 'Fever' and 'Radio Nasha' enjoy a prominent position in key markets. We continue to gain strong foothold in digital segment.

Our foray into education is aimed at providing quality education to India's youth through 'Studymate' and 'Bridge School of Management'.

OUR VALUES



Our ideals and values have helped us to establish a strong base for ourselves. Our values drive us towards our goal of expansion, diversification, and excellence, and define our philosophy of operations, guide our important decisions, and determine our commitment and achievement.

Courage



To encourage the ability that meets opposition with skill, competence and fortitude.

Continuous Self Renewal



Determination to constantly re-examine and re-invent ourselves for further innovation and creativity.

People Centric



People are our greatest asset. We invest in them, expect a lot and know that the rest will follow.

Responsibility



Be accountable for results in line with the Company's objectives, strategies and values.

Empowerment



Support our people and give them the freedom to perform and to provide our readers with information to influence their environment.

FINANCIAL REVIEW

Revenue

(₹ in Cr.)

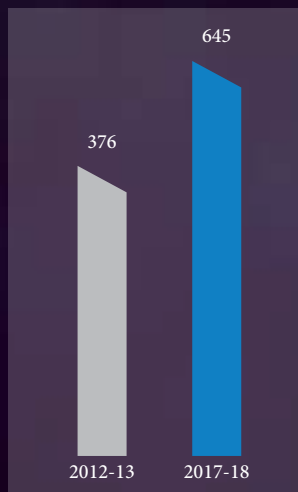


5-Year CAGR

4%

EBITDA

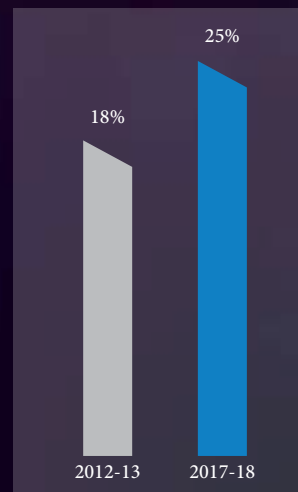
(₹ in Cr.)



5-Year CAGR

11%

EBITDA Margin

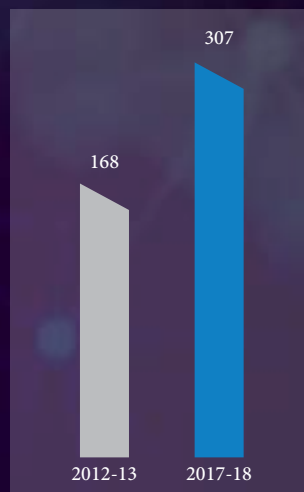


Improvement in 5 Years

7%

PAT*

(₹ in Cr.)

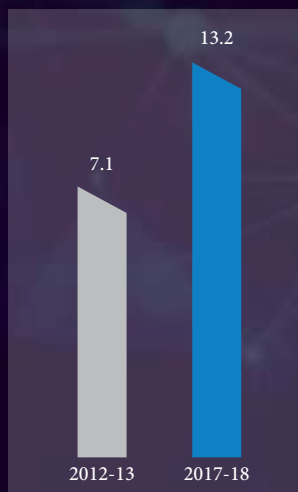


5-Year CAGR

13%

EPS

(₹ per share)

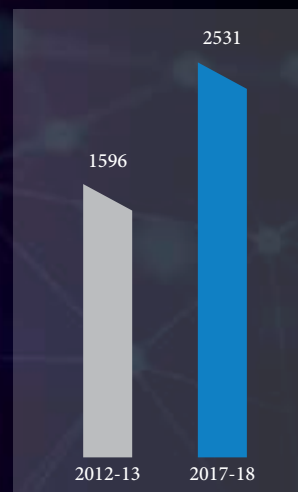


5-Year CAGR

13%

Net Worth

(₹ in Cr.)



5-Year CAGR

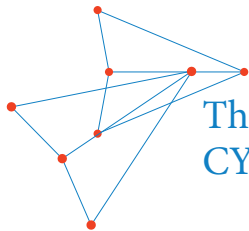
10%

All figures are based on Consolidated Financial Statements

*PAT is after minority interest and share of associates / Joint Ventures

In the initial sections of this report (including Management Discussion & Analysis), FY refers to Financial Year and CY refers to Calendar Year

CHAIRPERSON'S MESSAGE



The Indian M&E industry grew at a CAGR of 18.6% between CY 2011 and CY 2017.



Dear Shareholders,

The Indian Media & Entertainment (M&E) industry is in the midst of a rapid transformation brought about by a combination of factors - from demographic to technological. I am proud to report that HT Media is at the forefront of this transformation, and has the products to fully benefit from the evolving media landscape.

Over the years, we have grown our business, expanded our readership base, and sustained our position as a credible and influential media company. Our flagship newspaper 'Hindustan Times' is the largest newspaper in the most important English markets of Delhi and Mumbai, in terms of both readers and advertisers.

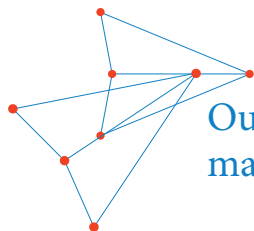
The Indian economy remains one of the fastest growing economies of the world, with a growth rate of 7.7% during the fourth quarter of FY 2017-18. It is set to grow at around 7.4% in FY 2018-19. Already, it is the sixth largest economy in the world.

In FY 2017-18, India saw several path-breaking reforms which, while being beneficial to the cause of growth in the long-term, did cause some temporary issues. Among these was the country's biggest tax reform so far, the introduction of a Goods and Services Tax regime to unify the Indian market. India also passed the Real Estate (Regulation and Development) Act, 2016 (RERA). Both temporarily affected the advertising spends by various industries. Against this background, your Company demonstrated resilience and growth.

The Indian M&E industry grew at a CAGR of 18.6% between CY 2011 and CY 2017. Print media remains the second largest contributor to the industry. India is among the few countries in the world where print media remains significant and relevant; digital media is making rapid strides but is still small. This implies that both have sufficient room to grow in parallel.

Print media is continuing to see a rise in readership with the number of newspaper readers touching 407 million in CY 2017. Print media revenue is expected to grow at a CAGR of 7.3% between CY 2016-21. This is powered by regional language papers, led by Hindi.

Our newspapers, Hindustan Times (HT) and Hindustan are market leaders. Mint, our Business paper, is an opinion leader. HT cemented its leadership position (by number of readers) in Delhi-NCR and Punjab, and continues to remain a strong and clear No.2 in Mumbai. With a total readership of 5.24 crore, Hindustan maintained its position as the 2nd largest newspaper in the country, dominating key markets such as Bihar, Jharkhand and Uttarakhand. It is also a strong No.2 in UP and Delhi. Our Business newspaper, Mint, is the second largest business daily in the country.



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During the year, we undertook several successful initiatives in newsprint procurement including quality optimisation, strategic sourcing and expansion of the vendor base. The Company has delivered growth in profits with a significant increase in profitability, on the back of a large cost rationalization exercise.

Fever FM continues to be the leading radio station in Delhi, Mumbai and Bengaluru (non-Kannada); while Radio Nasha, our second station completed its second successful year as the premier retro-music focused station in Delhi and Mumbai. New stations - Fever Hyderabad, Fever Chennai and the UP stations were torch bearers for the business.

On the digital front, we continue to cater to news, information and entertainment content through our websites hindustantimes.com, livehindustan.com, livemint.com and desimartini.com. All the websites posted strong performance in pageviews and unique visitors. Shine.com, our foray into the online job portal, continues to be a prominent name in the recruitment industry. We continue to invest disproportionately in digital to ensure we stay relevant in the emerging media landscape.

In pursuit of our efforts to engage with audiences across platforms, and also to set ourselves apart, we continued to create value through other offline initiatives. Notable among them was the 15th edition of the Hindustan Times Leadership Summit, where the speakers included the Prime Minister Narendra Modi and former US President Barack Obama.

Our employees are one of the greatest assets for us, with their relentless drive to help our organisation scale new heights through their sustained efforts and quest

for innovation. We continue to provide our employees with opportunities to learn, develop and grow with the organisation.

The Road Ahead

According to the International Monetary Fund, the Indian economy is expected to lead GDP growth among major global economies in CY 2018. This augurs well for Indian M&E industry. With the Parliamentary elections in CY 2019 and indications that corporate earnings growth is already reviving, advertising spends are expected to rise. Though newsprint prices could remain volatile, we are on track to mitigate this through internal initiatives.

Throughout our journey, we have experienced growth in terms of presence and performance. At a time when Fake News is threatening the very fundamentals of our society, we provide a credible, reliable, and familiar alternative. At the same time, providing greater returns to our advertisers will be a key aspect for future growth. In FY 2017-18, our EBITDA grew by 22% and PAT by 80%. This astounding growth could not have been accomplished without the contribution and support from our key stakeholders. I would like to take this opportunity to thank them for their trust and faith in us. We look forward to continue on our growth path and create value on a sustained basis.

Thanking you,

Shobhana Bhartia
Chairperson and Editorial Director

OUR BUSINESSES

PRINT

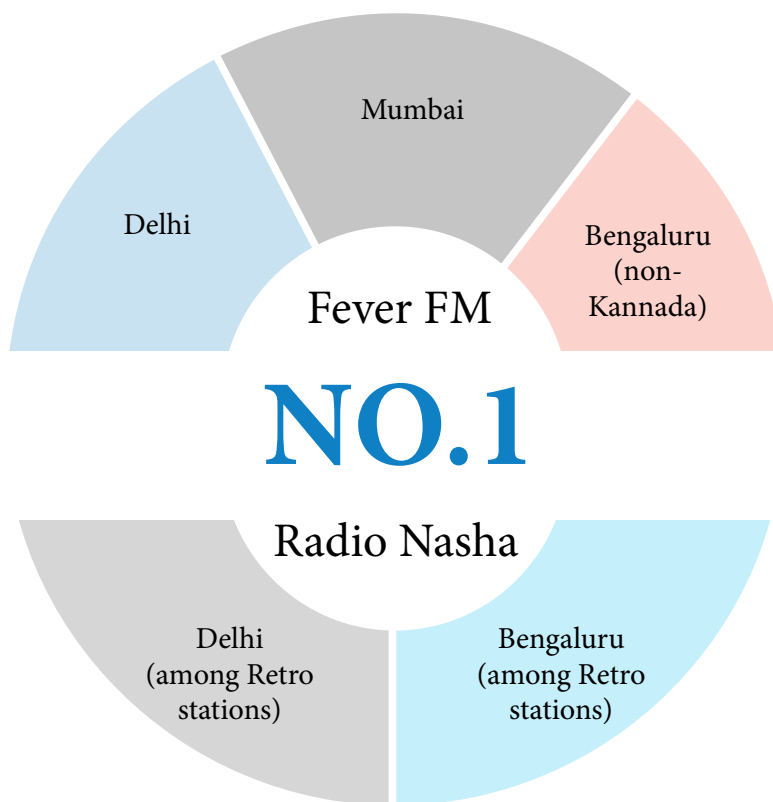
➤ We have a strong presence in the print media segment with our flagship English daily newspaper 'Hindustan Times', Business newspaper 'Mint', and Hindi newspaper 'Hindustan'. Over the years, we have continued to raise the quality of our newspapers while evolving with times and ushering positive change into the society. The heart of our strategy has always been joining hands with our readers, to enable them to have a brighter future.



Source: IRS 2017

RADIO

Our Radio business is experiencing sustained revenue growth, along with margin expansion. We continue to innovate and provide listeners with the best music experience. Fever FM continues to be the fastest growing radio network of India and is a leading player in Delhi and Mumbai. Fever FM also continues to be India's favorite youth destination, owing to its key content and brand pillars of innovation, bollywood, music, sports, reality, radio dramas and CSR. Radio Nasha has achieved success within two years of its launch, redefining retro music listenership in Delhi and Mumbai. Its increasing popularity has resulted in strong ad revenues and higher listenership ratio.



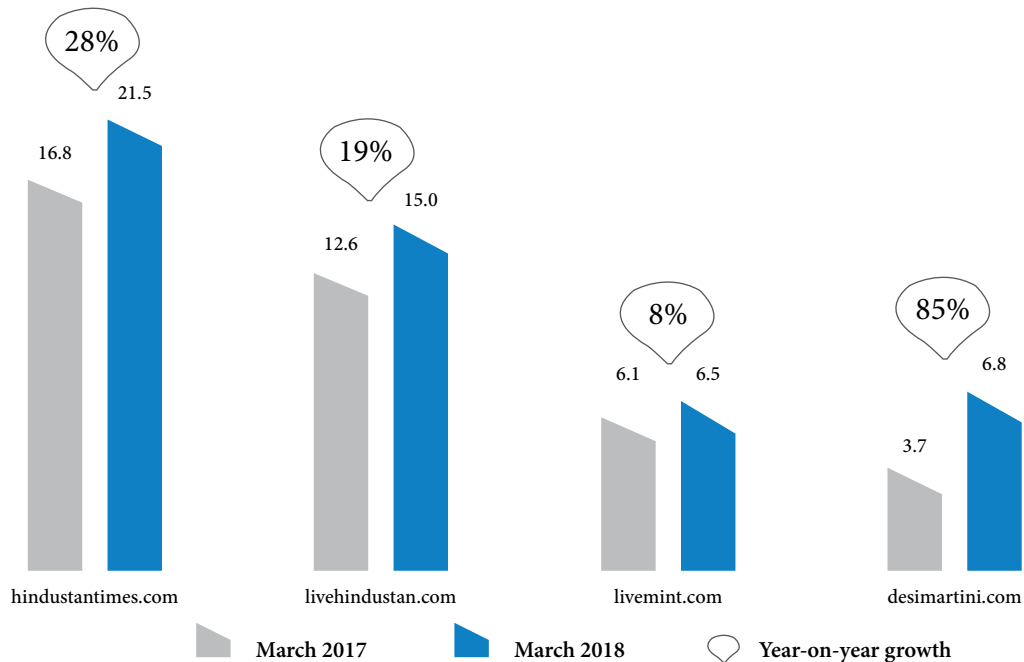
Source: RAM Report of Mar 25 to Mar 31, 2018



DIGITAL

During the year, our news and entertainment websites continued to scale new heights in terms of pageviews and unique users. Shine.com continues to be a key platform for job seekers and advertisers. We have implemented a number of new initiatives in the digital space, including change in search algorithms and business restructuring.

Unique visitors (Mn)



Pageviews (March 2018)



All Pageviews and Unique visitors data in this Annual Report are sourced from 'comScore MMX Multi-Platform | Geography:India'