

हिन्दुस्तान  
**HINDUSTAN**

**MEDIA VENTURES LIMITED**

ANNUAL REPORT 2012-13



**TARAKKI KO CHAHIYE  
NAYA NAZARIYA**

# CORPORATE INFORMATION

## BOARD OF DIRECTORS

Smt. Shobhana Bhartia

*Chairperson*

Shri Ajay Relan

Shri Ashwani Windlass

Shri Piyush G. Mankad

Shri Shardul S. Shroff

Shri Priyavrat Bhartia

Shri Shamit Bhartia

Shri Benoy Roychowdhury

*Whole-time Director*

## CHIEF EXECUTIVE OFFICER

Shri Vivek Khanna

## CHIEF FINANCIAL OFFICER

Shri Ajay Jain

## COMPANY SECRETARY

Shri Tridib Barat

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# CHANGE IS THE PRECURSOR OF PROGRESS, OR TARAKKI AS IT IS TERMED IN HINDI.

Systemic change, resulting from a new or different perspective, is the harbinger of progress. 'Hindustan', the Hindi newspaper, is such an agent for systemic change that is continuously paving the way for sustained progress. It is the kind of progress that encompasses readers, democratic and political set-up, and also the ways in which news and events are perceived, consumed and disseminated.

As a pioneer in the arena of digital news, Hindustan has changed the way people access News and has made it more interactive by initiating the process of disseminating News in real time.

With its innovative approach, Hindustan has transformed the political and social fabric of India through its interactive activist campaigns that encourage and inspire people to actively join in the process of change. Its political campaigns involve, incite and convince people to be a participant in their constantly changing milieu. On the social front, it has undertaken several initiatives towards bringing progress to the society by motivating people to raise their voice for change.

HINDUSTAN'S DIFFERENTIAL APPROACH  
AND NEW WAY OF LOOKING AT ISSUES HAS  
ENABLED IT TO CHART THE ROADMAP FOR  
INDIA'S PROGRESS OR TARAKKI, AND THE  
PROGRESS OF ITS PEOPLE.



# TARAKKI KI RAAH MEIN, HINDUSTAN KA SAMARPAN

Over the years, Hindustan has consistently done more than a mere newspaper would. It has raised its voice, gathered public opinion and played a role of a public benefactor by actuating change for progress. Here are some of the major campaigns that we undertook, leading to strong impact, during the year in review.



## *Aao Rajneeti Karein*

Promoting participation in the great democratic exercise to elect a new government in U.P. & Uttarakhand, the campaign's focus was in engaging the readers, encouraging registration as voters and enabling them to exercise their franchise at the polling booth.

## *Rajneeti Khatam, Kāam Shuru*

This campaign defined the mandate for the new government in U.P., and gave voice to the demands of the people for the government. The campaign encouraged people to send letters depicting the action and the change they desired to actualise.

### **Tangible Takeaways**

The initiative encouraged 1.4 Crore new voter registrations, with the election witnessing 14 percent more voter turnout (highest turnout since 1952). The campaign had evidently made a difference, leading to the emergence of a clear mandate.

### **Tangible Takeaways**

The campaign resulted in 62,000 letters being delivered to the government expressing the aspirations of the voting public, adding impetus to the development agenda designed by the government. It gave people a voice that was heard through the *Suniye Mukhyamantri, Hamare Shaher Ki Awaz* – highlighting key issues related to their city along with suggestions on how to tackle them.



## Bihar Maange Insaaf

This was a campaign that took up the cause of Bihar, demanding an exclusive status for the state. The demands included increased employment generation and industrialization.

The activation involved holding a Samvaad (Dialogue) in each of the 38 districts of the state, giving a credible voice for the demand. This was followed up with a Secretary level Samvaad in the capital city Patna and culminated in a *Samaagam* (Conclave) that was chaired by the Chief Minister. The campaign also included 'Run for Bihar', encouraging ordinary people to run for the cause of the state.

### Tangible Takeaways

The Samvaads were a veritable success involving tens of thousands of people in the dialogue and debates for the special status. There was daily coverage of the campaign on Page 2 and constant write-ups and interviews of ministers and other eminent people. The 'Run for Bihar' attracted 10,000 participants and the collective voice of the people of Bihar was heard by people in Bihar and New Delhi.

## Jaago Agra

This was a local area campaign that sought to collect and address electricity-related consumer complaints of people. The sensitization campaign was followed by submission of the complaints to the service providers for their resolution.

### Tangible Takeaways

The campaign generated several thousand consumer complaints that were endorsed by the Chief Minister and submitted to the relevant service provider for resolution. Due to the campaign run by Hindustan, several improvements have happened in Agra - lower power cuts, faster turnaround time upto 300 transformers upgraded, which have beneficially impacted the citizens of Agra.

## Kanpur, Meerut and Agra Women's Safety Campaign

The campaign focused on an issue that is of local as well as national interest. It highlighted the need for society to respect women and provide them a safe work and life environment. As part of the campaign, self defence classes were held to educate women, booklets which educate them about crime prevention were distributed and also tips given on safeguarding their person. Whistles were distributed for them to sound alarm when under threat. Hindustan Samvaad were held in Agra, Meerut and Kanpur to drive for safer cities in U.P. Medals for showing bravery were given to deserving women as part of the campaign.

### Tangible Takeaways

The campaign saw massive participation, with more than 15,000 women attending the self-defence classes. The Hindustan Samvads attracted participants from the local administration, eminent citizens and even the Chief Minister of U.P. The campaign led to large-scale public awareness on the issue of women safety and looked at meaningful ways of protecting women.



# BRANDS THAT PROMOTE TARAKKI

## INFORM, ENGAGE AND ACTIVATE

Brands of HMVL are a classic example of media that is used to inform, engage and activate readers into becoming agents of change. This transformation begins with dissemination of News and points of view, it is mobilized through feedback mechanisms to formulate public opinion, and is actuated by events or happenings that give a credible and audible voice to the people.

Hindustan's sensitivity and commitment towards young talent led to the creation of the Pratibha Samman program in June 2006. This annual programme is conducted with the dual objectives of acknowledging achievers and empowering them to study further by awarding scholarships. Last year, the programme had reached out to students of 20 cities across the Hindi belt, witnessing more than 1 lakh applications and felicitation of thousands of students. This year, the campaign is likely to have a larger base and will connect with school children of over 2,000 schools.

WITH INITIATIVES LIKE PRATIBHA SAMMAN, HINDUSTAN LEADS ITS READERS ON A JOURNEY OF SUSTAINABLE PROGRESS.



**Hindustan**  
Flagship Hindi Daily

Hindustan is the flagship daily newspaper of the Company published in Hindi. It is the second most read newspaper in India with a massive readership of 39.1 Million. It is the leading newspaper in Bihar and Jharkhand and fastest growing in the regions of U.P. and Uttarakhand, where it now has 12 editions.

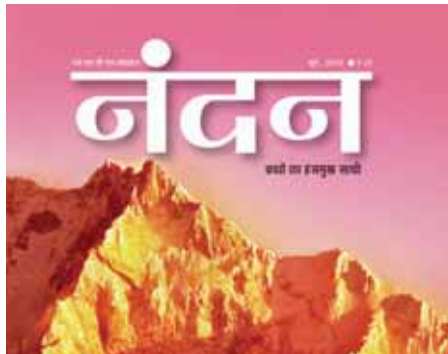
Hindustan delivers more than just News, it takes on an activist role and encourages people to speak and let their opinions be heard in the highest political and social forums, by creating platforms for change.



**Kadambini**  
Monthly Cultural and Literary Magazine

Kadambini is a monthly cultural and literary magazine that is very popular in the Hindi heartland for the past 52 years. Its readership is eclectic, including the old and the young, the common people and the intellectuals, and has content that caters to each section.





## Nandan Monthly Children's Magazine

Nandan has the coveted status of being the all time favourite of five generations of children. It first hit the stands in 1964 on the occasion of Children's Day (Chacha Nehru's birthday) and it offers readers a combination of the best of traditional and modern culture.



## Anokhee Magazine Supplement for Women

A weekly supplement of Hindustan, this is a magazine for women that addresses issues close to the hearts and minds of women. The magazine keeps its readers riveted to it with a combination of features on topics including health, lifestyle, food, nutrition, legal issues, parenting, diet and personality development. It has also extended the brand beyond the paper into Anokhee clubs across several locations in U.P., where through interactive games, shows, talks, the women readers are engaged in the topic of the month.



## Movie Magic Everything Movies

This is a weekly supplement that is keenly followed by lovers of cinema. It is a complete guide and an insider's view into the glitz & glamour of the world of entertainment. It carries the latest news, gossip & interview with movie stars.



## Hindustan Ki Naya Dishayen Education Supplement

This is a weekly magazine supplement on education that carries information and insights into the world of higher studies and professional education. It features two new careers every week that are deeply analyzed by our experts to offer actionable tips that can be put into actual use by readers. The Magazine is targeted at the youth of today and aims to prepare them for a career in their chosen profession.



## Life n Style Lifestyle Supplement

This is a lifestyle supplement that features articles on fashion, travelogues, restaurants, celebrity interviews and places to visit. It brings out insights into the capital city of New Delhi and engages the reader with innovative and informative content.



## Hindustan Yuva For the Youth

Building on its strength as the undisputed market leader in Bihar, Hindustan has opened up a new segment of newspaper readers, the youth, through its offering "Hindustan Yuva" to cater to the unique needs of the youth. Launched on 24<sup>th</sup> May 2012 in Patna, Hindustan Yuva has dedicated sections like Career, Campus News, Patna News, Technology, Entertainment, Social Networking, Technology and Gadget reviews.

Hindustan Yuva, 5 जुलाई 2013, अंक 4, अंक 27 | हिन्दुस्तान अखबार की प्रस्तुति | कुल 2.00 लाख



## अंग्रेजी की कुछ दिलचस्प हकीकतें

Ralph Waldo Emerson a renowned poet once said, "A man is the whole encyclopaedia of facts." Not only we but even the languages are. Today we will discuss some amazing facts about English.



## Jaano English Learn the nuances of English Language

This unique publication is intended to explore English language and introduce readers to its unique nuances. The publication carries a mix of English and Hindi content. The goal of this publication is to inform and educate people trying to gain proficiency in English language, through riddles, grammar exercises and quiz contests.



## Tann Mann For the Health Conscious

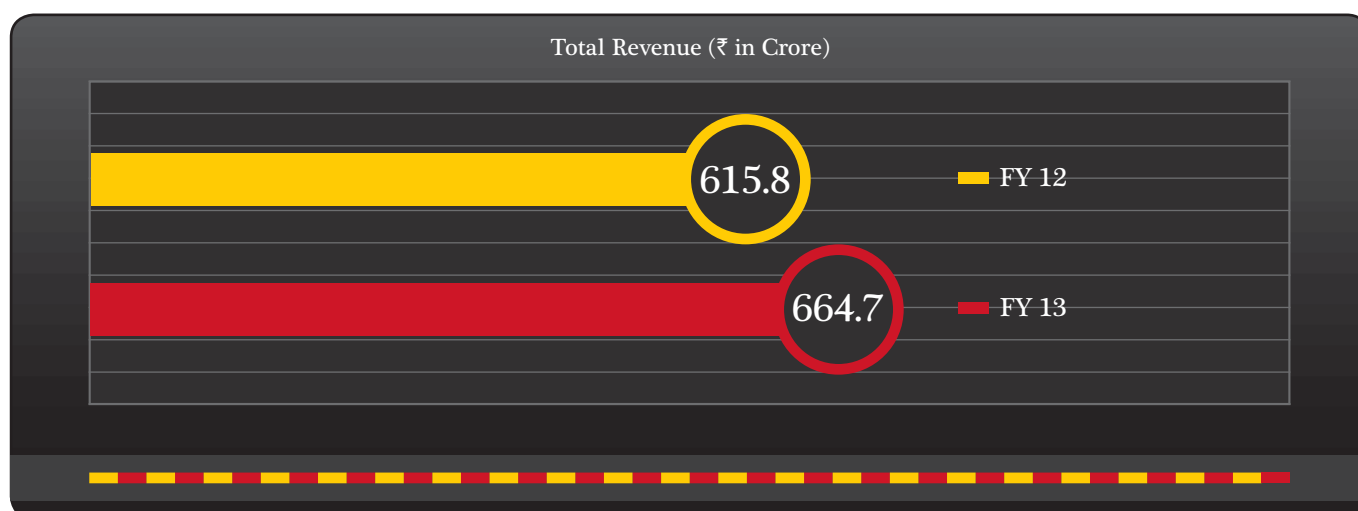
This supplement is dedicated to health and lifestyle and carries articles and information on diets, exercises and health trends prevalent across the world. The supplement features a popular question and answer column addressing readers' queries.

# FINANCIAL HIGHLIGHTS

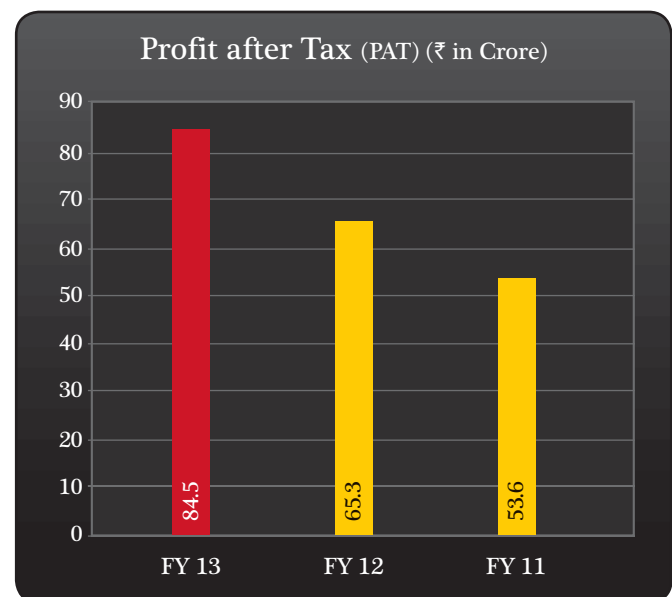
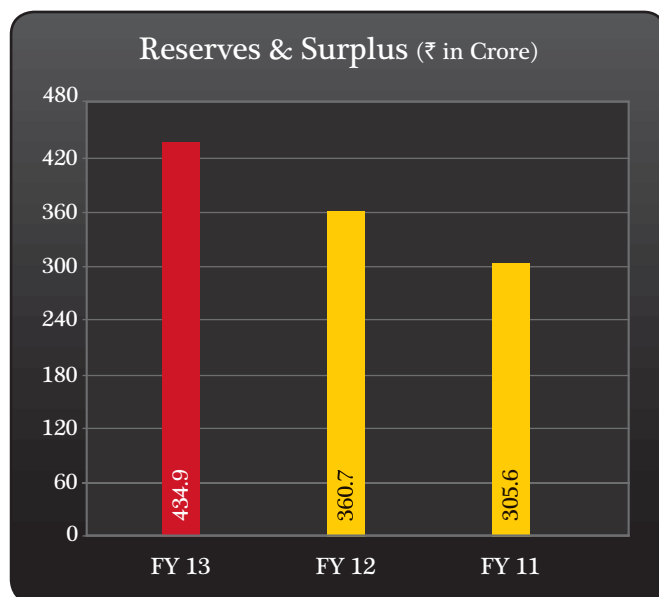
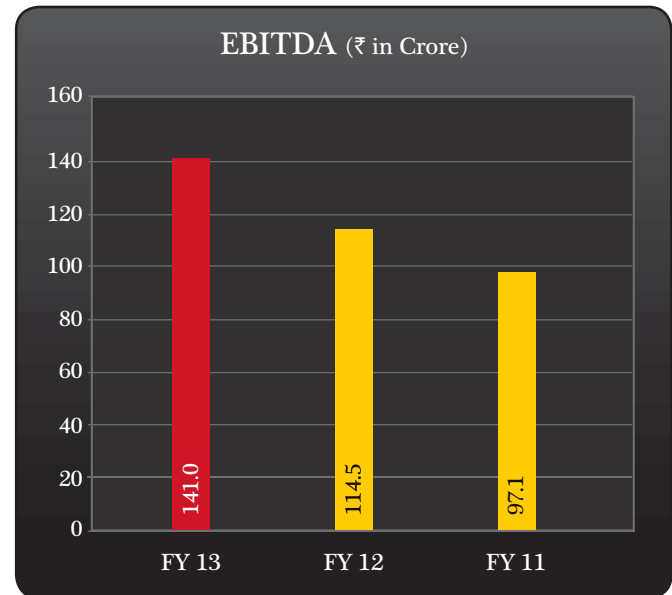
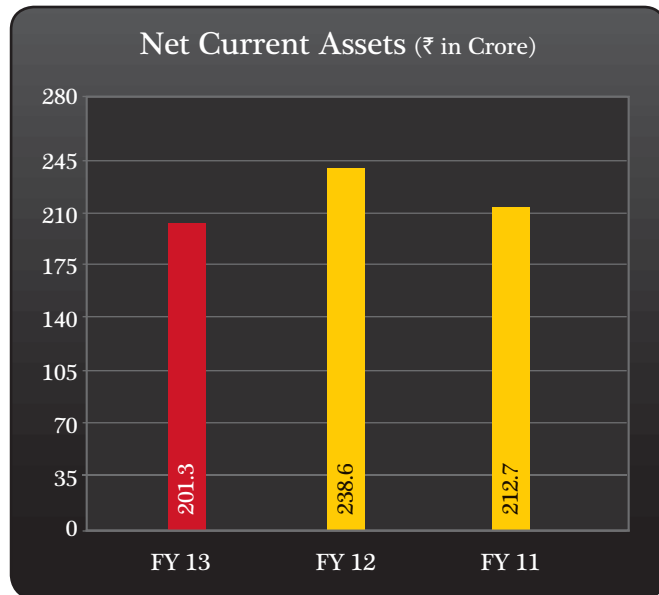
(₹ in Crore)

PARTICULARS	FY 13	FY 12	FY 11
Total Revenue	664.7	615.8	525.9
EBITDA	141.0	114.5	97.1
Profit after Tax (PAT)	84.5	65.3	53.6
Share Capital	73.4	73.4	73.4
Reserves & Surplus	434.9	360.7	305.6
Net Block	178.1	186.1	164.7
Net Current Assets	201.3	238.6	212.7
EBITDA Margin	21.21%	18.59%	18.46%
Net Profit Margin	12.72%	10.61%	10.19%
EPS (Basic & Diluted) (in ₹)	11.52	8.90	7.80

Previous years' figures have been regrouped/rearranged, wherever necessary to make them comparable with those of current year.







# CHAIRPERSON'S MESSAGE

“We are in a consolidation phase, wherein we will focus on maximizing revenues from our increased geographical reach. On the anvil are more programs for Regionalization, Expansion into new segments, Activation around issues of importance, and Digitalization of our content.”



*Dear Shareholder,*

New perspectives to progress – *Tarakki Ko Chahiye Naya Nazariya*.

In difficult times, you need to relook at everything with a fresh perspective. While progress is an enduring goal, the perspective of how to grow keeps changing with the times. A relook or a new perspective is all the more important when you are faced with headwinds in the economy. In the less-than-ideal circumstances that we confront, the need of the hour is a “*Naya Nazariya*”.

The overall growth of the Indian economy slowed in 2012 due to a range of domestic and global factors. While the fiscal stimulus that the government rendered in the post-financial crisis period led to a growth in demand and consumption between 2009 and 2011, it resulted in high inflation that triggered a strong monetary response from the regulators. This slowed consumption and demand. Corporate and infrastructure investments also slackened due to the tightened monetary regime and policy bottlenecks.

In the external domain, the cascading crisis in the Eurozone and the uncertainty in the US fiscal policy dampened sentiment and growth. According to the Central Statistical Organization,

real GDP growth in India in 2012 - 13 was about 5 percent, as compared to 6.2 percent in 2011 - 2012.

These factors resulted in a difficult year for the Indian media and entertainment industry, with across-the-board reduction in budgets for advertising. Yet, despite the challenging times, our total income increased by 8 percent.

During the year, our focus was on maintaining cost discipline and balancing yield with advertising volume. Given these circumstances, we introduced a new perspective that would help us grow our business in the slowing economy. This new perspective is best captured by the acronym **READ** – Regionalization, Expansion (into new segments), Activation and Digitalization.

We introduced Hindustan Agra Plus and focused on localization of News to increase the relevance of the newspaper.

We expanded into new segments – for example, *Hindustan Yuva*, which was launched with a separate young editorial team and a vibrant layout; we also introduced new supplements with increased shelf life like *Nayi Dishayen*, *Anokhee* and *Jaano English*.