



A GLIMPSE OF HMVL

Hindustan Media Ventures Limited (HMVL) was incorporated in 1918 as 'The Behar Journals Limited'. The name was changed to 'Searchlight Publishing House Limited' in 1987, and in 2008, it got the present name. It was in line with our expanded business activities and prevailing industry trends.

OUR PROMISING BRANDS

हिन्दुस्तान

It's our flagship brand. Hindustan is the second- largest read newspaper in India.

अनोरखी

Anokhee is a weekly supplement of Hindustan dealing with issues close to women.

हिन्दुस्तान जॉब सर्च

Hindustan Job Search is a weekly supplement for jobs that serves the need of the youth.

जानो इंग्लिश

It is aimed at improving the proficiency of people in English.

कादम्बिनी

Kadambini is a monthly magazine with cultural and literary content.

LIVE हिन्दुस्तान .com

It is the online Hindi news website.



Live is an extension of Hindustan covering city-based news and events.

तन-मन

Tann Mann primarily focuses on matters relating to health and lifestyle.

मूवी मैजिक

The weekly supplement featuring stories of the glamour world.

नई दिशाएं

This weekly supplement carries information on higher and professional education.

नंदन

The children's magazine that shapes the outlook and opinion of young readers.

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As Hindustan adds each citizen of the country as its esteemed reader, it gives the reader a voice. A voice that crystallises opinions, builds consensus and drives social change. The resonance of ~15 million Indians' voice, is the key driver of the nation's growth.

Hindustan is a valued influencer of opinion, thoughts and decisions. Cutting across class and demographics, its voice matters –

**thoughts are shaped
and decisions are
made based on what
Hindustan conveys.
Its intent is to lead
a positive change in
the society and build
a better India.**

Our continuous effort has been to give voice to readers' aspirations and interests. Hindustan, as the exalted voice of the masses, serves as a vehicle of change. It is the voice of changing India –

Badalte
Hindustan Ki
Buland Aawaz.



CHAIRPERSON'S MESSAGE



OUR LEADERSHIP-ENGAGEMENT ACTIVITIES, SUCH AS *HINDUSTAN SHIKHAR SAMAGAM* IN UP, *HINDUSTAN BIHAR SAMAGAM* AND *HINDUSTAN UTTARAKHAND SAMAGAM* HAVE CONSOLIDATED AND EXPANDED THE READER BASE OF HINDUSTAN

COMMUNITY INITIATIVES

As a responsible corporate citizen, we are conscious of our responsibility towards sustained social development. We have contributed to the society through our consistent efforts in areas of healthcare, education and community development. We have selected two villages in Mathura (U.P.) and contributed to the improvement of infrastructure in these villages. This has brought about a qualitative change in the lives of the residents of these villages.

WAY FORWARD

Going forward, we aim to drive volume and yield growth across geographies, on the back of a stable economic environment. Our business in Uttar Pradesh will continue on its growth trajectory, even as we consolidate our leadership position in Bihar, Jharkhand and Uttarakhand. We will strengthen our digital footprint through investments in the website and new products. In this endeavour, our strong balance sheet will facilitate the expansion.

Our consistent progress would not have been possible without the support and guidance of readers, advertisers, employees and other stakeholders. I am grateful to all of you for your contribution in our journey.

Thanking you

Shobhana Bhartia
Chairperson

Dear Shareholders,

India is on a stable growth trajectory, especially, when seen against the backdrop of subdued global growth and financial turbulence in other parts of the world. The economy grew by 7.6% in FY 16, compared to 7.2% in the last fiscal. Moderate inflation and low fiscal & current account deficits, are positive developments for the economy.

The Government's emphasis on core infrastructure such as roads, railways & ports, manufacturing output and rural welfare, are likely to augur well for the economy and businesses, going forward.

Against the above backdrop, Media and Entertainment Industry in India grew by around 12.8% in FY 16. In the context of the favourable industry scenario, our Total Revenue increased

by 11.9% to ₹ 979.3 crore in FY 16, from ₹ 875 crore in the previous year. FY 16 witnessed a 14.7% increase in our Advertising Revenue to ₹ 684 crore, primarily led by volumes. During the year, we also saw a 6.8% escalation in the Circulation Revenue on account of a growth in circulation and higher net realisation per copy. Our Operating Profit (EBITDA) increased by 25%, and Profit after Tax grew by 28.2%, to ₹ 180.6 crore during FY 16.

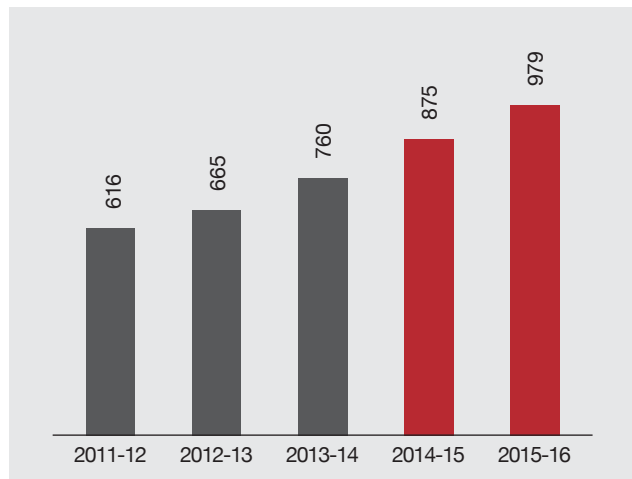
Our leadership-engagement activities, such as *Hindustan Shikhar Samagam* in UP, *Hindustan Bihar Samagam* and *Hindustan Uttarakhand Samagam* have consolidated and expanded the reader base of Hindustan. HMTV's growth in the Indian hinterland has coincided with the increasing relevance of this region for advertisers. This has helped us increase our advertising revenue.



CREDIBLE PERFORMANCE

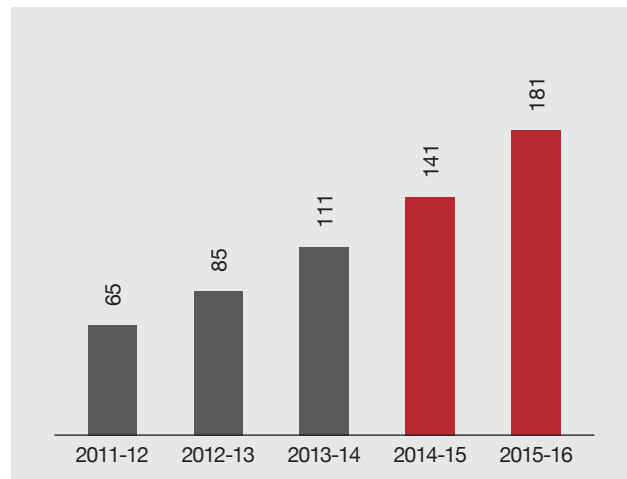
Revenue

(` In crore)

5-year CAGR **12.30%** ▲

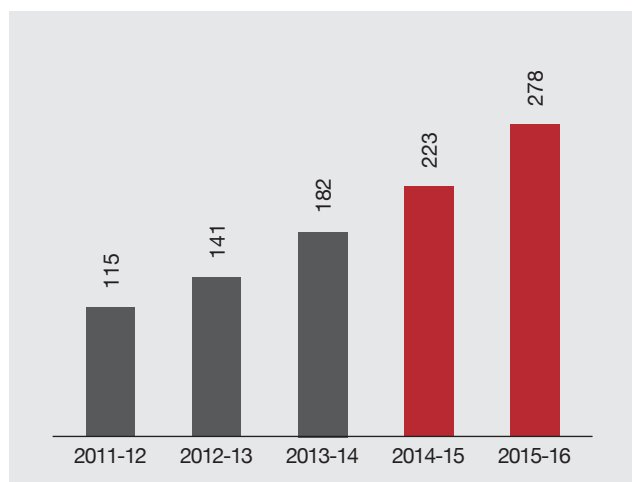
PAT

(` In crore)

5-year CAGR **28.92%** ▲

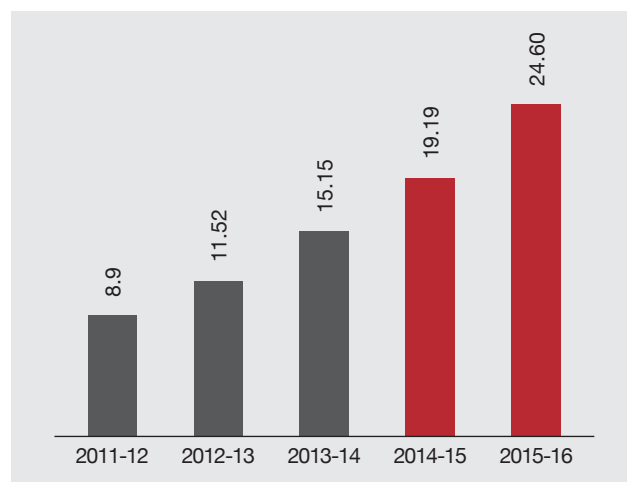
EBITDA

(` In crore)

5-year CAGR **24.89%** ▲

EPS

(`)

5-year CAGR **28.92%** ▲

20

 Editions

20

 Printing locations

159

 Sub-editions



Power of Reach

There is a consistent endeavour to expand reach to new geographies. It has not only helped us increase our readership base, but also raised advertising revenue. We aim to increase our footprint in Tier II, III and IV cities to leverage emerging opportunities.





FAVOURABLE ENVIRONMENT FOR EXPANSION

Growing income levels and transforming demographics have spurred the spending power in Tier-II and Tier-III cities. Besides, content in vernacular languages is gaining importance in these regions with increasing population, rising literacy levels and growing demand for region-specific news. These positive factors, along with our strong position, have encouraged us to further expand our footprint in Tier II, III & IV cities. We grew our printing capacities in FY 16 and added a new unit in Haldwani (Uttarakhand). Besides, capacity upgrades were undertaken at Lucknow and Ranchi.

INCREASE IN ADVERTISING REVENUE

Advertisers are now considering vernacular print media, keeping in mind its direct customer reach in prospering Tier-II and Tier-III cities. Advertisers intending to save their marketing and advertising costs, earn a healthier ROI, and reach every nook and corner of the country, have expanded their efforts in the hyperlocal space. Tier III and IV markets are emerging as the go-to markets for brands. Non-metro cities now contribute as much as 35% to the total sales of India's luxury brands. With our No. 1 position in Bihar, Uttarakhand and Jharkhand, and No. 2 position in UP and Delhi, we are well placed to support advertisers promote their brands in these markets. We have emerged as a preferred media platform for FMCG, auto and e-commerce companies. The growing focus of these companies on Tier-II and Tier-III cities is likely to drive advertising spends in the next few years.



STRONG PRESENCE

No. **01**



Uttarakhand



Bihar



Jharkhand

No. **02**



Delhi



Uttar Pradesh



Power of Responsibility

We believe in associating with the society through value-added programmes. With these initiatives, we aim to explore ways to make the country stronger – economically, socially and politically.





During the year, we strengthened our competitiveness by conducting differentiated programmes, including:

HINDUSTAN SHIKHAR SAMAGAM

It is the thought leadership platform of Hindustan, on the lines of HT Leadership Summit held in New Delhi each year. In Hindustan Shikhar Samagam, 12 eminent leaders from the field of politics, government, literature, sports and films shared their perspective on India's next phase of growth. The event was organised in Lucknow on September 26, 2015, and was covered live on a leading national news channel and digital platform. It helped increase brand equity of Hindustan on the key dimensions of modernity, buzz and trustworthiness.

HINDUSTAN BIHAR SAMAGAM & HINDUSTAN UTTARAKHAND SAMAGAM

These programmes strengthened Hindustan's leadership credentials. In Bihar Samagam, key political stakeholders presented their election agenda ahead of polls. The Uttarakhand Samagam provided an opportunity to the current and former chief ministers of the State to share their honest assessment of Uttarakhand's journey of 15 years.

HINDUSTAN MASTI MARG

Hindustan Masti Marg is a reader-engagement platform for brand Hindustan, as well as an experimental marketing platform for client brands. This programme has been organised in several cities across UP and Bihar.



SOCIAL ENDEAVOURS

Our commitment towards society is part of an all-embracing sustainability strategy. Our initiatives have helped solve some of the persistent challenges in the areas of education, healthcare and community development.

HMVL selected two villages (Lohvan and Gossna) in District Mathura (U.P.) with a view to bring about integrated and transformational change in the lives of its residents. Our contribution was in the form of investments in infrastructure and skilling.

- Installed 100 solar lights in the villages
- In the village schools, we installed ceiling fans, provided benches in classrooms, made the toilets functional by repairs and resumption of water supply, provided play aids for small children and repainted the school building
- Installed an RO water plant to provide clean and potable water to the residents of the villages
- Conducted health check-up camps
- Improved village sanitation by organising and promoting cleanliness drives
- We motivated women to register for skill development programs at SEWA Ahmedabad - 38 women were registered, out of which the first batch of 10 women were imparted training in a 6 day program at SEWA
- Formed citizens committee(s) to own and operate the above initiatives on a sustained basis

