

हिन्दुस्तान

ANNUAL
REPORT | 2018-19



HINDUSTAN KI UDAAN

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CORPORATE INFORMATION

Board of Directors

Smt. Shobhana Bhartia
Chairperson

Shri Ajay Relan

Shri Ashwani Windlass

Dr. Mukesh Aghi

Ms. Savitri Kunadi*

Shri Priyavrat Bhartia

Shri Shamit Bhartia

Managing Director

Shri Praveen Someshwar

Managing Director

Chief Executive Officer

Shri Rajeev Beotra

Chief Financial Officer

Shri Sandeep Gulati

Company Secretary

Shri Tridib Barat

Statutory Auditors

B S R and Associates,
Chartered Accountants[#]

Registered Office

Budh Marg, Patna - 800 001

Tel.: +91-612-222 3434

Fax: +91-612-222 1545

Corporate Office

Hindustan Times House (2nd Floor)

18-20, Kasturba Gandhi Marg

New Delhi - 110 001

Tel.: +91-11-6656 1608

Fax: +91-11-6656 1445

Email: hmvlinvestor@livehindustan.com

Website: www.hmvl.in

Registrar and Share Transfer Agent

Karvy Fintech 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

Toll Free No.: 18003454001

Email: einward.ris@karvy.com

* Appointed w.e.f. May 9, 2019

[#] Appointed w.e.f. July 11, 2019

Cautionary Statements

This Annual Report may contain forward-looking statements. We have tried to identify such statements, wherever possible, by using words such as 'anticipate', 'estimate', 'expect', 'project', 'intend', 'plan', 'believe', 'will', 'should' and words of similar substance in connection with any discussion of future performance. The achievement of results is subject to risks & uncertainties and actual results could vary materially from those implied by relevant forward-looking statements. We undertake no obligation to update any forward-looking statement, whether as a result of new information, future events or otherwise.

Disclaimer: All data used in the initial sections of the report (including the MD&A) have been taken from publicly available sources and discrepancies, if any, are incidental and unintentional.



While there may be enough crosswinds to bring down the flight of success, the resolve to go higher and higher up is the hallmark of victory. We, at Hindustan Media Ventures Limited (HMTL), are staunch believers of this mantra. As the torch-bearer of change in multiple geographical locations across the nation, we seek to yield opinions that leave a lasting impression.

Armed with an undaunted confidence and inveterate optimism to revolutionise the language readership paradigm in India, we have consciously made a choice to build a model of journalism that shall focus on curating content which is insightful, impartial and unblemished from the clutches of any bias. Our rationality, dependability and trustworthiness have struck a chord with the nation and the readership has been growing ever since.

Being a true ally of our esteemed audience, we have adopted a visionary approach towards our motto of providing a modern and pioneering platform for our readers, as we continue to spearhead operations in making a dignified voice available to not just the classes, but also the masses of India.

As India prepares to take off for this exciting journey, HMTL aspires and aims to ignite the flight of India's dream to take the nation forward, scaling new heights and riding high on the flight of success.

ABOUT HMVL

Hindustan Media Ventures Limited (HMVL) is a subsidiary of HT Media Limited, a diversified media conglomerate.

Hindustan, the flagship publication of HMVL, traces its legacy back to 1936 when its first edition was launched in Delhi. Presently, it is the second largest read daily across all languages in India, with a Total Readership of 5.47 crores (IRS Q1 2019). Hindustan has been able

to maintain a leading position in its key markets and is geared up to reach new heights. We offer innovative and refreshing content to our readers, enriching their experience with stories, events and campaigns through our publications.

Our brands

हिन्दुस्तान अनोरवी

तन-मन नई दिशाएं

फुरसत कादम्बिनी ठंढन

हिन्दुस्तान जॉब सर्च जानो इंग्लिश

Hindustan has a leading presence across its geographical footprint



Note: Ranking is based on Average Issue Readership (AIR) as per IRS Q1 2019

21

Editions



8+

Decades of Industry Experience



CHAIRPERSON'S MESSAGE

ॐ

A sharp focus on local news, in addition to the broad sweep of national affairs, a modern and fresh outlook, and a contemporary design have made Hindustan a 'thought leader' in the industry.

ॐ



Dear Shareholders,

The Indian economy continued to remain the fastest growing major economy in the world, with a 6.8% growth in FY19. Much of the economic activity was driven by strong domestic demand, and supported by a stable GST regime and the continuing positive effects of reforms.

Increasing disposable income in the hands of the middle and aspirational classes has provided a boost to the Media and Entertainment (M&E) industry, which is growing faster than the GDP. The industry is anticipated to grow at a CAGR of 12%, and reach ₹2.35 trillion by 2021, with print still remaining the second largest component (after TV).

Our flagship Hindi daily 'Hindustan' has successfully anchored itself in the minds of the readers and is expected to grow further while maintaining its leadership position. Hindustan won the 'Brand Excellence in Print Media' award for its key campaign 'Aao Rajneeti Karein - UP elections', reflecting the brand's continuing emphasis on socially relevant issues. A sharp focus on local news, in addition to the broad sweep of national affairs, a modern and fresh outlook, and a contemporary design have made Hindustan a 'thought leader' in the industry. Our magazines Nandan

and Kadambini continue to engage readers, capturing a significant share in the market.

The print business and the larger print industry witnessed turbulence on account of a sharp increase in raw material prices due to global demand-supply imbalances, and lower advertising spends as customers get used to larger policy changes that will prove beneficial in the long-term. However, we were able to soften the impact of this through various initiatives and by opening up new revenue streams such as events.

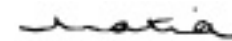
I firmly believe that our people are the most important asset of our company. We thrive on their creativity, hard work and innovation. We encourage diversity in our workforce and strongly believe in building careers. Our sustained effort has been on the creation of a better and healthier organisation structure to foster employee motivation and also tap emerging business opportunities.

As we approach the next year, we are equipped with a positive outlook for HMVL. We aim to continue to drive advertising revenue by providing relevant media solutions to our clients. The industry, and Hindustan, has also started looking at circulation revenue.

We have also started initiatives to better understand our position in the market and close gaps wherever necessary. We continue to invest in key markets to boost our circulation base.

On behalf of the entire leadership team of the company, I take this opportunity to thank all our people for their support. I would also like to thank our investors for their faith in us and Board of Directors for their strategic guidance. We aim to remain steadfast in our goals to invest in the future while creating long term value for all our stakeholders

Thanking you,



Shobhana Bhartia
Chairperson

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Our flagship Hindi daily 'Hindustan' has successfully anchored itself in the minds of the readers and is expected to grow further while maintaining its leadership position.

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ENRICHING CONSUMER EXPERIENCE

We believe in drawing on market trends and consumer insights and combining them with our knowledge and expertise to provide unique and innovative content, to our diversified group of customers. HMVL's approach is to strengthen the existing core events, expanding the business by addition of themes based on comprehensive research, and extending existing events into new geographies & markets.

Hindustan Shikhar Samagam



Hindustan Shikhar Samagam is a marquee event for Hindustan and is a platform to bring leaders and personalities to discuss and deliberate on key current issues impacting the country. The Samagam resonates with our brand promise and offers a new take on issues impacting the people.

The 4th edition of Hindustan Shikhar Samagam was held on 1st Sep, 2018 at Lucknow. The event had 11 speakers and 8 impactful sessions including Yogi Adityanath, Rajnath Singh, Akhilesh Yadav, Tarek Fatah, Kajol, Imtiaz Ali, Raveena Tandon, Raj Babbar and others, with an esteemed audience in

8.5+ million

Viewership of
Hindustan Shikhar Samagam

attendance. The show went live on TV and clocked a viewership of 8.5 million during the event.

Over the last 4 years, the event has become an aspiration for the people of Lucknow to attend. We have been growing in revenue year-on-year and have had prestigious clients like Facebook associating with us.

Hindustan Mission Engineering



As a part of this initiative, a series of events were conducted on 'How to succeed in competitive examinations?'. The activities were carried out across key cities of Bihar, Jharkhand and Delhi-NCR. Through this activity we reached out to more than 10,000 students across 11 cities. The list of key speakers included HODs of engineering department across reputed Universities and coaching centres, Heads of State Education Departments and Technical Education Boards.

10000+

Students across 11 cities covered
through Hindustan Mission
Engineering

Hindustan was a partner in the initiative to guide the students while preparing for competitive examinations.

Hindustan Poorvodaya



It is a maiden initiative of such stature from any media house in Jharkhand. The event had speakers from the fields of politics, sports and culture, all on

one stage. Key speakers at the event included Nitin Gadkari, Piyush Goyal, Dharamendra Pradhan, Raghubar Das and Manoj Sinha. The event went live on

14

Eminent speakers from diverse fields

regional TV channels. Ten contributors towards social reforms were rewarded by the Chief Minister and two home grown sportswomen received impromptu funding from celebrity speakers, to prepare for the upcoming Olympics. A massive build through print and promotions created much publicity in Ranchi and it remained the talk of the town for days.

Hindustan Olympiad



Hindustan Olympiad is a school level examination organised by HMVL. It is designed to determine a participant's academic aptitude. Since inception in 2015, Hindustan Olympiad has received an overwhelming response from lakhs of students, parents and thousands of schools. It provides a unique platform to participants to compete with each other on standard academic parameters. It is open for all students of classes 1st to 12th. Unlike most 'one-subject' examinations, Hindustan

Olympiad reveals the competence levels in all major subjects where every participant is given a certificate and an assessment report.

The initiative reaches out to students & parents via print, radio, digital & mobile activations. Hindustan's print network is leveraged in strongly reaching out to various upcountry markets across the Hindi heartland. Hindustan Olympiad has helped to identify talented students from the remotest of towns & villages



1,50,000+

Students enrolled in Hindustan Olympiad

who are given their moments of fame in grand felicitation ceremonies. With the support of our partner schools, Hindustan Olympiad is poised to become one of the most aspired events in school level education.

RESPONSIBLE TOWARDS SOCIETY

We, at HMVL, strive to create a positive impact on the society and improve people's lives whenever we connect with them. We believe that the well-being of people living in rural areas ensures a sustainable and holistic development. Therefore, we work towards improving their lives and in-turn lead to the upliftment of the society at large.

Healthy Hindustan

As a part of our commitment to community development, we provide free doctor consultation and medicines to the economically weaker sections of the society. During the year under review, we executed 45 camps across UP and NCR, providing benefits to around 600 – 1000 people per camp.

25000+

Beneficiaries of Healthy Hindustan



Swachh Ghat Abhiyan

In line with the Government's initiative of Swachh Bharat, HMVL ran the Swachh Ghat Abhiyan wherein ghats of ponds in Bihar were cleaned for the festival of Chhath, before and after the Chhath puja.



Kanyadhan Yojna Scholarship 2018

This year, we launched a new initiative to support the disadvantaged girl child belonging to economically backward sections of the society, and aimed at providing them an opportunity to win a scholarship based on merit. The programme was very well received, and

scholarships were disbursed across UP, Uttarakhand, Bihar and Jharkhand.

₹ 25 lacs

Worth of scholarships disbursed

