



Abhishek Bachchan joins HT readers' initiative 'You Read, They Learn'

Junior B joins KKR captain Gautam Gambhir as one of the faces of the HT education initiative
5th August, 2013

Hindustan Times has signed up Abhishek Bachchan as the face of its 'You Read, They Learn' (YRTL) initiative. The project has helped send 10,812 children to school over the last one year. Under YRTL, every day readers in Delhi-NCR contribute a part of the cover price to help educate underprivileged children. Abhishek joins cricketer Gautam Gambhir, who joined the initiative last year.

"I am extremely proud to be associated with the Hindustan Times' 'You Read, They Learn' initiative. I've been blessed and fortunate. And I look forward to encourage people across the country to help equip these children who are fighting a battle every day of their lives, with the most powerful tool of education. Let us give them the future they deserve," said Bachchan.

The 'You Read, They Learn' initiative has won several honours, including the 'Best in Show' award (among over 500 entries from about 30 countries) at the prestigious International News Media Association (INMA) Awards in New York earlier this year. This is in addition to an Effie Bronze, a Bronze Lion at Cannes and a mention in the Limca Book of Records.

Shantanu Bhanja, Business Head & VP-Marketing, HT Media Ltd, said, "The 'You Read, They Learn' initiative is in its second year now, and has already changed over 10,000 lives in the first year, and we are committed to adding to this number. We have involved our readers at various steps of this project and many of them have written to us, telling us how they feel proud to have contributed to this process of change. With Abhishek coming on board, we hope to inspire many more citizens and add further momentum to this initiative."

For further information please contact:

Brinda Kumar - +919971944069;

Brinda.kumar@hindustantimes.com

About HT Media Limited

HT Media Limited is one of India's foremost media companies, and home to three leading newspapers in the country in the English, Hindi and Business news segments – 'Hindustan Times' (English daily), 'Hindustan' (Hindi daily, through a subsidiary) and 'Mint' (business daily). 'Hindustan Times' was started in 1924 and has a more than a nearly-90 year history as one of India's leading newspapers. The Company also has four FM radio stations - "Fever 104 FM" in Delhi, Mumbai, Bengaluru and Kolkata. The Company has also made a foray into the Internet space through its subsidiary Firefly e-Ventures Limited and has launched successful portals www.Shine.com, www.HTCampus.com, www.Desimartini.com. These are in addition to the existing news websites livemint.com, livehindustan.com and hindustantimes.com. For more information about HT Media Limited, visit the Company's website at www.htmedia.in.