

## **Hindustan Times Mission Fitter Mumbai**

Hindustan Times was launched in Mumbai six years ago and since then the constant endeavour of the newspaper has been to bring about a positive change to the city of Mumbai and its people. The newspaper has sought to keep Mumbai and the readers at the heart of every initiative by constructively engaging with them as manifested through initiatives like the Mumbai Project, Mumbai First, Campus Calling, No TV Day, Mumbai's Pothole Horror etc.

In line with this, Hindustan Times has, on Aug 25<sup>th</sup>, launched one of its biggest initiatives, '**Mission Fitter Mumbai**'. The need for Mission Fitter Mumbai stems from the fact that modern day urban living and stressful lifestyles invariably take a toll on health and fitness. In Mumbai, the problem is exacerbated due to long commutes, a paucity of open spaces, debilitating pollution and a tendency to compromise on fitness due to constraints like lack of time, etc. At the same time, fitness is the key to a better life, and fitness levels dictate how we live.

Hindustan Times flagged off the Mission Fitter Mumbai with its largest-ever fitness survey covering 800 citizens from different walks of life like professionals, homemakers, parents & youth. And some of the findings speak for themselves.

88% of respondents felt that Mumbai did not have sufficient playgrounds, open spaces and amenities for staying fit.

65% of professionals felt that the Mumbai lifestyle was the biggest impediment to staying fit

Only 25% of parents felt their children preferred outdoor activities compared to watching TV or playing video, mobile games.

Salil Sadanandan, Business Head, West and South, described this as "one of the biggest community initiatives that have been undertaken by any media company, certainly in India. Following on from our hugely successful 'No-TV-Day' initiative in January this year, which was to make people 'Switch off TV, Switch on Mumbai', the Fitter Mumbai Project is an initiative to get Mumbai Fitter"

Speaking about the initiative, Shantanu Bhanja, VP-Marketing, said, "Over the next two months and more, Hindustan Times will present to Mumbaiites a wide variety of content that will be extremely relevant, interesting and rich in variety. We will outline to Mumbai the many ways to make it possible to work towards getting fitter despite the constraints of our frenzied, frenetic

lives. And we will put together many support mechanisms to help them take that extra step or first step towards becoming fitter.”

With Mission Fitter Mumbai, Mumbai’s second largest English daily Hindustan Times will undoubtedly continue to keep Mumbai First - and hopefully many others will follow suit and possibly support HT in the mission.

**About the HT Media group ([www.htmedia.in](http://www.htmedia.in))**

The HT Media group is one of India’s most respected media conglomerates and home to some of India’s leading newspapers, the English Daily - Hindustan Times, the Hindi Daily – Hindustan and the Business Paper – Mint. The combined print and online reach of HT Media group now exceeds 40 million. HT Media Ltd is a diversified media company that is listed on the BSE and NSE, and employs more than 4000 employees in 20 locations. Hindustan Times was started in 1924 and it has an 85-year+ history as one of India’s leading newspapers. The company has 19 printing facilities across the nation, with a total installed capacity of approximately 1.5 million copies per hour.