

Kala Ghoda Festival 2014 gains momentum with Hindustan Times

Mumbai – 19 December 2013

Kala Ghoda Arts Festival, the biggest cultural gathering in Mumbai, gets bigger and better this year with its new partner, Hindustan Times. The festival, which was supported by The Times of India for the last 8 years, will henceforth be titled 'Hindustan Times Kala Ghoda Arts Festival'. The theme of this year's festival is 'Momentum'- symbolic of the momentum with which the festival has been growing over the years. This year the festival will also have a new section on Urban Design and Architecture.

Speaking on the collaboration with Hindustan Times, Chairperson of the Kala Ghoda Association, Maneck Davar said, " Starting with its 16th edition in Feb 2014, the Kala Ghoda Association is proud to be associated with HT. In the period that it has been in Mumbai, HT has been aware of the aspirations of citizens and has instituted many campaigns that reflect the needs of the city."

Commenting on the collaboration, Nitin Chaudhry, Business Head, HT Mumbai said, "It is a great moment for Hindustan Times to be hosting one of the biggest traditions in Mumbai city. It reiterates our belief in the city and gives us a great opportunity to offer more to the city."

Speaking on the Kala Ghoda Festival's role in building the brand Hindustan Times in Mumbai, Shantanu Bhanja, VP Marketing said, "the true goal for us in Mumbai is to bring meaningful change in the city - change that is socio-economic, infrastructural and cultural. Hosting Kala Ghoda Arts Festival is a significant step in that direction since it integrates us with the arts & culture of the city, and arts can be a sublime force both to engage with the people of Mumbai and to bring about positive change in the city."

Hindustan Times Kala Ghoda Arts Festival (HTKGAF) will be held over 9 days from Feb 1-Feb 9, with 450 programmes conducted across 15 venues in South Mumbai.

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.