



Presenting *OneIndia*. Reach all of India with a single plan.

New Delhi, Chennai, Kolkata

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Six leading publications of the country – Hindustan Times, Hindustan, The Hindu, The Hindu Tamil, The Telegraph and Ananda Bazar Patrika - have come together and formed the ***OneIndia*** group as a platform to facilitate reach to the largest print audience with a single advertisement.

OneIndia, available by invitation to select display advertisers only, offers the unique benefit of a single-platform reach comparable and incremental to television, along with the many clear benefits of Print, such as immediacy, impact, comprehension, credibility, and a clutter-free environment, to name a few.

Talking about the key idea behind this alliance, Benoy Roychowdhury, Executive Director, HT Media Ltd., said, “The idea behind ***OneIndia*** is to provide an unduplicated reach like never before, along with a single-window service, in order to invite non-print and infrequent print advertisers to experience and profit from the significant benefits of print advertising.”

Apart from the fact that print media readership is significantly more upmarket than television, several research studies globally have also demonstrated that print + TV has driven more than 20% incremental push-through in brand equity compared to TV alone. Further, some recent media multiplier research studies by leading international research agencies have demonstrated that print advertising in Asia-Pacific indexes 3 times more than TV on ROI, and 5 times more on brand impact.

And, now with ***OneIndia*** offering a pan-India reach with one single call, marketers have the perfect way to write a media plan that talks to the entire nation.

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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.