

Hindustan Times launches Refreshed newspaper, with Page One Plus

Announces *'Let's Make News Better'* campaign

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Hindustan Times has launched itself in a 'Refresh'ed avatar, and with it, announced the launch of **Page One Plus** and its new brand campaign, *'Let's Make News Better'*.

An industry-first concept, **Page One Plus** gives pressed-for-time readers a quick snapshot of everything they need to know. From all the top news on the front of the page, and a Quick Edit, to all the 'news-you-can-use' around the city- the events that readers can attend, the movies and the TV programmes that they can see. What's more, this comes as a tear-away sheet that readers can fold and keep, and use through the day.

Sanjoy Narayan, Editor-in-Chief, Hindustan Times, said, "We've introduced several brand new features, a few design changes and planned a number of special editorial initiatives. All of these have been done keeping our readers in mind. The new Hindustan Times will be a reflection of our relentless commitment to inform, analyse and explain. It will tirelessly work to make our readers' lives better. We will pull out all stops to make our cities better; we will take up the issues that matter the most, pose tough questions to the administrators and drive resolution of our biggest problems."

This editorial vision will manifest itself in the form of the **'Let's Make News Better' campaign**. **Rajiv Verma, CEO, HT Media Ltd**, said, "In this ever-changing world, the newspaper has, over the years, continued to be the most trusted medium. Readers rely on the written word and strongly believe in the power of newspapers - from changing governments to lighting up dark streets. Hindustan Times has always been one of the most credible newspapers in India and has remained a paper for the people and of the people. The 'Let's Make News Better' campaign is a statement of our vision, and is aimed at joining hands with our readers and impacting change around us."

Shantanu Bhanja, Business Head and VP-Marketing, HT Media Ltd, said, "Research clearly confirms that our readers' needs from the newspaper category are different from what they were, let's say, even two years back. As younger readers come into the fold and older readers also increasingly access multiple sources of news and infotainment, the challenge is to strengthen affinity towards the newspaper, make their time spent most productive, and, of course, add more readers. In product terms, this refresh - through

elements like the Page One Plus and HT Active - aims to do exactly this. Also, as a newsbrand, we continuously keep our finger on the pulse of our readers – and we know that today, they expect their newspaper to not just report news, but to take on their problems, and actively work with them to effect the change that they want to see.”

The high-decibel campaign will be driven by a mix of print, cinema, radio, outdoor and digital.

The new, ‘refreshed’ Hindustan Times will **offer new advertising opportunities with the advent of Page One Plus** and many more **windows for innovation**, and interesting engagement opportunities for the advertiser through **HT Active**, its AR platform, as well as the capacity of **printing more pages in the mainbook and supplements**.

In order to enable all these, and to drive its sustained growth trajectory in key markets, HT Media Ltd has invested heavily in a printing facility that is among the largest and best in the world.

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About Hindustan Times

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 paper). ‘Hindustan Times’ was inaugurated in 1924 by Mahatma Gandhi and has a 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 websites livemint.com, livehindustan.com and hindustantimes.com.

For more information about HT Media Limited, visit the Company’s website at www.htmedia.in