



Social Media Agency Webitude, acquired by HT Media Ltd.

HT's Mobile Division to focus on fast-evolving spaces of Mobile & Social Media

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HT Mobile Solutions, the mobile solutions organization from HT Media Ltd. has announced its acquisition of **Webitude** – a premier social media organization based in Gurgaon. With this acquisition, the company announced its intention to offer strong digital solutions that leverage the combined power of mobile and social media, under an umbrella brand **Digital Quotient** that will operate with the mantra **'Go Mobile, Get Social.'**

As per **Vinish Kathuria, COO, HT Mobile Solutions**, 'The Indian digital marketing landscape can be summarized by 3 megatrends - explosive growth in mobile usage, social media and videos consumption. As Digital Quotient, we're going to be able to offer our clients a rich array of solutions across mobile and social media, and leverage the power of multimedia to help establish a strong, meaningful connect with consumers.'

As **per latest estimates for India**, there are over **850 million mobile phones**, with usage of internet on mobile phones already much higher than that of desktops. Social media is a hugely popular online activity in the country, with Facebook expecting to end the year at over **90 million users** and Youtube recently claiming **50 million users** in India. Globally, **social media usage** on mobile is growing day by day with a recent report stating that over 70% of Facebook's 1 billion+ worldwide users access the service on Mobile.

HT Mobile has seen good results in the mobile solutions space over the last few years and will retain its Mobile-first approach. The company plans to combine its technical and business knowledge of the Mobile, Social and Multimedia ecosystem and offer powerful marketing solutions which are personalized as well as sharable.

Santosh Kumar, Co-founder, Webitude said 'We are looking forward to leveraging the scale and the mobile acumen of the HT group to take our offerings to the next level. While we will retain our identity as Webitude and continue to operate our agency business, we will now also operate as part of the larger group Digital Quotient - where social and mobile will together drive exponentially higher value.'

Girish Mahajan, Co-founder, Webitude said 'Add to the existing social media capabilities at Webitude, the mobile expertise of HTMobile, and the result is value for clients that very few in this business provide. For our existing team, who have made Webitude the recognizable name it is, this opens a whole new world of possibilities. It also means growth on a personal level, just as the business grows.'

Kathuria added 'As a media house, the HT group is also now well-positioned to offer advertisers not only the large reach of media like print and radio, but also the engagement possibilities of mobile and social media.'

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About Webitude:

Webitude is a four year old digital marketing agency with major focus on Social Media, and has delivered successful digital solutions to more than 50 brands such as Cleartrip , Intuit, Digivive, Slice, Karbonn Mobile, Himalayan and more.

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 an 89-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