

Hindustan Times reaches out to over 1 million underprivileged children with a beginner's textbook

April 19, 2012

As a part of the 'You Read, They Learn' (YRTL) initiative launched on 18th April, Hindustan Times has committed to contributing 5 paise from every Metro Copy in Delhi-NCR. To build on that initiative, Hindustan Times printed a beginner's textbook in every copy of the newspaper in Delhi-NCR today.

In line with the initiative's mission to help educate underprivileged children, every page of the newspaper includes a page of a textbook. Following three simple steps, readers can cut out these pages, staple them together to form a textbook and then share it with an underprivileged child.

In addition, there will be textbooks inserted in copies of Mint and Hindustan circulated in Delhi-NCR. Through this simple and powerful idea, readers will be able to reach out to over 1 million children in Delhi-NCR on a single day and help them take their first step towards an education.

Sanjoy Narayan, Editor-in-Chief, Hindustan Times, said "the text book is one of our initiatives to help readers join the 'You Read, They Learn' campaign by sharing it with needy children or even using it to help someone learn the alphabet. We are committed to ensuring that the YRTL initiative addresses the nation's urgent need of raising its literacy level."

Shantanu Bhanja, Vice-President, Marketing, HT Media Limited said, "We have had great response to the "You Read, They Learn" initiative launched yesterday, and wanted to enable each of our readers to take their own first step towards helping someone get an education. And we wanted to make a tangible impact in the shortest span of time. We decided that doing something in the paper could achieve both, and hence the idea of a beginner textbook which could be cut out and given. But for us, it's just the beginning of a movement to bring about positive change"

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Youtube: <http://www.youtube.com/watch?v=v7rPAa0gKqw>

Microsite - <http://www.hindustantimes.com/youreadtheylearn>

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 daily). 'Hindustan Times' was started in 1924 and has a more than an 85-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

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