

HT Launches New Weekend Supplement In Mumbai – ht48hours

Mumbai – 19th June, 2015

‘ht48hours’ is the new weekend lifestyle supplement which will be distributed free along with Hindustan Times in select areas in Mumbai. This supplement will come out every Friday & Saturday with the launch edition out today.

‘ht48hours’, the new weekend read, has been specially curated for Mumbaikars so they can get the best of 48 hours to delve deep into the most interesting weekend activities from art, theatre, travel, shopping, offers at spas and salons, weekend brunches and everything else that is happening in the city.

The cover stories, every week, will take an in-depth look at lifestyle activities, or an event, or a new trend which everyone is talking about, with the help of innovative design and fun elements.

This supplement will cover various categories including the latest happenings in the tech world, with reviews of the latest gadgets, and apps, latest trends in food with innovative recipes from well-known chefs and all the latest happenings in Music, Dance, Stand-up Comedy, Theatre, Art and Fashion.

It will be complete with an ‘Insider's Guide’ to hidden secrets at famous establishments and neighborhoods; coming from experts.

Talking about this new supplement, Nitin Chaudhry, Business Head – Hindustan Times, Mumbai said, “At HT Mumbai our endeavours have always been to provide our readers of this fast paced city, with more than just news and ‘ht48hours’ is a step ahead in that direction. This supplement will be a definitive weekend fix for our readers and will make their weekend unwinding even more exciting!”

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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 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.

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