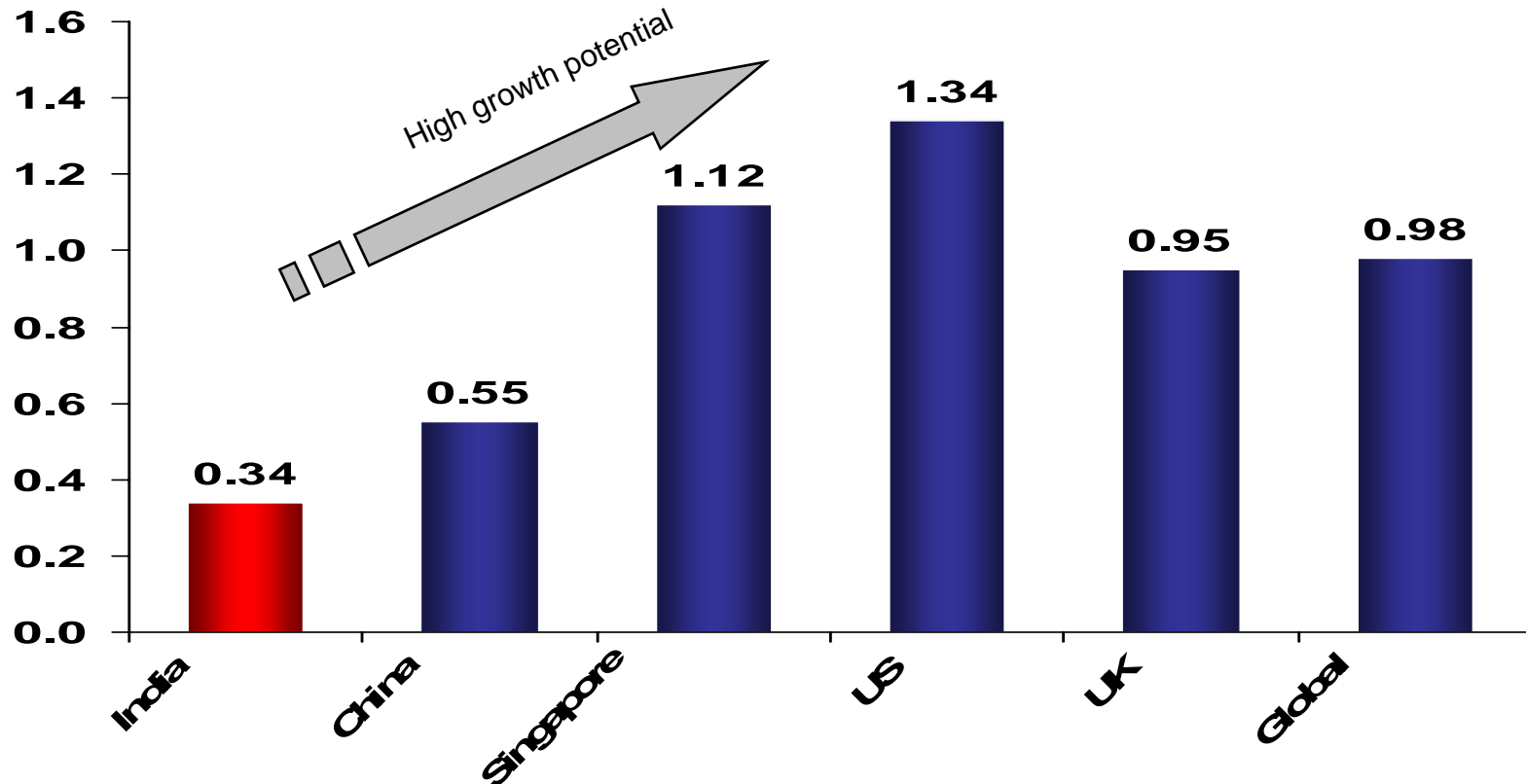




HT Media Ltd

Indian Media Industry Overview

...Sector dynamics



- Advertising spend as % of GDP in India still very low ...attractive growth potential
- Indian media at inflexion point, with ad spend set to rise with economic growth, rising consumerism and higher media penetration

Growth Rates- Ad revenues

	CAGR India 2005-10	CAGR Global 2005-09	India 2005 Over 2004
TV	14%	6%	11%
Print	15%	5%	16%
Radio	32%	5%	37%
Out of Home	14%	5%	17%
Internet	50%	14%	50%
Total	15%	6%	16%

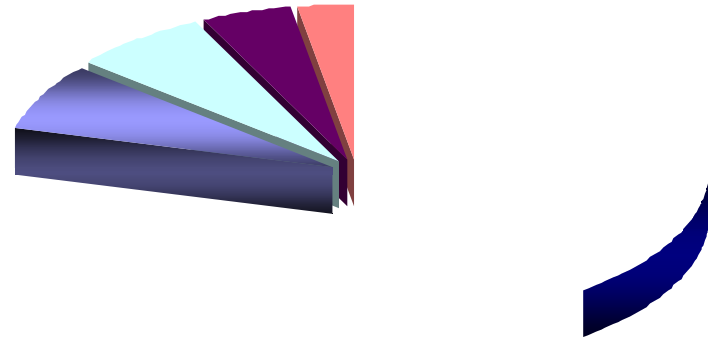
Indian media on growth tracks – fueled by robust economic fundamentals

Print clocks high growth.... grows faster than TV for second consecutive year

Advertisement Industry - Overview

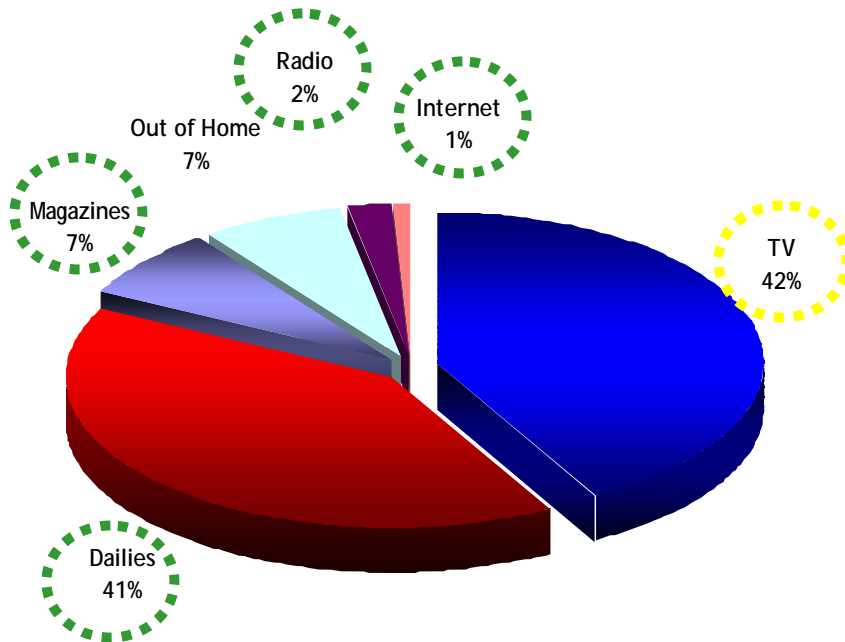
Rs. Crs

Ad Industry	Amount
TV	5,450
Dailies	5,300
Magazines	970
Out of Home	900
Radio	300
Internet	100
Total	13,020

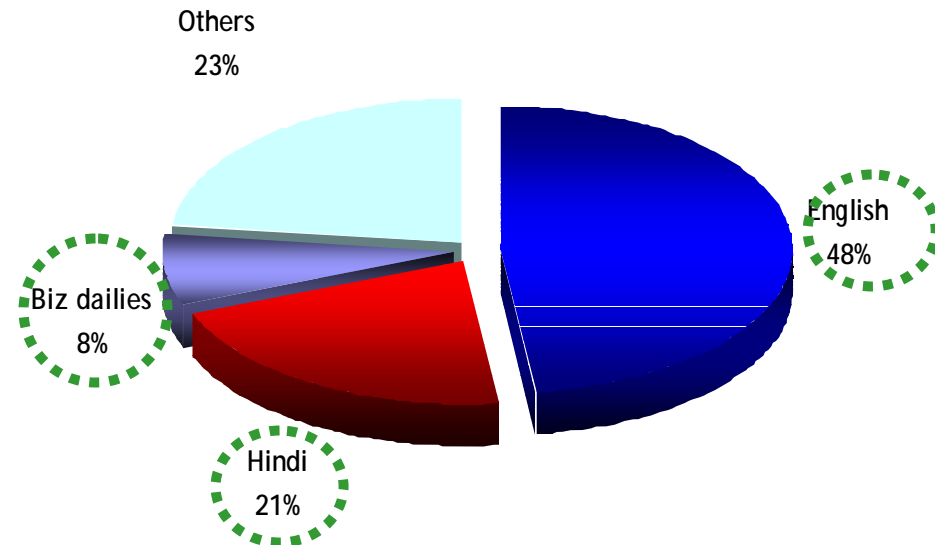


Media Industry –2005

Ad industry



Dailies



- Industry estimate for 2006 continues to be optimistic
- Expected to grow faster than 2005; ~ 20%
- Higher literacy to further boost print penetration

HT Media Overview



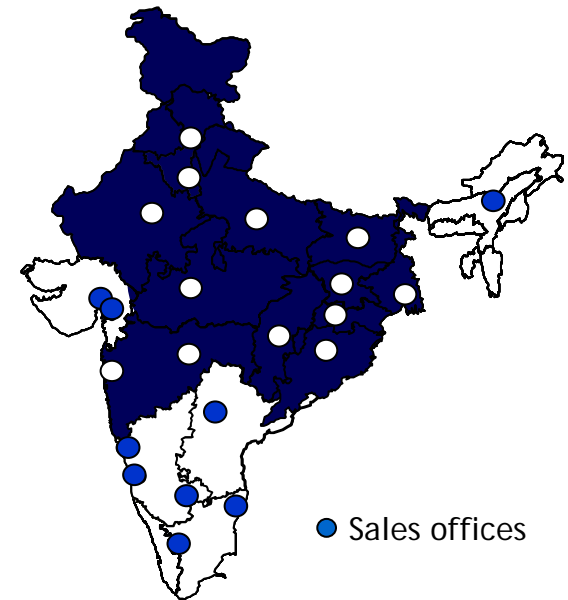
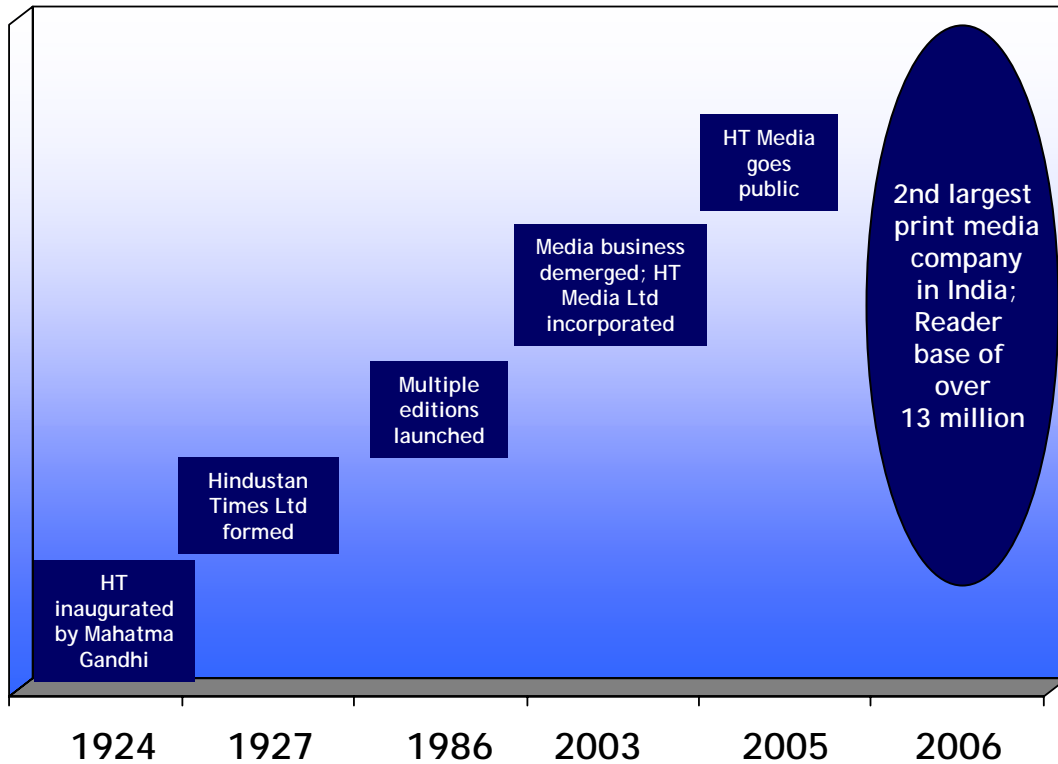
Business paper



THE WALL STREET JOURNAL



Corporate Journey



Editions cover 65% of population

Pan-India sales presence

Corporate Culture

RESPONSIBILITY
PEOPLE-CENTRIC
COURAGE
EMPOWERMENT
SELF-RENEWAL



Corporate Snapshot



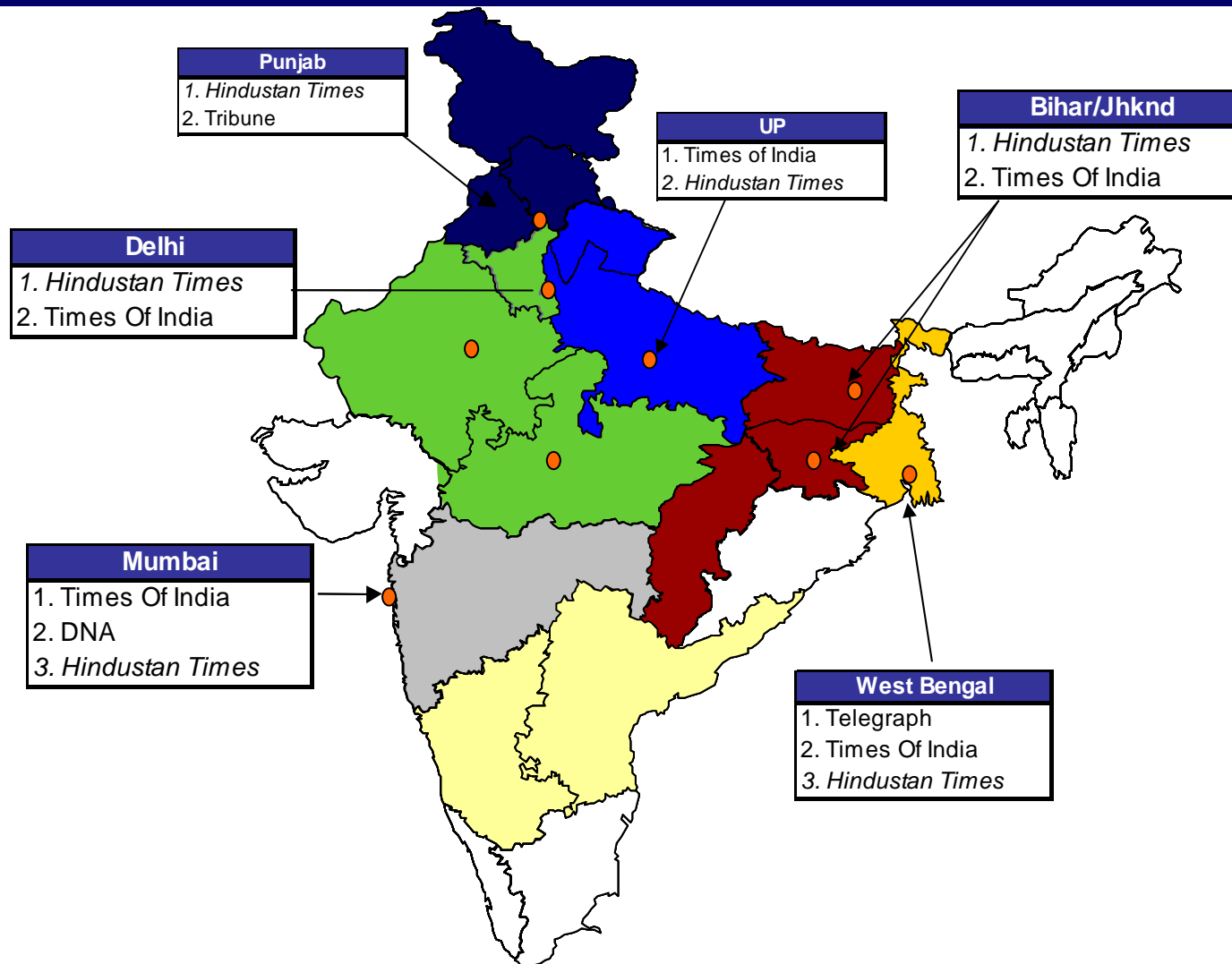
Institutional Investor

- ◆ Henderson Asia Pacific
- ◆ Citicorp Finance

Financial

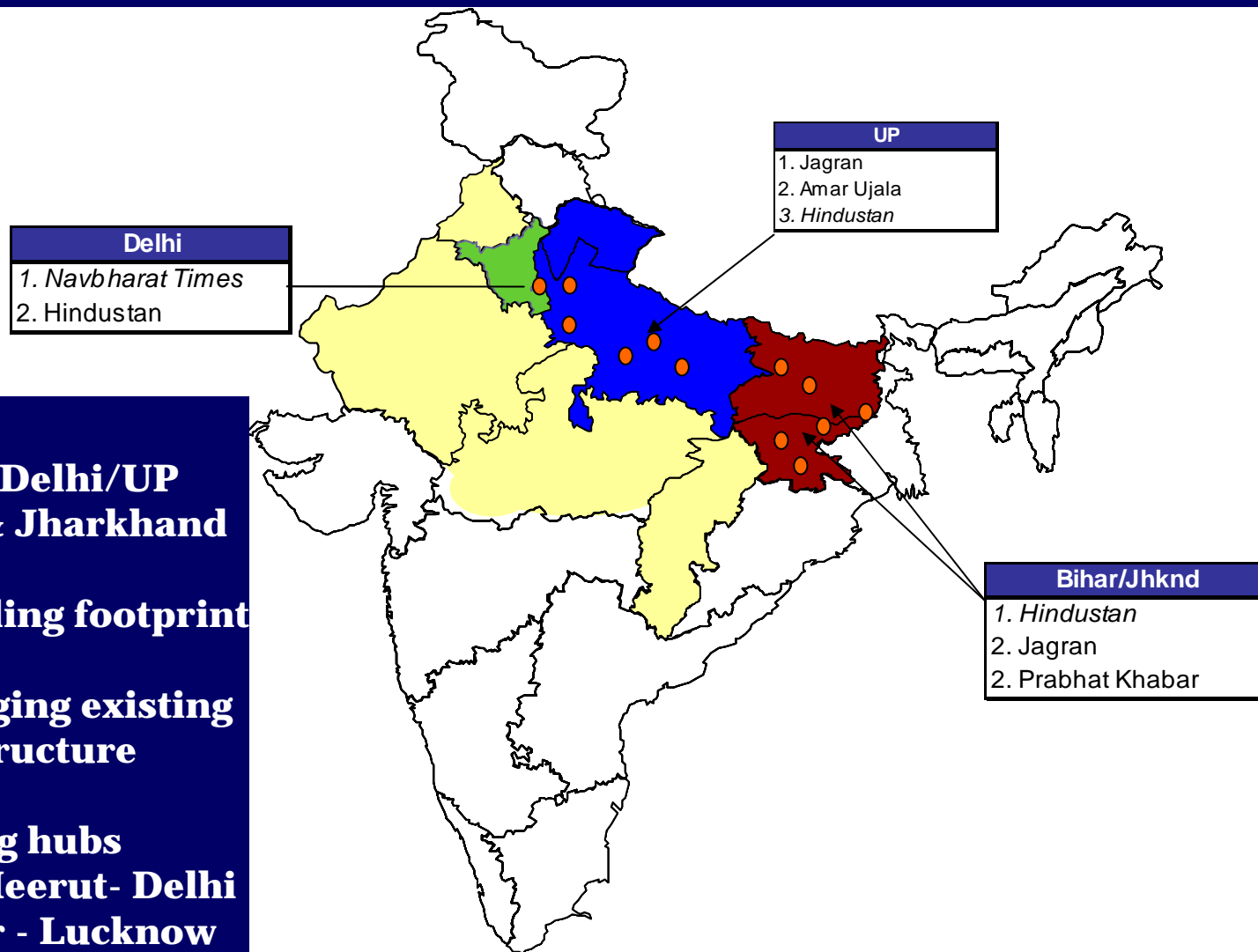
	FY'06		H1 FY'07	
	<u>Rs</u>	<u>Crs</u>	<u>Rs</u>	<u>Crs</u>
		<u>%G</u>		<u>%G</u>
Revenue	839	+32%	505	+31%
EBITDA	136	+62%	116	+108%
PAT	37	+36%	58	+214%

Presence & Position – Hindustan Times



Along with a national footprint
HT also has a dominant position in key markets

Presence & Position – Hindustan



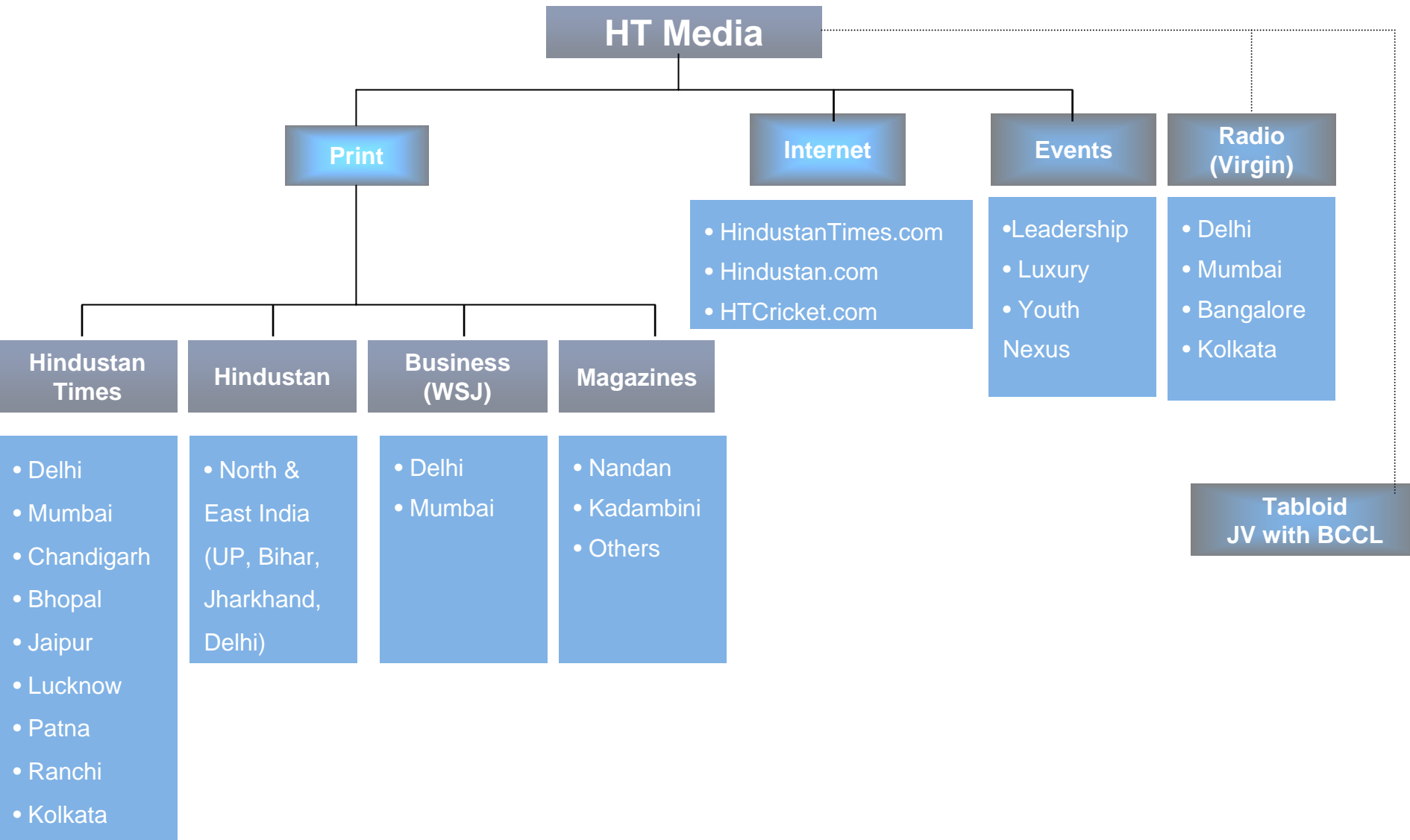
**Covers Delhi/UP
Bihar & Jharkhand**

Expanding footprint

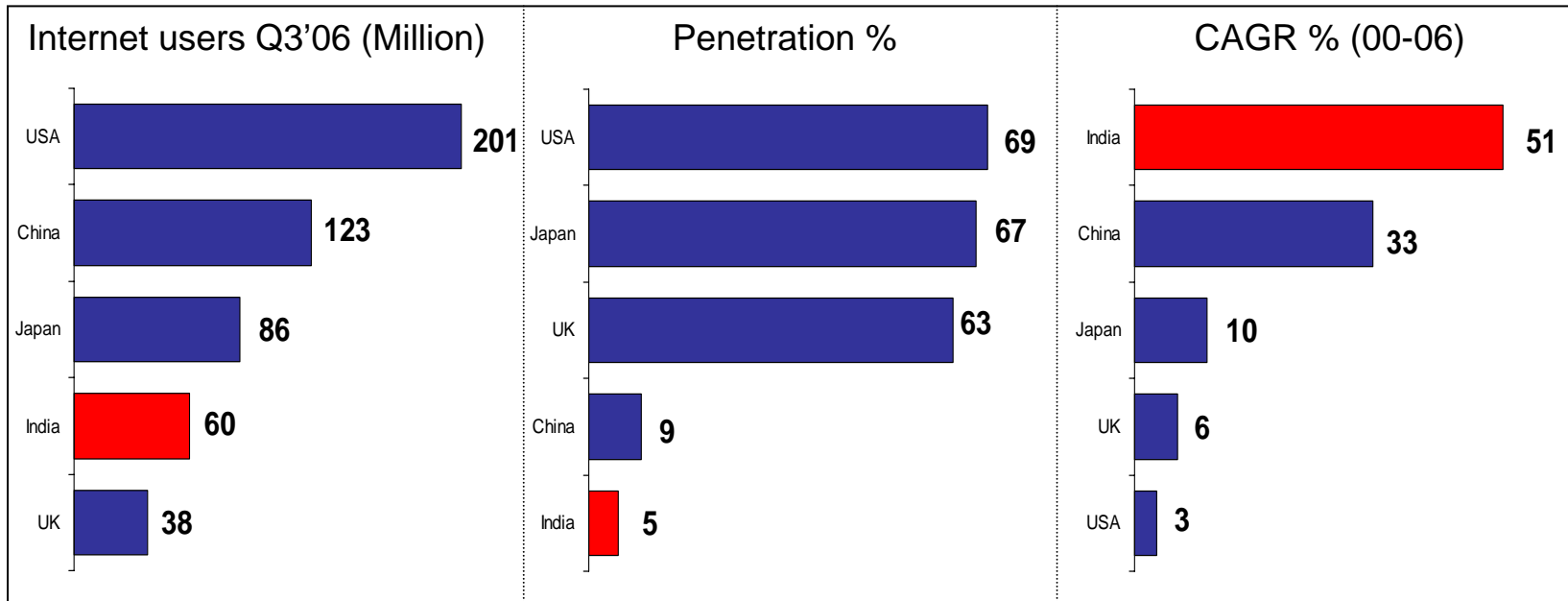
**Leveraging existing
Infrastructure**

**Printing hubs
Agra/Meerut- Delhi
Kanpur - Lucknow**

Multimedia Presence



Business Strategy - Internet



- India has small internet user base but is the fastest growing market amongst all the leading markets
- Indian internet users expected to reach 122 Million by 2009 (source : Kaufman Bros)
- Leverage content to build verticals
- VAS – Alerts/Gaming/Contests/Short code (4242)

Business Strategy – Business paper

- Long term segment growth potential is high
- Indian economy showing robust growths
- Booming stock market
- Opportunity exists for a high quality daily
- Build a comprehensive finance portal

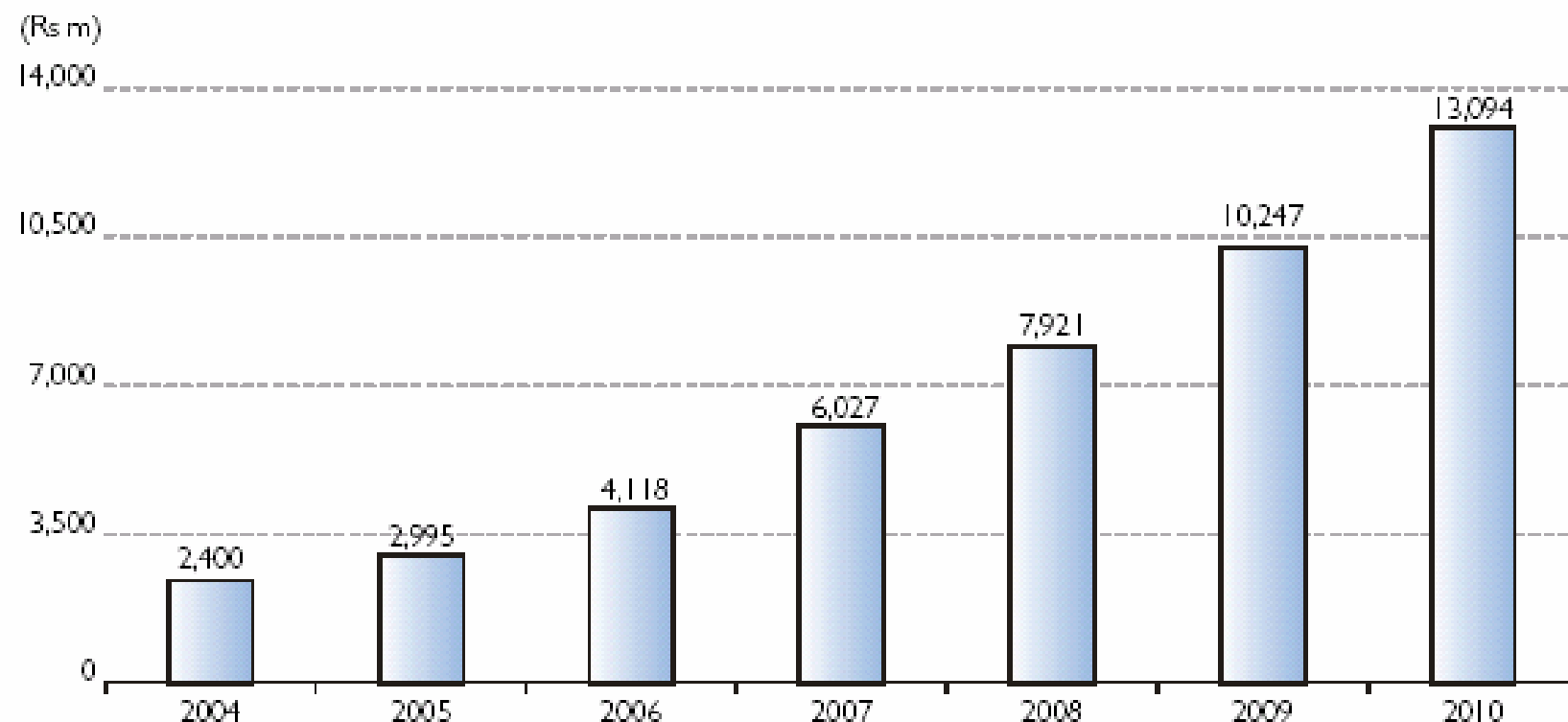
Gap exists for a high quality business paper

Business Strategy - Radio

- Enter Delhi & Mumbai followed by Bangalore & Kolkata
- Delhi & Mumbai accounts for + 50% of the radio industry
- Globally radio revenue accrues from one or two main cities
 - South Africa – Jo'burg & Capetown +80 %
 - Thailand - Bangkok +80%
 - Australia – Melbourne, Sydney & Brisbane + 75%



Radio industry set to grow multifold



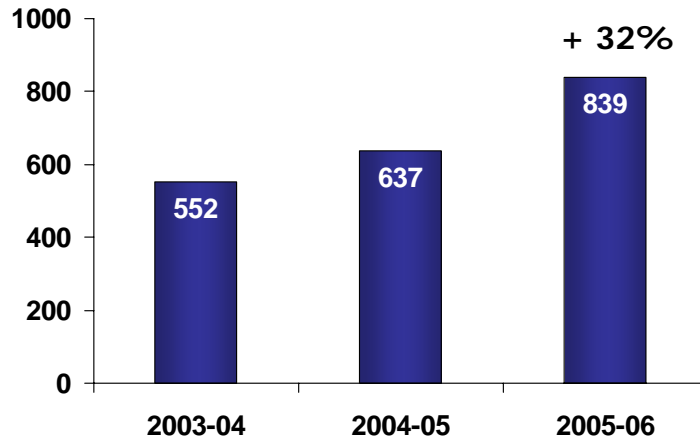
CAGR of 34% for 5 years (2006-10)

Financial Performance

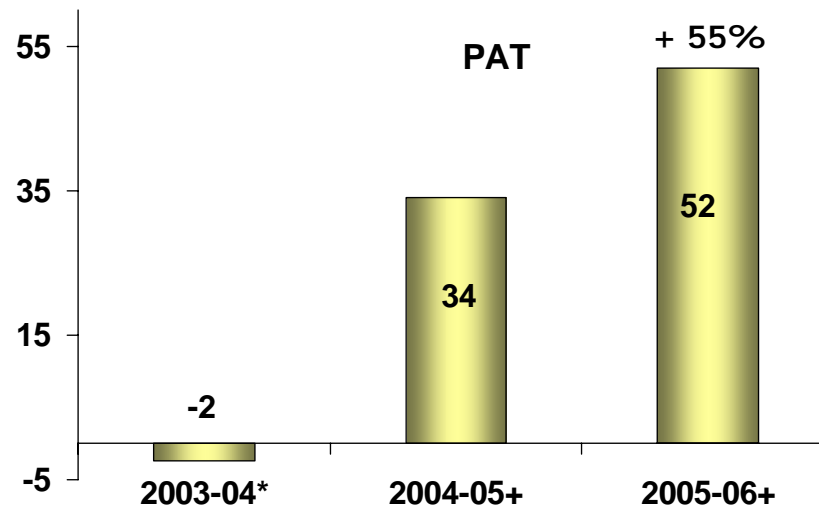
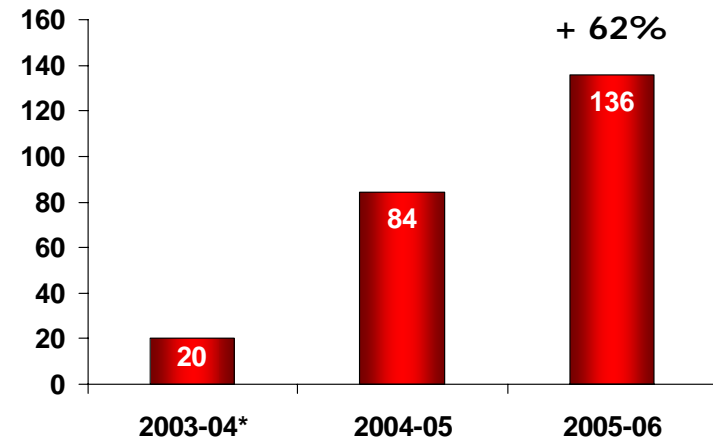


FY 06 performance

Revenue



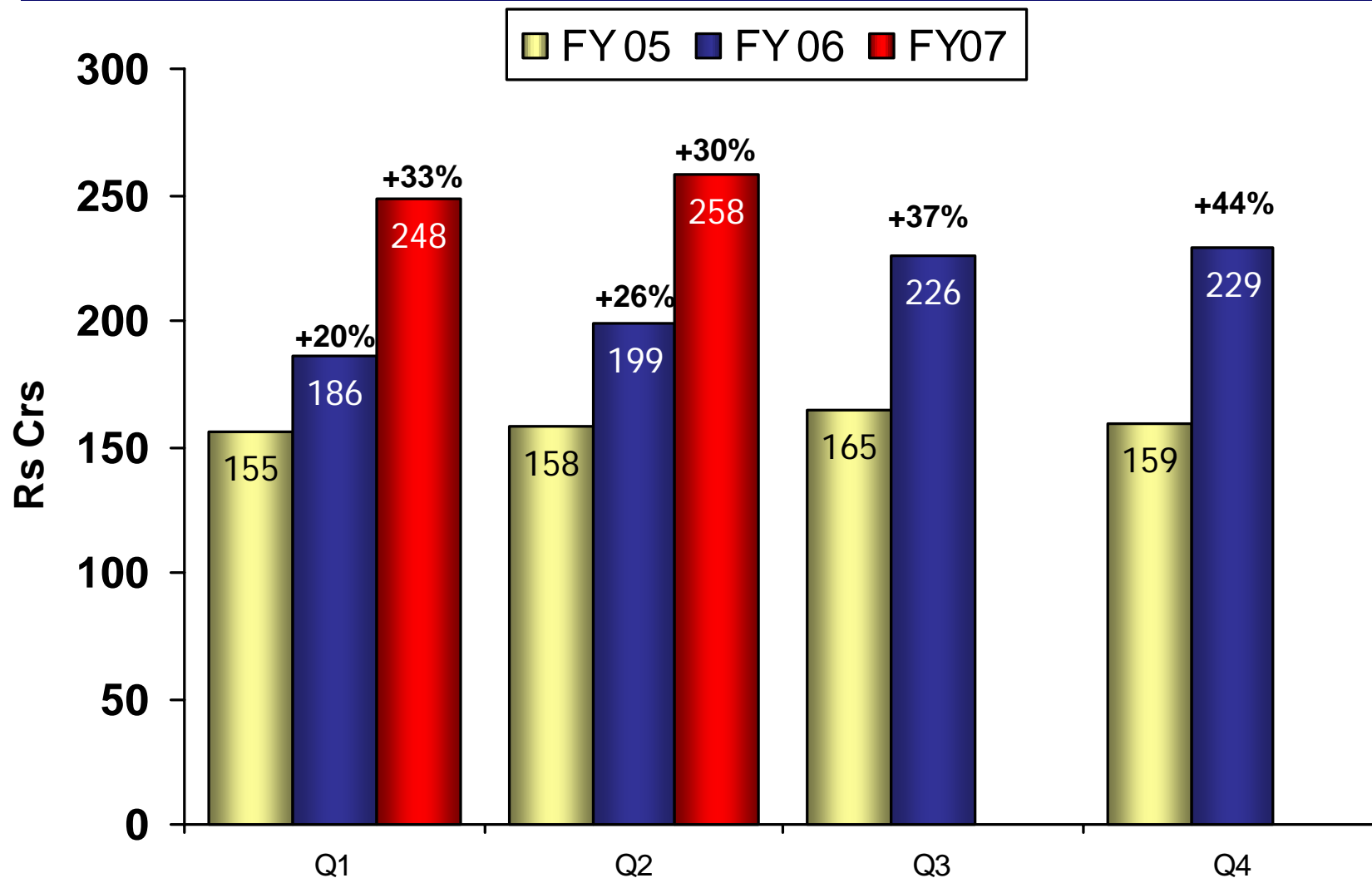
EBIDTA



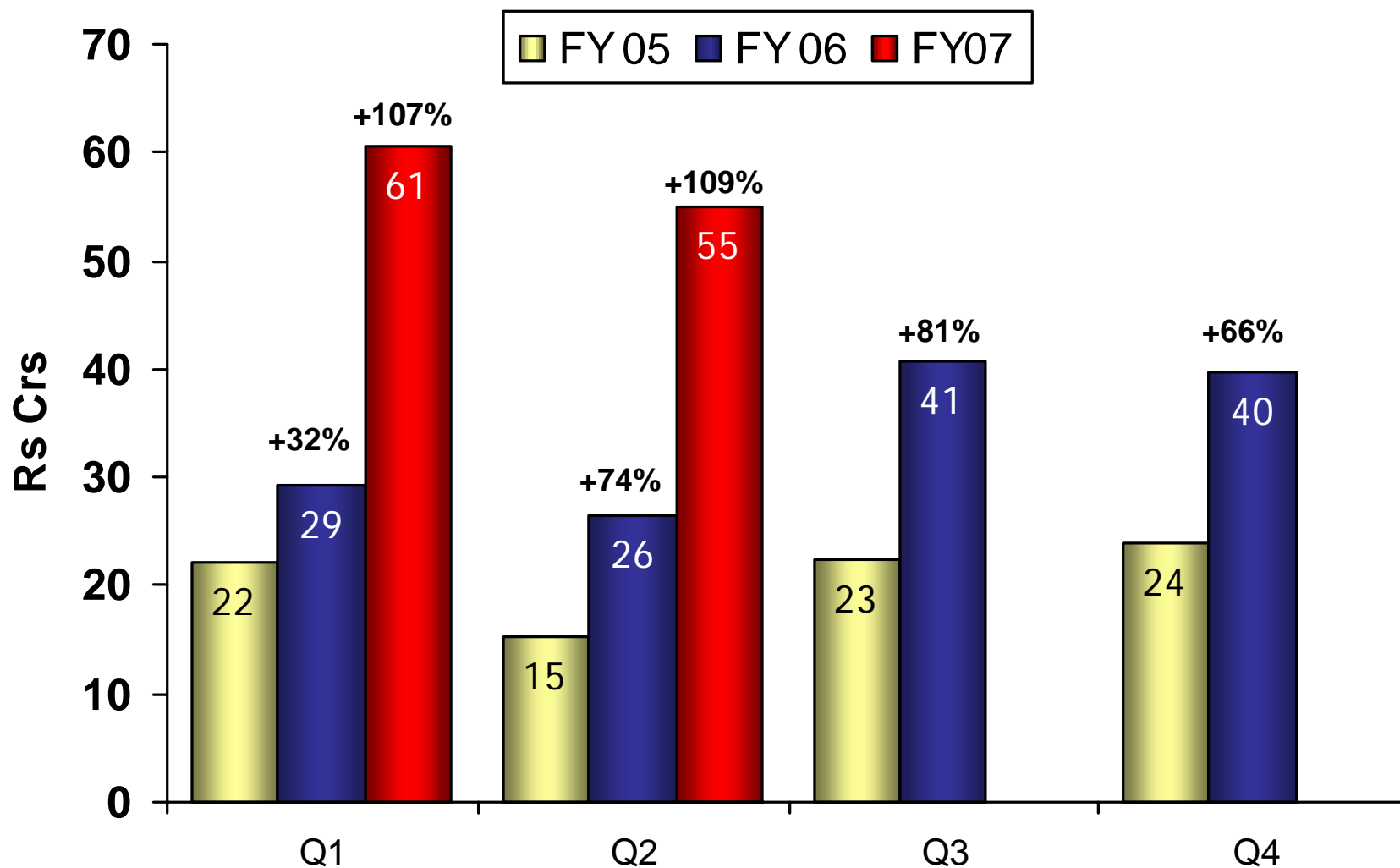
* 2003-04 for 9 months

+ All figures before extra-ordinary items

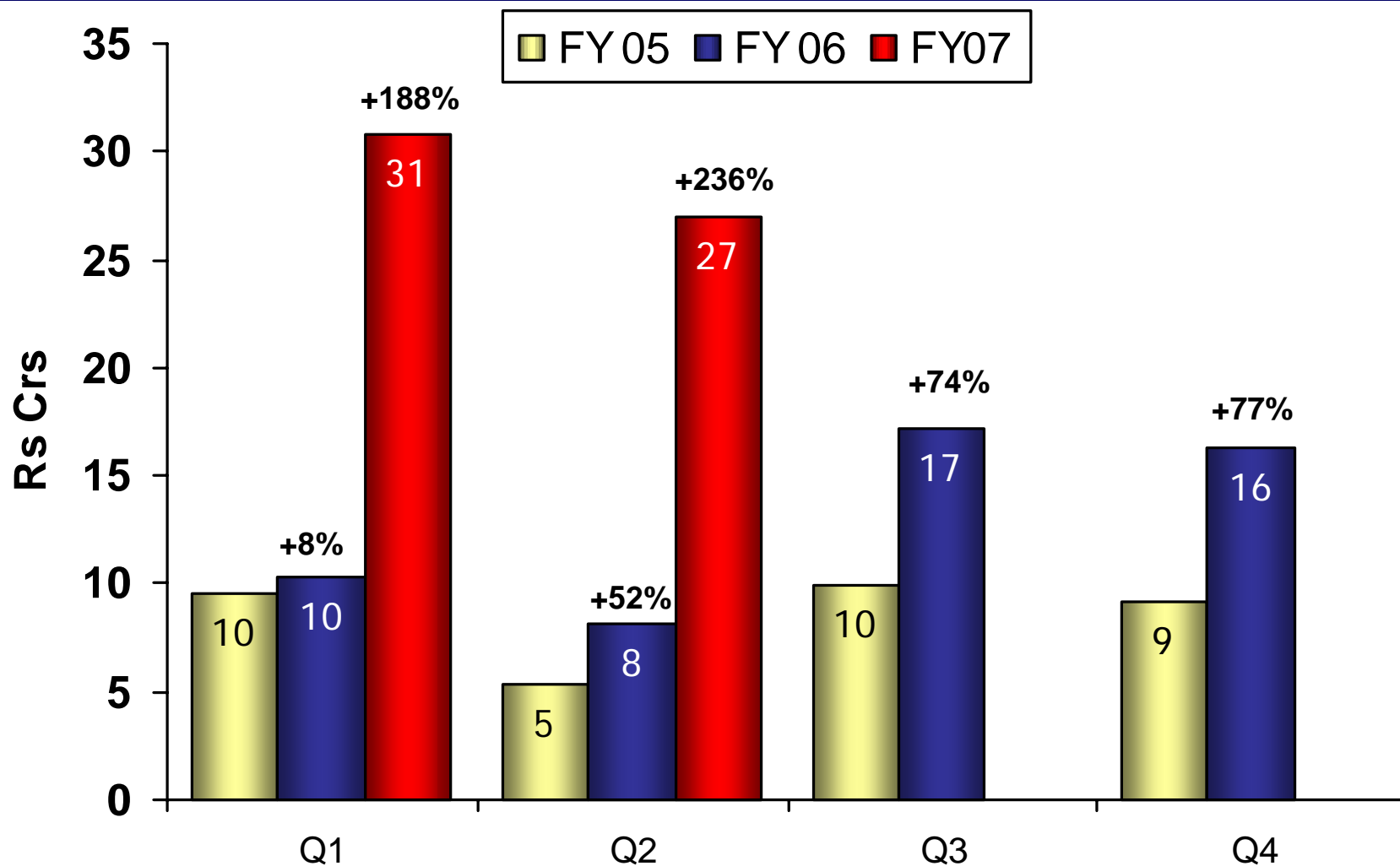
Quarterly performance – Total Revenue



Quarterly performance – EBITDA



Quarterly performance – PAT



A decorative graphic on the left side of the slide. It features a vertical stack of squares in red and blue, with a blue bar extending horizontally to the right from the top of the stack. The text "Thank You" is centered on this blue bar.

Thank You