



HT MEDIA LIMITED

Investor Presentation

Cautionary Statements

Certain statements in this presentation may be forward-looking statements.

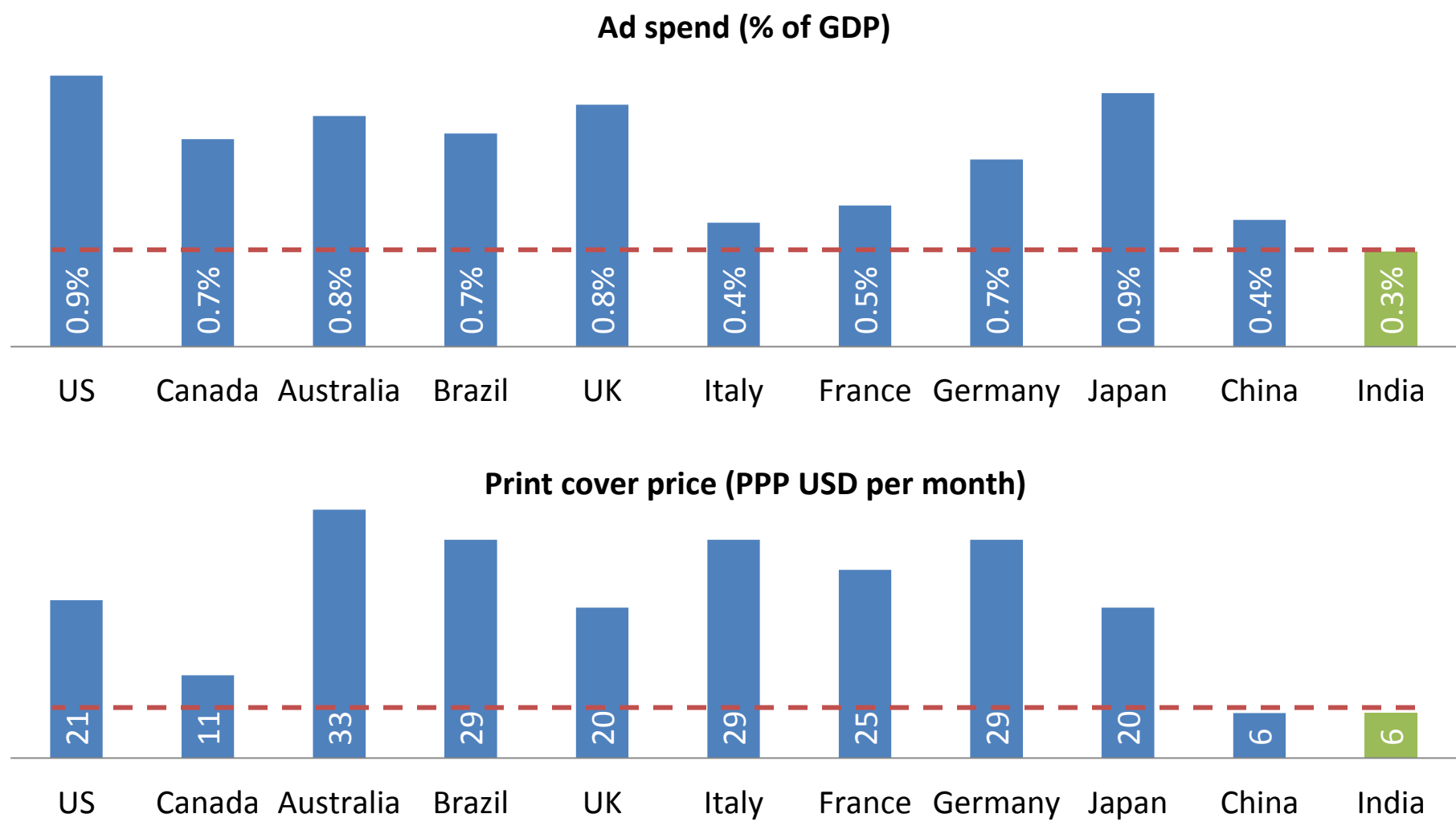
Such forward looking statements are subject to risks and uncertainties like regulatory changes, local political and economic developments, technological risks and many other factors that could cause our actual results to differ materially from those contained in the relevant forward-looking statements.

HT Media Group will not, in any way, be responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

Disclaimer: All external data used in the report have been taken from publicly available sources and discrepancies, if any, are incidental and unintentional.

Industry

Growth Potential of Media & Entertainment (M&E) Industry in India

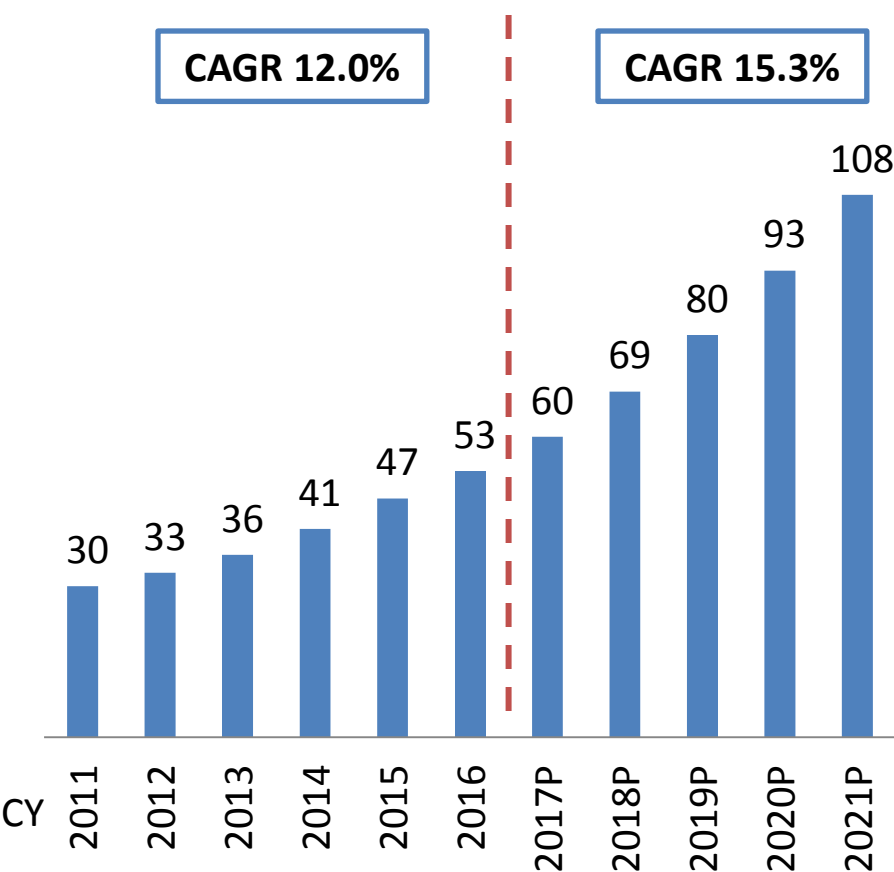


Source: BCG-CII report, 2015

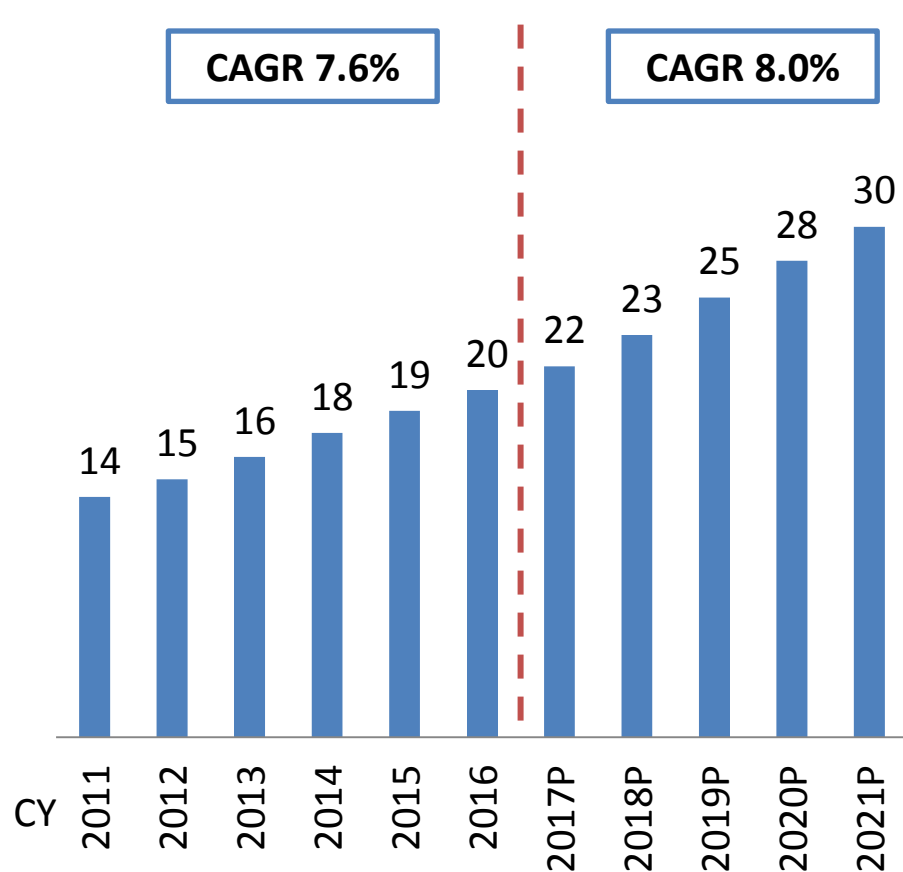
Huge scope in India backed by low penetration of advertising coupled with lower cover price and higher GDP growth forecast

Growth of M&E Industry in India : 2011 ~ 2021

Advertising revenue (Rs '000 Cr)



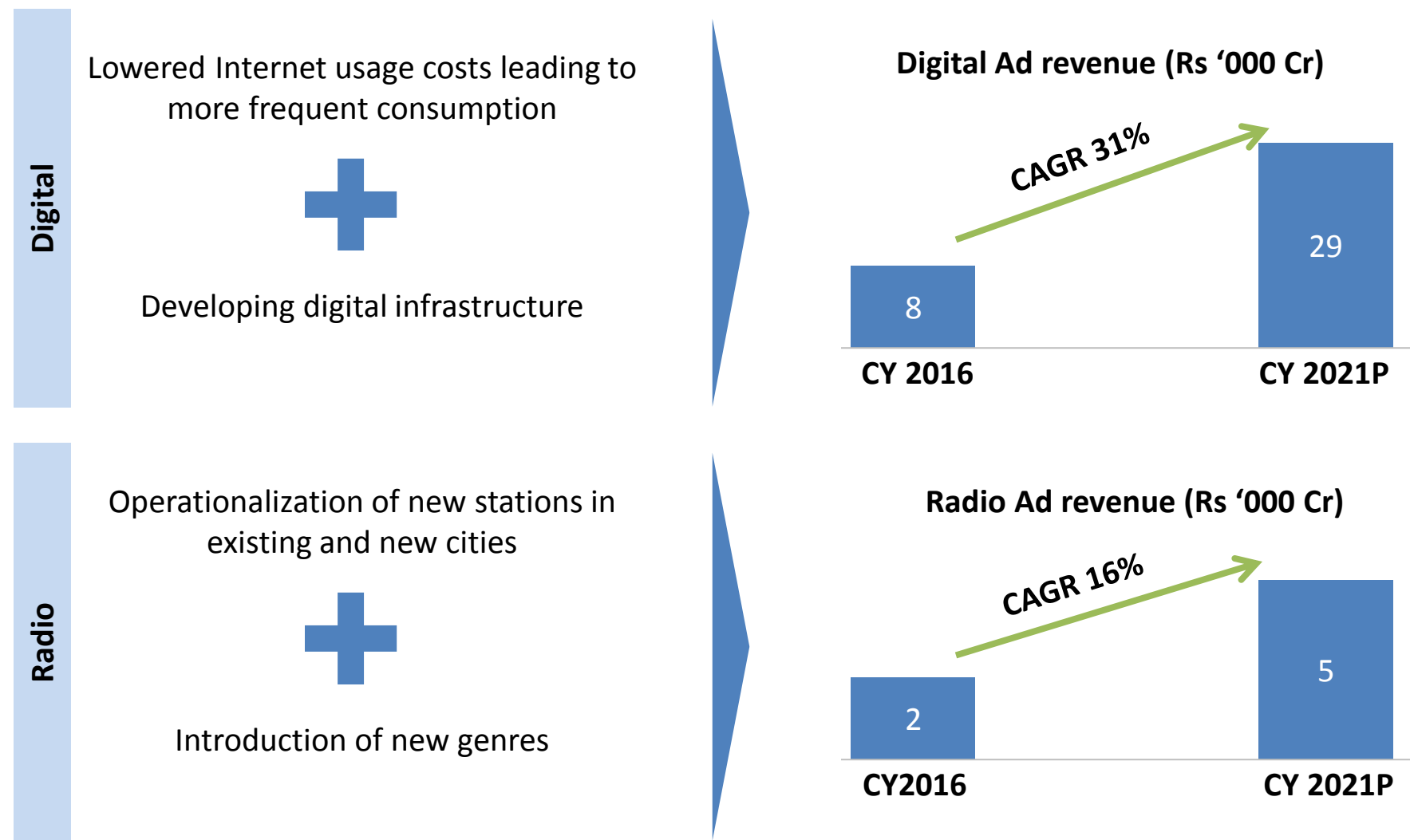
Print ad revenue (Rs '000 Cr)



Source: KPMG India – FICCI, Indian Media and Entertainment Industry Report, 2017

The growth trajectory of M&E is set to accelerate with print forming 27% of the advertising pie

Radio and Digital Ad Revenue Growth Projections : 2016 - 2021



Source: KPMG India – FICCI, Indian Media and Entertainment Industry Report, 2017

Exponential growth expected in Radio and Digital

Current Environment and Trends

Macros

- GDP softened in FY'17 to 7.1% after increasing continuously for 2 years
- CPI inflation on a downward trajectory from double digits in FY'14 to low single digit
- Gradual decline in interest rates over past 5 years
- Sensex on upward trajectory from ~18k to 31k over last 5 years

Recent Reforms

- Demonetization
- GST (Goods & Service Tax)
- RERA

- Creation of Monetary Policy committee
- Implementation of Insolvency and Bankruptcy code

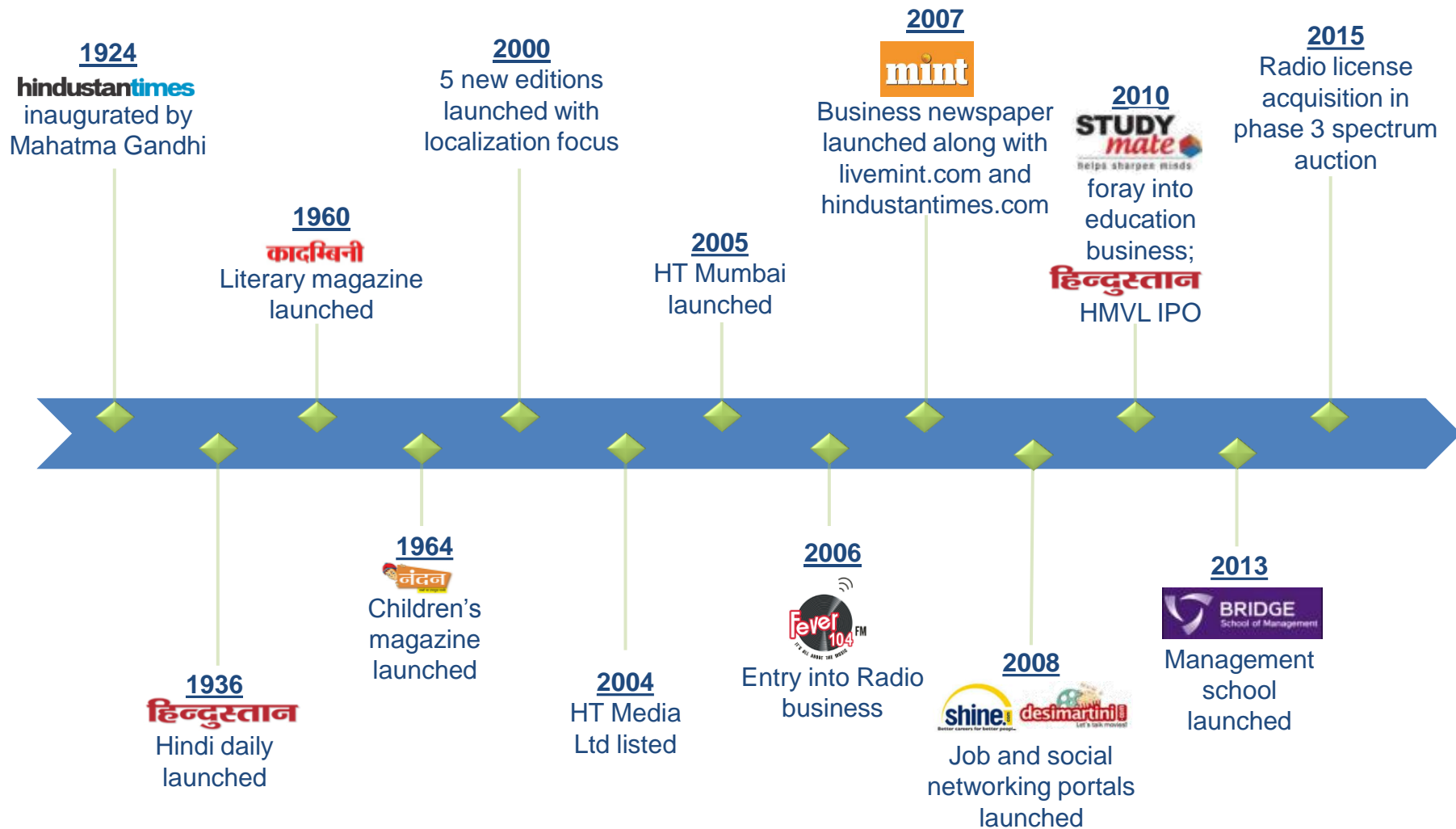
Despite recent hiccups, M&E industry still poised for long term growth

- Government reforms in the longer term expected to boost the growth
- Lower Interest rate and lower inflation expected to continue
- Favourable demographics favouring higher consumption
- GST beneficial for long term
- Expectations that suppressed spends on advertising in recent times will release in a big way going forward
- Strong rupee helps maintaining lower input cost

*Source: Bloomberg, BSE

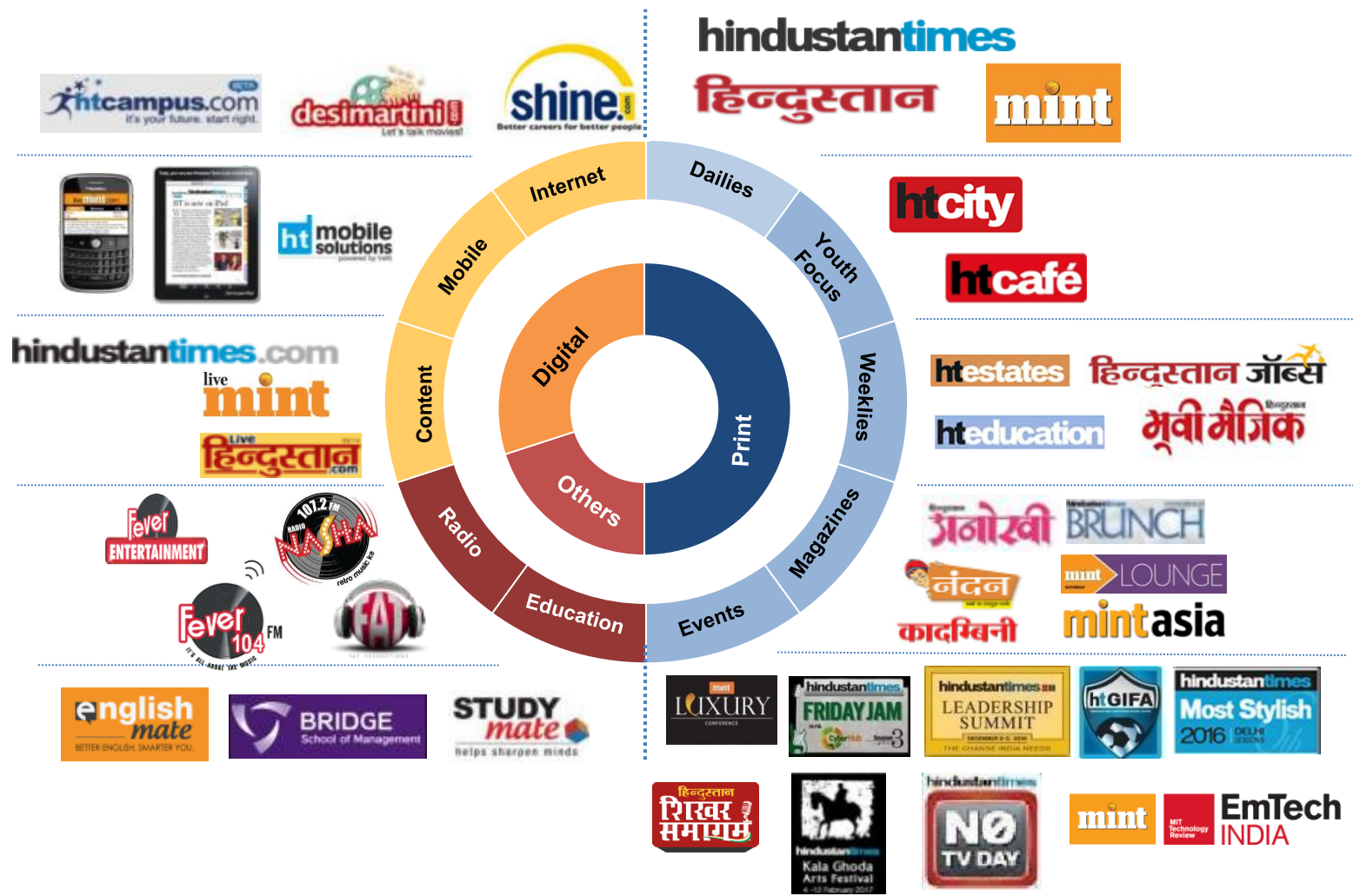
Overview of HT Media Group

The HT Story – Enriching and Empowering India



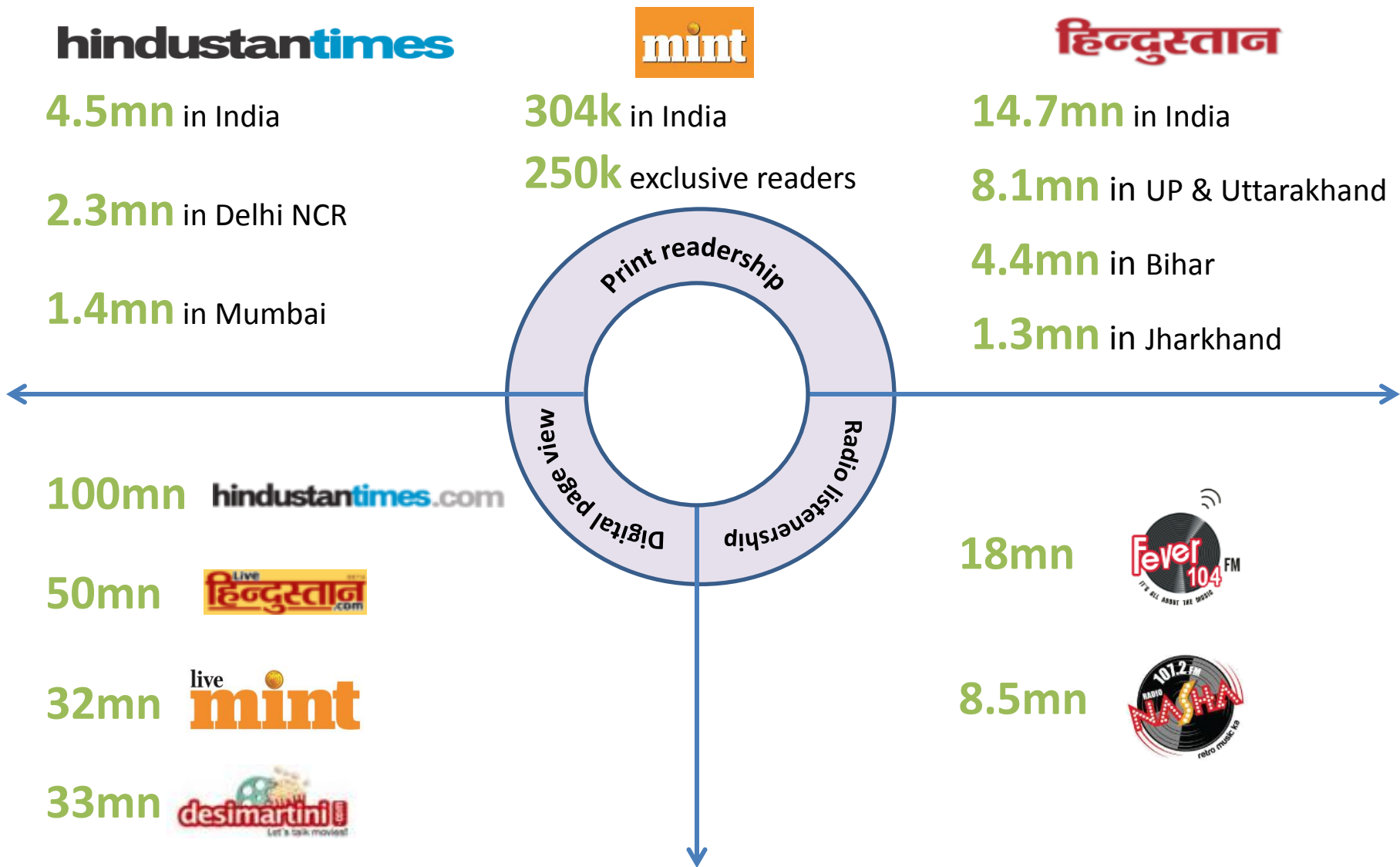
Our evolution is marked by building lasting and trustworthy businesses in print, radio, digital and education sectors

Strong Brand Portfolio across Segments



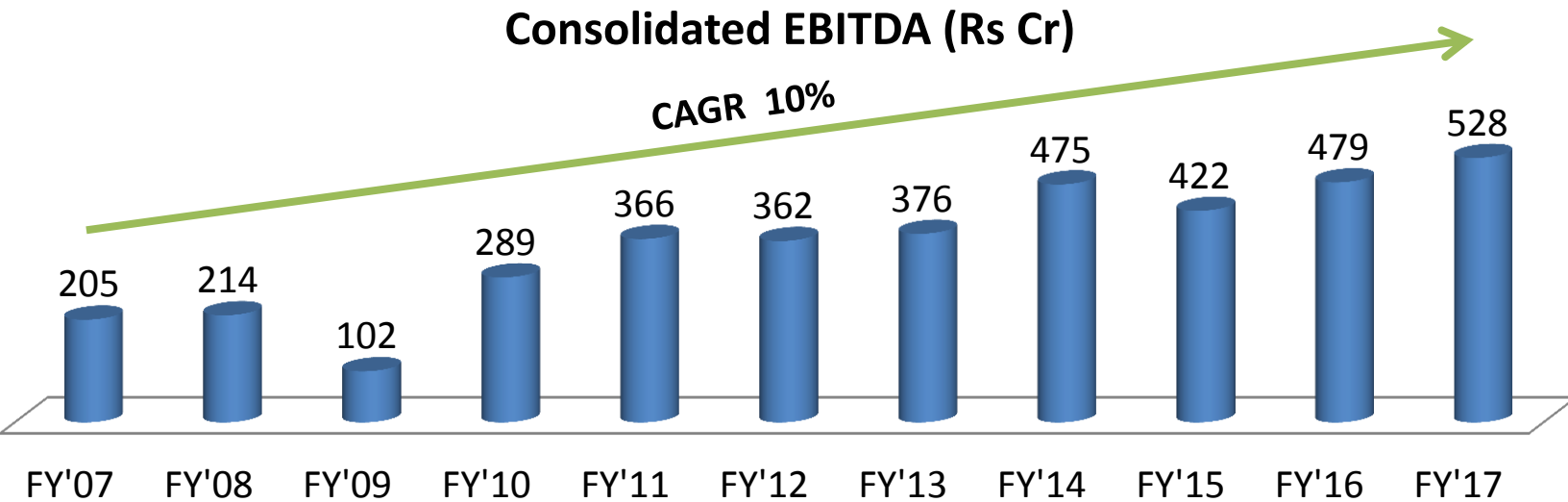
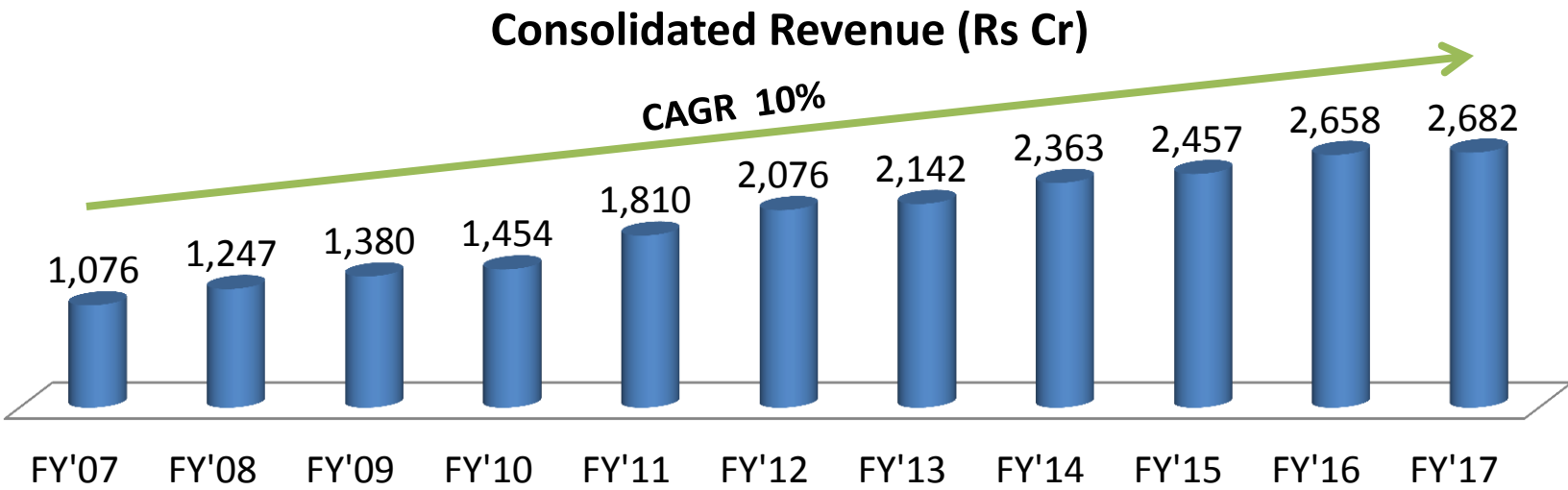
Pan-India content distribution footprint across traditional and new age channels

Large Consumer Base



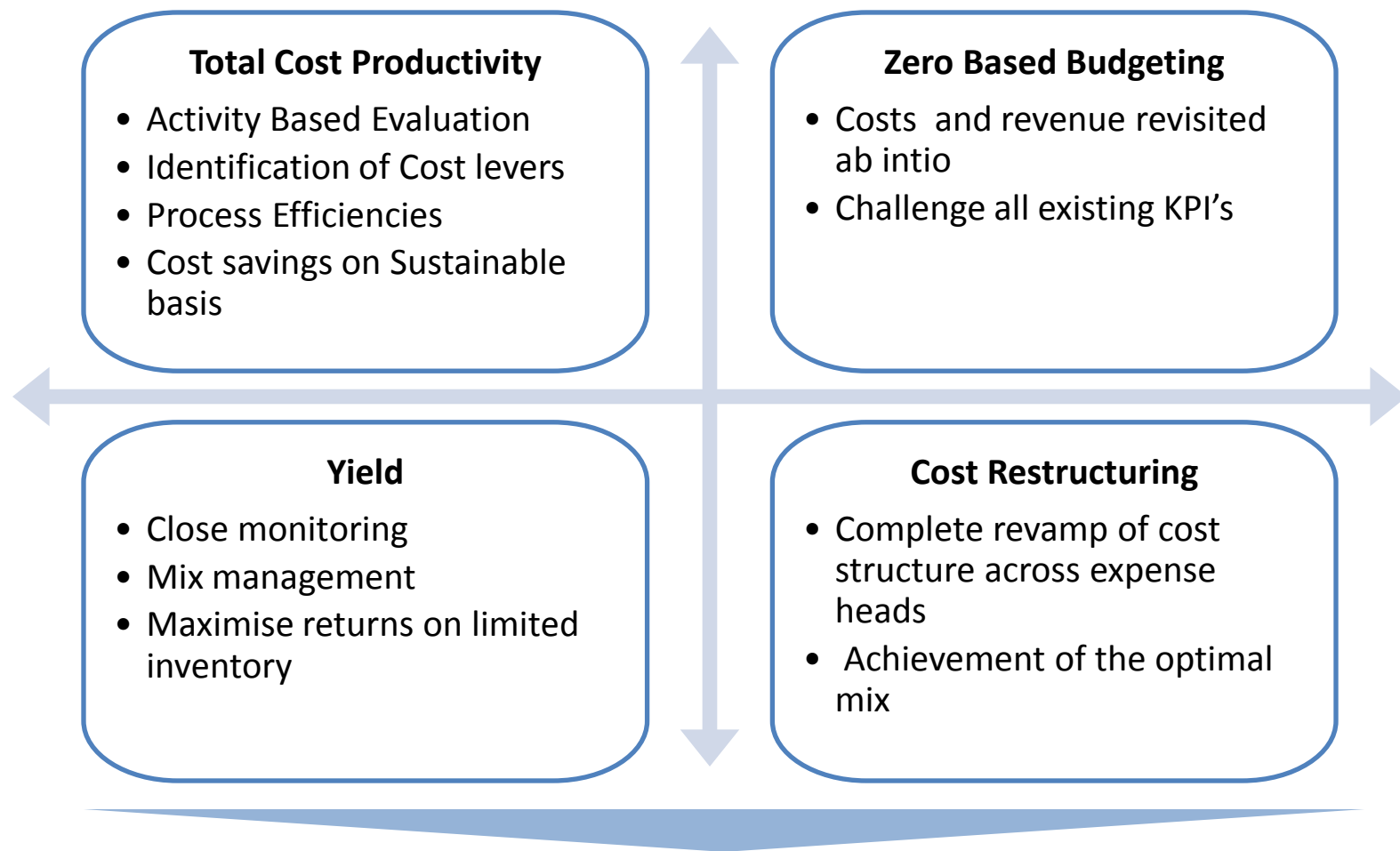
Source: IRS 2014, Google Analytics (March 2017), RAM data (Mar 2017) for 4 metros and estimates for 2 metros, radio listenership is excluding UP

Financial Performance: Consistent Track Record



Note: All figures are reported consolidated financials for HT Media Ltd

Key Focus: Operational Excellence to Improve Profitability



Operating margin improved by 2.1% from FY'13 (17.6%) to FY'17 (19.7%)

We have delivered margin expansion on the back of continued focus on cost and yield

Prudent Allocation of Capital

Key Investments in Recent Past

- Integrated Newsroom & Content Management System (CMS)
- Capacity and quality enhancement across Hindi markets
- Continued outlay on investment behind copies into relevant markets
- Investment in digital assets
- Deepening reach in Radio markets through fresh licences

Convert profitable growth to cash efficiently and prudent allocation of capital to drive shareholder returns

Our Businesses

Our Businesses

1

Print

English

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Hindi

हिन्दुस्तान

Business

mint

#2


newspaper daily of India in all segments

2

Radio

15

FM radio stations across India

#1

in Delhi for 350+ weeks*

#2

in Delhi #

3

Digital

Job portal

News websites

Movie review

Digital Marketing

215 MN

pageviews@

4

Education

Education tutorials

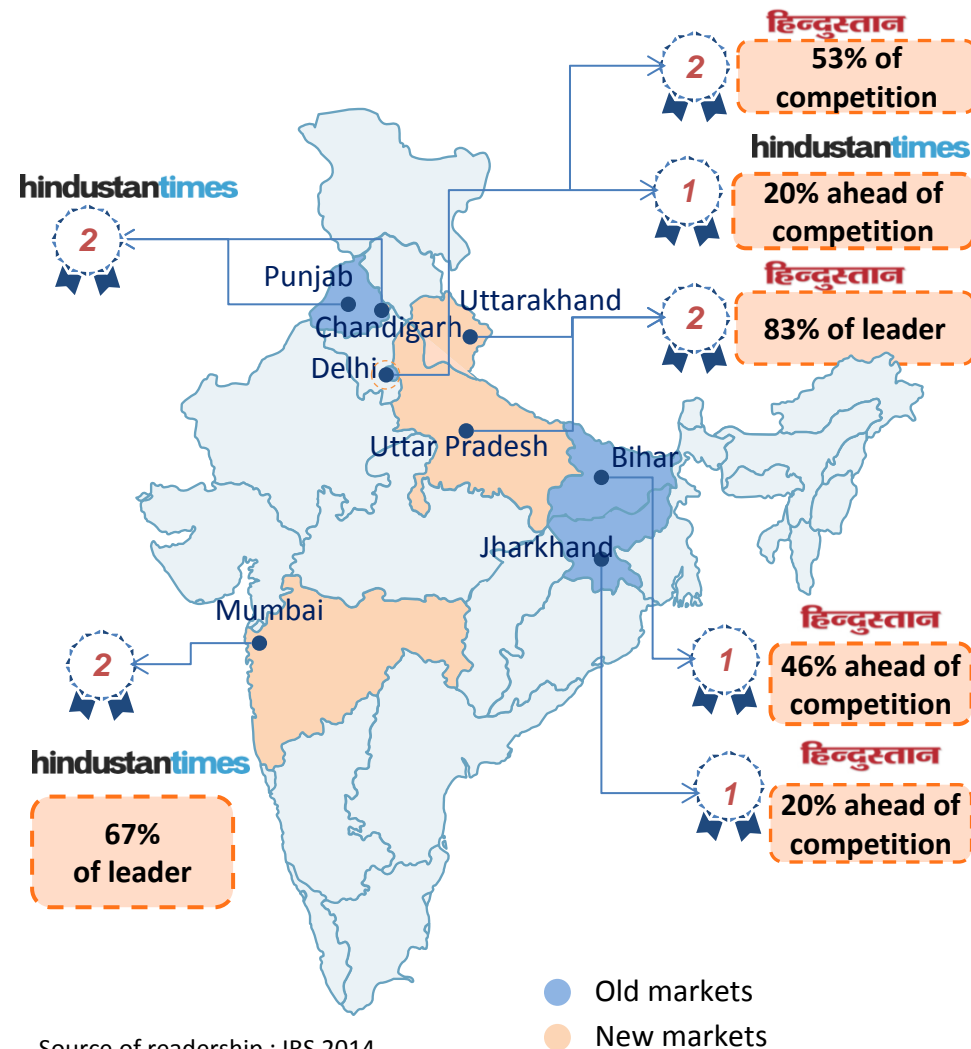
Management School

6500+

Students associated with us

Average Issue Readership (IRS 2014)
* RAM data, 2017
RAM data, Week 14,2017
@ Google Analytics, Mar 2017

Market Leadership across Brands



Source of readership : IRS 2014,

* Brand Trust Report India Story 2017, A study by TRA Research # Brand-o-meter Survey, pitch

hindustantimes

1
Largest in
Delhi
NCR

2
2nd largest in
Mumbai
Punjab &
Chandigarh

3
India's no.1
Trusted
Media
Brand*

1
No.1 in
Gangetic Belt

2
No.1 in
Bihar and
Jharkhand

3

India's no. 1
Trusted
Media Brand*

1
51%
Readership
from nccs a1



mint

2

250k

Exclusive Readers

3
Ranked no.1
Media Brand[#]

Leadership position is an enabler for yield led growth

Print: Focused Segment Specific Strategy

hindustantimes

- ✓ Maintain copy leadership
- ✓ Higher wallet share in key markets
- ✓ Continued superiority on product offerings
- ✓ Customized customer centric solutions
- ✓ Stature building through large brand initiatives and salience

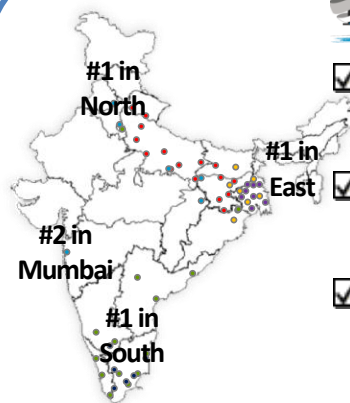
हिन्दुस्तान

- ✓ Focused deployment of copies to expand and consolidate footprint
- ✓ Persistent investment in copies in UP
- ✓ Leveraging the #1 position in Bihar and Jharkhand
- ✓ Product excellence to drive differentiation

mint

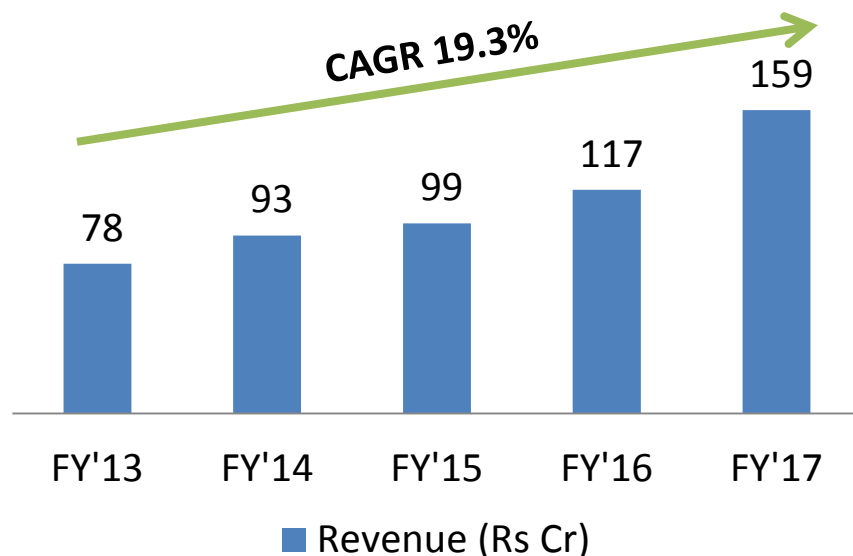
- ✓ Unique product proposition leading to strong loyalty with readers
- ✓ Niche product segmentation targeting higher yield from customers
- ✓ Redesigned to broadsheet to gain better revenue

oneINDIA

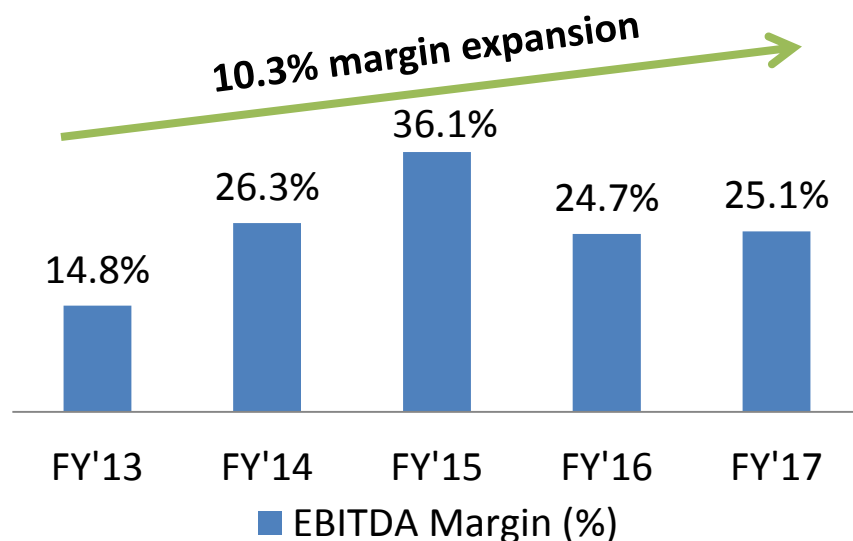


- ✓ Pan India presence through OneIndia alliance
- ✓ Overall readership is 1.5x of next largest competitor
- ✓ Dominant readership across critical demographics : NCCA AB and youth

hindustantimes | हिन्दुस्तान | The Telegraph | আনন্দবাজার পত্রিকা | THE HINDU | தி இந்து

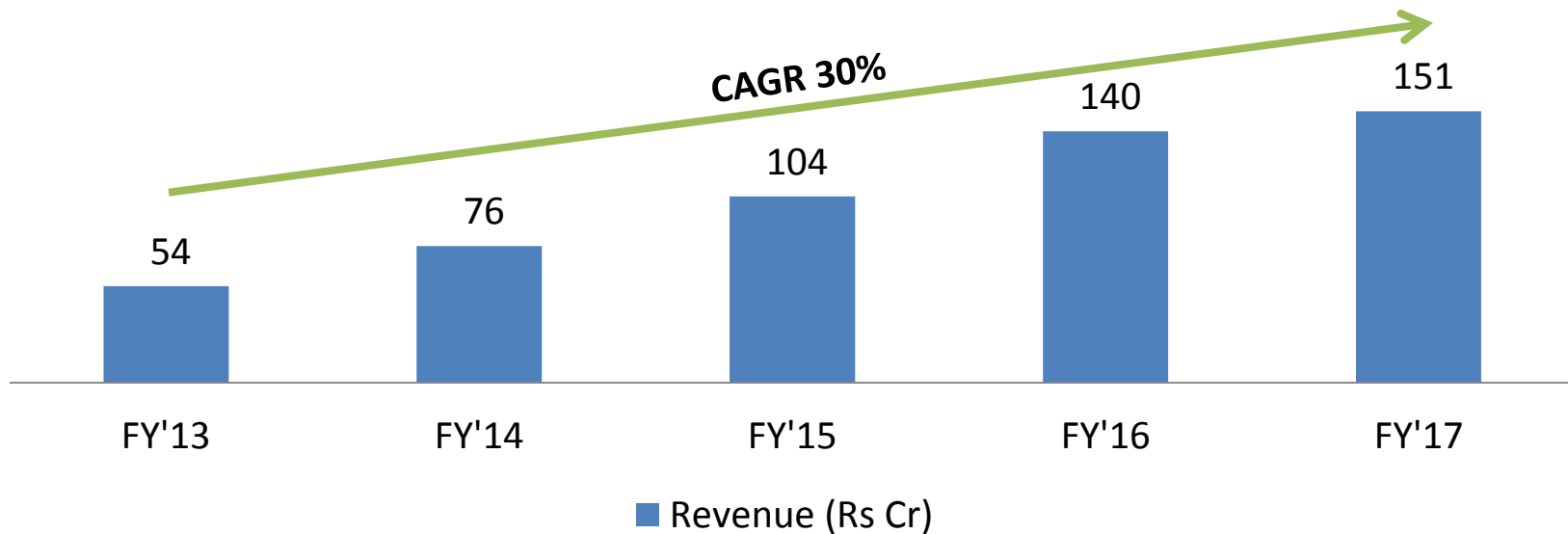


- 18mn Listeners in 6 Metros
- Leader in Delhi, Mumbai and Kolkata



- 8.5mn listeners in Delhi and Mumbai
- First 'Cool Retro' Station of India with music from 70-90s

Source: RAM data (Mar 2017) for 4 metros and estimates for 2 metros



Media Content

hindustantimes.com

live
mint

हिन्दुस्तान
.com

desimartini
Let's talk movies!

Internet

shine.

- Shine is 2nd largest Job Portal in India
- 22mn candidates



Digital Quotient : Social & Mobile marketing solutions

Priorities Going Forward

Print

- Improve leadership position in core markets
- Better monetisation of copies; yield led revenue growth
- Maintain cost focus to improve profitability

Radio

- Drive profitable growth of newly launched radio stations
- To outperform the industry on the back of innovation, execution, strong brand pull, quality content and great music

Other businesses

- Continue to strengthen digital capabilities and aim to grow revenue in this space in a profitable manner
- Build education business to scale while maintaining operational profitability

Drive profitable growth with focus on margin expansion to create stakeholder value

Thank You