

A CENTURY OF EXCELLENCE

HT Media Group stands tall with over **100 years** of unparalleled impact in the media industry. Spanning across Print, Digital, And Radio platforms, our reach extends to a staggering **200 M Indians**, solidifying our position as a leader in the Indian media landscape.



200M* Reach | 25+ Platforms | 12 Genres

100 Years of Unparalleled Impact



Source: *Print - TR (Main) - IRS Q4 2019 | Digital - Comscore MMX Multi-platform, HT Media Ltd., Total Unique Visitors, Geo -India, March 2024 | Radio - RAM (Dec 2022)
 Note: Approximate Total Audience Size (Print Readers + Digital Visitors + Radio Listeners) | Overlap between Print, Digital & Radio might exist

STRENGTH IN NUMBERS

25+ PLATFORMS | 12 GENRES | 100 YEARS OF UNPARALLELED IMPACT

200M⁺*
TOTAL REACH

56M[#]
PRINT REACH

144M[^]
DIGITAL REACH
TOTAL UNIQUE VISITORS

TOP 5[^]
MEDIA GROUPS

COMSCORE (LAST 6
MONTHS)

36M^{^^}
WEBSITE VISITORS

ON ELECTION RESULT DAY (6TH JUNE
2024)

SOURCE

*Print – TR (Main) – IRS Q4 2019 | Digital – Comscore MMX Multi-Platform, HT Media Ltd., Total Unique Visitors, India, April'24 | Radio RAM (Dec'22) (Note: Approx. Total Audience Size (Print Readers + Digital Visitors + Radio Listeners) | Overlap between print, digital, and radio, might exist) | # IRS TR Main Q4 2019 | ^ Comscore MMX Multi-Platform, Total Unique Visitors, HT Media Group, Geography-India, April'24 | ^^ Google Analytics data for daily average users on 4th June 2024

UNMATCHED PRINT DOMINANCE



#1⁺



ENGLISH NEWSPAPER IN DELHI

As per the **ABC certificate** data (Jan - Dec 2023), Hindustan Times reigns supreme as the top English newspaper in Delhi.

⁺ABC certificate data for the period Jan - Dec 2023, released on 29th Mar '24 |
^{*}TR(Main+Variant), All India - IRS Q4 2019 | [^]HT Media Festive Shopper Insights Report



DELHI NCR'S FAVORITE

Dominating the region with the highest readership according to **IRS TR Q4 2019**.



NATIONWIDE PRESENCE

Boasting **8.6 million*** readers across India, Hindustan Times continues to be a preferred choice for news.



AFFLUENT READERSHIP

Our audience is distinguished by their affluence - 75% own a vehicle, 45% own luxury products, 67% hold credit cards, and 26% invest more than 50 lakhs annually. [#]

#2 ⁺



BUSINESS DAILY IN INDIA

Trusted by business professionals
across the nation



Mint reaches

650K ^{*}
readers nationwide



72% [^]
of readers are
exclusive to Mint

#1⁺



हिन्दी DAILY

in the Indo-Gangetic Belt



50M^{*}

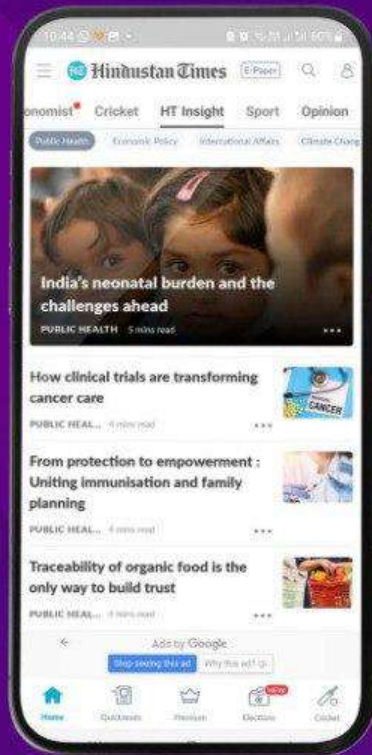
readers nationwide



Hindustan dominates[^] in
**BIHAR, JHARKHAND,
AND UTTARAKHAND**

LEADING THE DIGITAL FRONTIER





TOP 3 ENGLISH NEWS WEBSITE

Consistently ranked among the top three for over six months, with **81 million** unique visitors and **490 million** page views.*



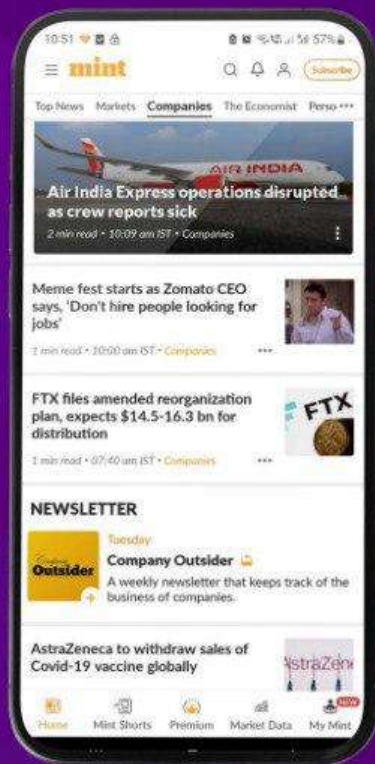
ENGAGED AND AFFLUENT AUDIENCE

More than half of our visitors own vehicles and luxury products, 34% own credit cards, and 38% invest over 50 lakhs annually.#



EXTENSIVE YOUTUBE PRESENCE

Among the top three YouTube channels in the English News category with **120 million** video views (YouTube Analytics, Feb 2024).^



TOP BUSINESS NEWS WEBSITE

For 12 months running, Livemint.com has been a top-three business news website (Comscore, April 2024) with **37 million** unique visitors and **154 million** page views.*



PREFERRED FOR FINANCIAL INSIGHTS

Recognized as **India's top choice** for IPO analysis and business news. [^]



AFFLUENT VISITORS

Over 50% of Livemint's audience own luxury products, and 52% invest more than 25 lakhs annually. [#]



LEADING हिन्दी NEWS SITE

Consistently ranked as the most viewed Hindi news site with **49 million** unique visitors and **267 million** page *views (Comscore, April 2024).*



DOMINANT YOUTUBE CHANNEL

Leading the Hindi news publisher category with **118 million** video views (YouTube Analytics, Feb 2024).#

SOCIAL MEDIA PROWESS



 **Hindustan Times**

972K

3.1M

6.9M

8.6M

7.2M

 **हिन्दुस्तान**

–

408K

9M

702K

3M

mint

194K

570K

551K

2M

1.2M



A cookie-less world is not just near, it is here!

Achieve Precision Targeting With 1000+ Audience Cohorts!



HT One Nivesh | 38M

Stock Traders, Insurance Seekers,
Mutual Funds Investors



HT One Khel | 28M

Sports Enthusiasts, Cricket
Lovers, Football Lovers



HT One Ghar | 20M

Home Owners, Home Loan
Seekers, Tenants



HT One Musafir | 18M

Domestic Travelers, International
Travelers, Photography Enthusiasts



HT One Techno | 17M

High End Technophiles, Software
Developers, Hardware Enthusiasts



HT One B2B | 15M

IT Decision Makers, SMB
Owners, CXOs



HT One Fashion & Beauty | 15M

Fashionistas, Online Shoppers,
Social Media Influencers



HT One Accelerate | 12M

Four Wheelers Intenders, Luxury
Vehicles Researchers, EV Buyers



HT One FMCG | 11M

Parents, Moms-to-be, Household
Care



About HT Brand Studio



We tell brand stories

When narrated through the
right platforms, stories can
**Inform, Influence and
Inspire Millions!**

At HT Media

We Tell Brand Stories



**Brand
Studio**

HT Brand Studio - Shaping opinions through an evolved conversation with your audience



brings together almost a century of content expertise from the house of  Hindustan Times to its partner brands.

From ideation, to creative execution, publishing & paid marketing – we do it all!



Native article series

Long form/**snackable series of article(s)** based on select theme



Infographics

Facts & figures to share an important insight while **subtly weaving in the brand**



Non-fiction

A **series of 4-5 videos** with real people in a candid, conversational format that connects with our target segment



Thumb stoppers

Series of **<15 second videos**



Brief fiction video series

Short 4-5-episode fiction series around the topic. The series will have an interesting story and some great characters to resonate with the audience



Motion graphics videos

Motion **graphics video (1-2 minute long)** on a pre-approved theme that weaves in the brand



Social media campaigns

Social media user engagement generated over a span of 2-3 weeks on relevant themes; the users post entries with relevant hashtags created for the contest



Thought leadership series

A monthly/fortnightly **thought leadership series** with experts, CXOs, knowledge partners or spokespersons

HT Brand Studio - Our Content Engine Dedicated to Engaging your Audience



Celeb Video (For Samsung)



Interactive Microsite



Vox Pop Video (For Hero)



Interactive Article



Web Stories



Informative Infographic

Case Studies

Objective:

- Build Awareness & Boost Consideration for Galaxy Z & S24, and Galaxy Watch LTE in Gen Z segment.
- Deliver launch spikes for Z series
- Deliver South Market KPIs for S24

Campaign:

- High production-value video assets with celebs like Varun Dhawan, Kiara Advani & Neeraj Chopra for Z series
- Films with Vijay Deverakonda and Samantha Ruth Prabhu for S24
- Created High Reach, High Impact white-label films for Galaxy Watch LTE.

IMPACT:

Total
Video
Views

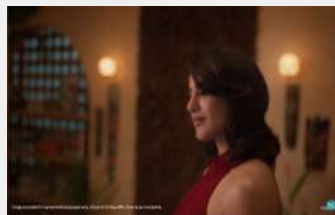
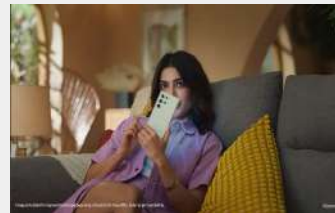
**161
Mn+**

Impres-
sions

**193
Mn+**

Engag-
ement

**1.1
Mn+**



Haier

Created by  Brand Studio

Ctrl+Click on media to know more

Objective:

Your achievements speak for themselves when you are good at what you do. Showing their latest washing machine with the same thought.

Campaign:

'Perform Big, Silently' is a series of 15 videos that seeks to profile women achievers - Leaders, CXOs and Business Owners, who have stayed away from the public eye even after achieving mammoth feats in their professional and personal lives.

Impact:

The videos showcased the achievements of Indian women across various industries, aligning the silent yet effective performance of Haier's washing machines with the impactful work of these women.



About Friday Finance Season 01, 02 & 03:

An Investor Education Initiative - Simplifying complex investment terminologies in an engaging and entertaining content format.

Friday Finance, Seasons 1 and 2, in partnership with **Aditya Birla Sun Life Mutual Fund**, is a fictional series about three friends who meet weekly to discuss life, demystify financial products, and stress the link between goals and sound financial planning.

Season 03 shows how a self-proclaimed CEO-in-Waiting is transformed into an enlightened CEO-in-Making, who knows how to fulfill all his life goals.

Impact:

Increase in Google Keyword Search Volume: **+47%** for Aviva Life Insurance & **+43%** for Aditya Birla Capital and related keywords.

Total
Video
Views

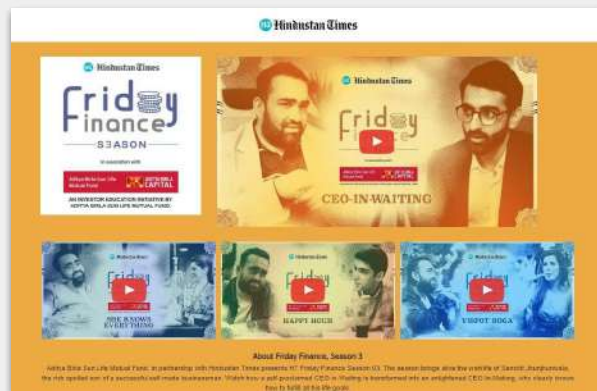
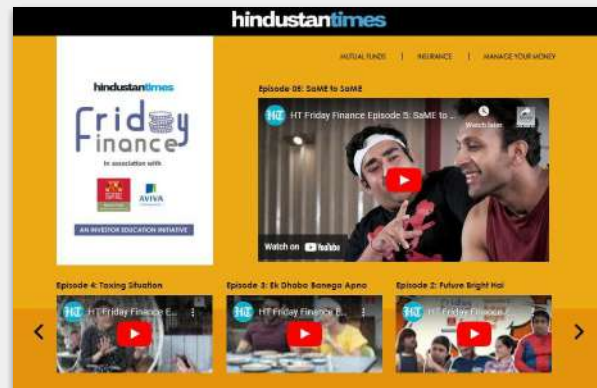
15.5
Mn+

Total
Impres-
sions

45.2
Mn+

Watch
Time
(Hours)

80
K+



14+
Awards

Gold for Best
Benchmark
Content at
IDMA 2023

Silver for Best
use of Native
Advertising at
IDMA 2023

Bronze at
Abby
Oneshow
Awards 2023

Bronze for
Content
(Online) at MI
Awards 2020

Objective:

To impart financial knowledge to individuals in the age group of 25-55 years.

Campaign:

- Nivesh Mahakumbh - A virtual investor awareness webinar was conducted with industry experts. We had 10 experts across different panels shedding light on financial trials of 2023 and strategic course for financial success in 2024
- Experts like Saurabh Mukherjea (Author), Harsh Goela (Founder Goela school of Finance), Meghna Suryakumar (Founder Credivatch), Dipika Jaikishan (Founder basis) were part of the discussion
- Registrations, Social media amplification Microsite, Articles, E-mailers were executed for the event

Results:

Total Video Views	2.2 Mn+	Total Reach	10.8 Mn+	Total Registrations	75 K+
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Objective:

Mirae Asset Mutual Fund wanted to establish a branded content property in the Investor Awareness & Education space. Property needed to be of scale and cater to both the avid investors and uninitiated.

Campaign:

“**Winning Over Volatility**” provided the right umbrella brand for the investor awareness program. Content in the form of articles, video interviews & onground initiatives drove the agenda of client providing audience scale and brand affinity.

Results:

Webi- nars	4	Physical Out- Reach	600 +	Total Reach	25 Mn+	interv- iews	3
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Objective:

Help Goal Teller become a one-app solution to manage people's investments, savings, goals, insurance policies and more..

Campaign:

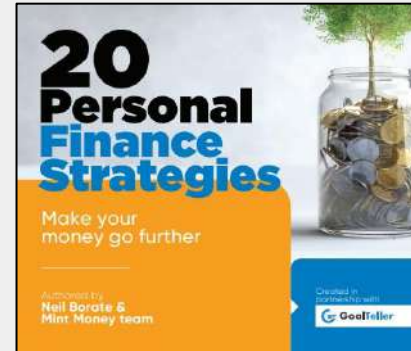
- 20 Personal Finance Strategies compiled & distributed as a CTB to empower individual investors.
- A book packed with insights from nation's top financial minds including Neil Borate (Deputy Editor, Mint) and founders of Goal Teller - Vivek Banka and Pankaj Fitkariwala

Results:

Downloads
from
Microsite

**10
K+**

The Coffee Table Book was well received across all distribution channels. The interest is such that people are willing to pay in order to grab a physical copy.



Neil Borate, Dy Editor, Mint discusses the book. Seated with him are Deepak Shenoy, CEO - Capitalmind, Sudarshan Lodha, Co-Founder - Strata, Anil Rego, CEO, Right Horizons, and Pankaj Fitkariwala, Co-Founder, GoalTeller

Objective:

Provide essential financial literacy training to empower Teachers and Corporate Employees in effectively managing their money. Highlight the crucial role of investments, particularly showcasing the benefits of mutual funds as an excellent option for building wealth.

Campaign:

- Financial literacy sessions were held in renowned schools and corporates with a financial expert. The sessions were thought provoking and engaging.
- Adequate branding was done for ICICI for visibility.
- The programs were conducted in the following schools and corporates: DPS, Ryan international, Dabur, HUL

Results:

No. of
participants/
session

60-
70

Schools

4



#BeTheBetterGuy: Hyundai x HT

Hyundai Motor India, in collaboration with Hindustan Times, came up with a series of vox-pop videos and reels (short vertical format videos). In these videos, we enabled the people of India to voice their feelings about those who drive irresponsibly and shame them.

These videos were posted on Hindustan Times' YouTube Channel and through Hindustan Times' Twitter handle in partnership with Hyundai Motor India.



Impact: Over 2 Million+ views & impressions in the campaign period

Objective:

- Build awareness and consideration of the TVS iQube electric scooter among consumers.
- Position TVS as a leader in the EV segment.

Campaign:

- A series of interactive infographics highlighting the USPs of the TVS iQube.
- Clickable graphics spotlight each feature of the TVS iQube along with CTAs leading to TVS' website.

Results:

Total Articles Reach	1 Mn+	Page views	1.6 Mn+	Time Spent Reading	~6 min
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Objective:

- Invoke behaviour change for road safety – Wear Seat Belt, Wear Helmet, Help Accident Victims & No Over Speeding & follow lane driving
- Make Social Impact – Achieve 250000 Road Safety pledges this year

Campaign:

- Launched Hero WeCare Campaign across Print, Social, Digital and Radio
- Road accident content series in print and digital, CTA messaging through clutter breaking innovations, interactions with students in schools
- Road Safety Digital Course for Students
- Authority endorsement Video & Webinar

Results:

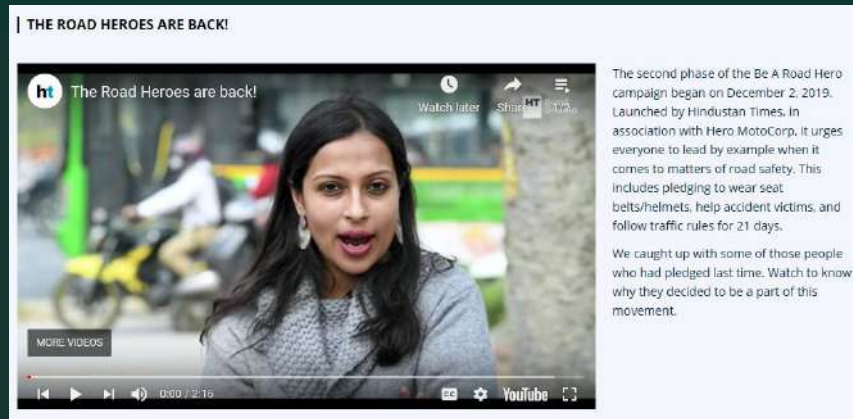
Strong Digital Reach	4M	Social impact	2,50,000+	Schools and pledges	2,50,000 & 5,000
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MULTIMEDIA CAMPAIGN: Print, Radio, Digital, On-Ground Event



Front Page Jacket



Vox Pop Video



Facebook Post



KALEIDOSCOPE PROMOTION & COVERAGE



Qtr Page Ads in School Times



Coverage in School Times

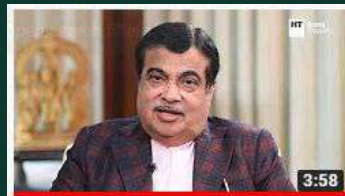


Coverage in HTCity



Radio Broadcast

CAMPAIGN HIGHLIGHTS & SUCCESS



Be a Road Hero, says Union Minister Nitin Gadkari

Hindustan Times • 1.7K views • 1 week ago

Road safety awareness is essential. This video communicated why. Highlighting the importance of the same Nitin Gadkari, Union ...

hindustantimes

HOME | ABOUT THE INITIATIVE | VIDEOS & PHOTOS | PARTNERS

TAKE THE PLEDGE TO BE A ROAD HERO THIS NATIONAL ROAD SAFETY WEEK #BeARoadHero

127104 Delhiites HAVE ALREADY PLEDGED

IT'S YOUR TURN NOW!

Take the 'Be A Road Hero' quiz to find out how you can become a perfect Road Hero in 21 Days. Because, that's how long it takes to form a Habit

- Wear seat belts/helmets
- Help accident victims
- Follow traffic rules

Continue with Facebook | Continue with Google | Sign-in with Mail

1,27,104 Pledges overall

hindustantimes

HOME | ABOUT THE INITIATIVE | VIDEOS & PHOTOS | PARTNERS

TAKE THE PLEDGE TO BE A ROAD HERO THIS NATIONAL ROAD SAFETY WEEK #BeARoadHero

118566 Delhiites HAVE ALREADY PLEDGED

IT'S YOUR TURN NOW!

Take the 'Be A Road Hero' quiz to find out how you can become a perfect Road Hero in 21 Days. Because, that's how long it takes to form a Habit

- Wear seat belts/helmets
- Help accident victims
- Follow traffic rules

Continue with Facebook | Continue with Google | Sign-in with Mail

TOP ROAD HEROES THIS WEEK

SHWETA MISHRA | SAI PRASANNA

5 Likes | 4 Shares

Recognising Road Heroes

Microsite



Video:
Road Safety
School Sessions



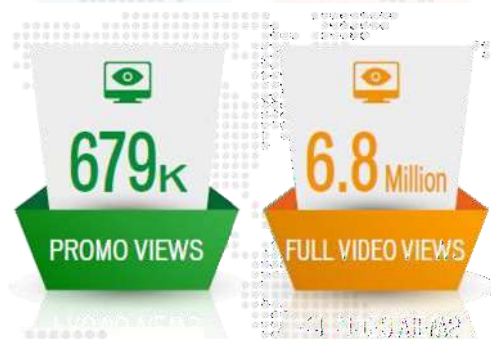
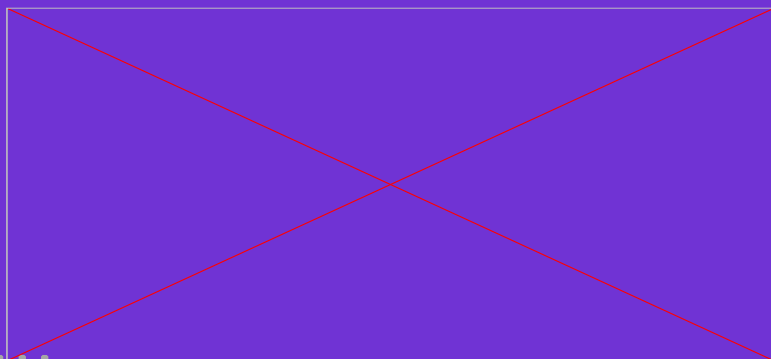
Created by  **Brand
Studio**

The text 'Created by' is in a black script font. To its right is a teal circular icon with 'HT' in white. Further right, the words 'Brand' and 'Studio' are stacked in a bold, black, sans-serif font.

Neighbor's Kitchen knits heart warming stories of Family and Food to Glen Appliances



Bronze for Best Integration of Brand in a Web Original Hindi - Regional



BRAND IMPACT:

There was a **54%** jump in Glen site visits from organic search

There was a **31%** increase in direct visits to Glen website

Source: Glen Google Analytics (Aug - October 2020)*



Objective

To showcase Glen's diverse range of kitchen appliances, and how they help in making life easier—starting from allowing customers to bake their own bread to chopping vegetables with ease to boiling eggs in no time to heating water instantly.

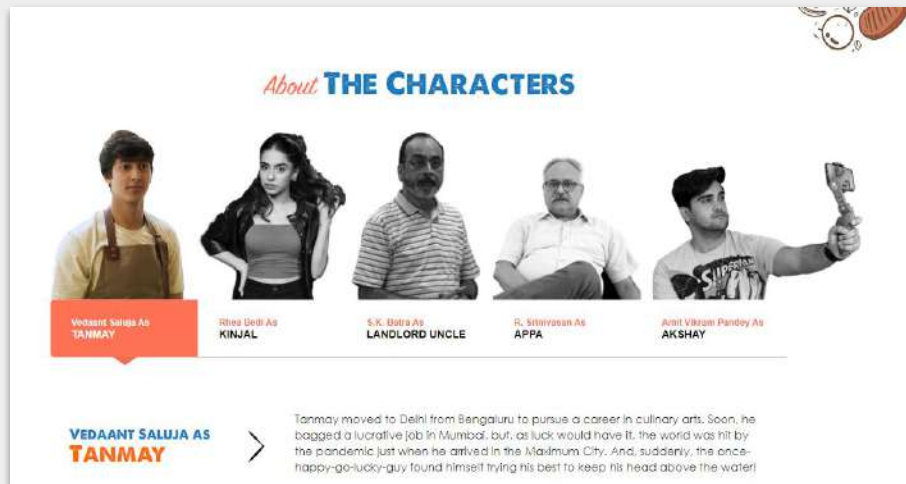
In short, it's all about highlighting how you can make the kitchen a special place in your house using Glen's appliances



Solution

A 5-part fiction web series called Neighbour's Kitchen, with Tanmay, a talented chef, as the protagonist. He lands up in Mumbai amid the pandemic, and tries to make ends meet by starting an online food delivery business called Neighbour's Kitchen. Glen's appliances find subtle integration in every episode.

The other characters include Tanmay's flatmate Akshay, Akshay's cousin Kinjal, Tanmay and Akshay's landlord, and Tanmay's father. This is the second season of the series, which also features popular food blogger Sarah Hussain aka Zingyze and angel investor Dr. Ritesh Malik, who is also the founder of Innov8 Coworking.





In Association with GLEN

Season 02

5 Episodes and Music Video

Performance Snapshot:

Total
Video
Views

9.2M
n+

Total
Page
Views

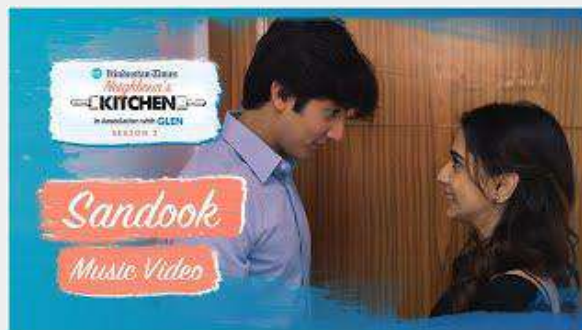
0.5
Mn+

Total
Reach

20
Mn+

Total
Impres-
sions

12.7
Mn+



Emailers

Hindustan Times
Neighbours KITCHEN
In Association with GLEN
SEASON 2

A RECIPE
(and an episode)
for everyone

 **Butter Chicken-**
For those who believe
that food = comfort
S02E03 - "Better Chicken"

 **Kung Fu Tinda-** For those
who don't roll their eyes at
veggies (yes, of any kind!)
S02E02 - "Kung Fu Tinda"

 **Bombay Duck Pizza-** For
those who love to eat out
of the box (like, literally!)
S02E09 - "Steer Ya Duck"

 **Red Velvet Biryani-**
For those who never
underestimate the power
of meat and rice
S02E04 - "Muqaddar Ka Chukandar"

 **Tough Cookies-** For those
who love to satiate their
sweet tooth
S02E05 - "Tough Cookies"

Pick your choice now!

WATCH HERE

Hindustan Times
Neighbours KITCHEN
In Association with GLEN
SEASON 2

EPISODE 5
TOUGH COOKIE

Recipe:



- 25 cups of hard work
- 2 teaspoons of determination
- 1 cup of self-belief

...And you're done!

CATCH THE SEASON FINALE NOW!



WATCH NOW

Hindustan Times
Neighbours KITCHEN
In Association with GLEN
SEASON 2

EPISODE 4
Muqaddar ka Chukandar

POPULAR REACTIONS TO BIRYANI

 **Kolkata Biryani**
"Oh, that potato"

 **Hyderabadi Biryani**
"Oh, that spice"

 **Lucknowi Biryani**
"Oh, that fragrance"

RED VELVET BIRYANI

 **"ARE YOU FOR REAL?"**

Come taste our recipe!

WATCH NOW

Hindustan Times
Neighbours KITCHEN
In Association with GLEN
SEASON 2

When INDIA AND CHINA CAME TOGETHER



Can you guess what's cooking in Episode 2?

HINTS:

- Name based on Chinese martial arts
- Main ingredient could be India's most-hated vegetable



WATCH NOW

Hindustan Times
Neighbours KITCHEN
In Association with GLEN
SEASON 2

New City NEW DREAMS
Tanmay is back to cook up some magic!

TANMAY A talented chef, once a happy-go-lucky guy


KUNJAL Ambitious. But he make his own choices, organic designer by profession


AIRSHAY The hard-headed, Instagram like

APPA Government employee, high principal

LANDLORD UNCLE Reddy lawyer. As a no-nonsense attitude

Also FEATURING

 **MAKAR MEHTA** aka Stage Dad
Food Blogger

 **ANKUR MEHTA**
Food Critic

WATCH EPISODE 1 HERE

© 2020 The Food Network



mint

NUCLEUS
OFFICE PARKS

NUCLEUS OFFICE TALKS

by MasterMind2022

Decoding Value of experience

A webisode series that showcases new-world scenarios of changing work culture and setups and their impact on the employee as well as customer experience.

[Microsite link](#)

Challenges faced by NOP:

- Nucleus Office Parks (NOP) faced obstacles in accessing senior management for corporate office lease presentations.
- One-on-one site visits with CXOs were nearly impossible, contributing to sub-occupancy in premium real estate, compounded by negative perceptions about certain locations like congested Lower Parel.

Action Taken:

To address these challenges, we devised a solution centered on showcasing NOP properties to a senior corporate audience in a favorable light, requiring a pan-India portfolio presentation.

How We Solved It:

- We implemented a unique approach—creating a talk show in a walk-the-talk video format at NOP property locations, featuring interviews with leading CXOs.
- The chosen topic, **"Return on Experience" (ROX)**, seamlessly integrated business strategy discussions with the showcasing of property facilities.
- The interviewees' stature generated interest among corporate professionals, while also inviting potential client **CXOs** as guests, fostering relationship-building opportunities.

Concept:

- **"Return on Experience" (ROX)** is a comprehensive strategy focusing on enhancing the value of investments in **customer experience (CX)**, **employee experience (EX)**, and **leadership experience (LX)**.
- This innovative approach reimagines and optimizes the dynamic interplay among these elements, offering an effective and scalable means to shape and secure a company's future.

EPISODES:



6
EPISODES

1 Mn
MICROSITE PVs

8 Mn
IMPRESSIONS

2 Mn
VIDEO VIEWS



Happening Hubs with Hubtown

Interviewing BFSI CEOs on the profound impact of living spaces on their professional performance and overall well-being

[Microsite link](#)

Objective:

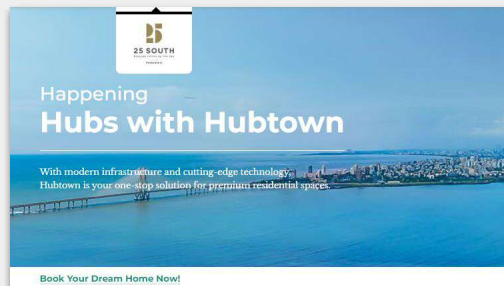
Hubtown with their property named 25 South in Prabhadevi, Mumbai wanted to target HNI'S who prefer to have a luxurious home.

Campaign:

- Utilizing a walk-and-talk format, we created a series of videos with leaders from BFSI industry where they spoke of the **true value** of living spaces and how it affects productivity at work.
- The video series successfully captured the attention of the intended audience, fostering connections with guests and potential buyers alike.

Results:

Video/ Page Views	1.7 Mn+	Total Leads	700 +	Total Social Reach	2.1 Mn+
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25 South Property | Happening Hubs with Hubtown Microsite



Mr. Sumit Rai, MD & CEO, Edelweiss Tokio Life Insurance



Mr. Satishwar Balakrishnan, MD and CEO, Aegon Life



Mr. Vighnesh Shahane, CEO and MD, Ageas Federal Life Insurance Company Limited



Created by  **Brand Studio**

Objective:

Create an exclusive dialogue with C-suite and ITDMs on reimagining organization growth with AI.

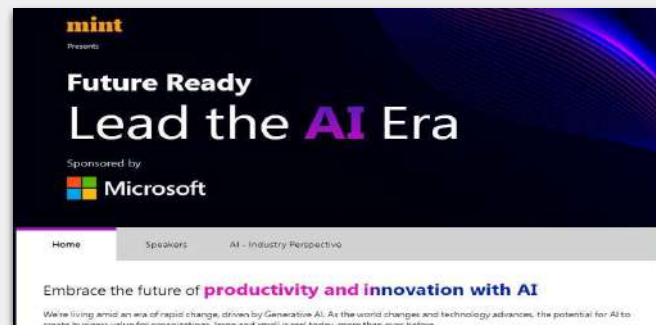
Campaign:

- A series of networking events were done with curated workshops on parallel tracks closest to the business needs of the CEOs
- Outreach across **3** cities (Delhi, Bengaluru & Mumbai) with audience of **600+** CXOs and ITDMs
- The event included **3** Technical immersion sessions, **12** curated envisioning workshops, followed by live demo of MS Co-Pilot
- Content curation and promotion across Mint platforms and Print

Results:

Total Media Reach	15 Mn+	Reg. (CXOs, IT DMs)	1200 +	Unique Organizations	400 +
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Ctrl+Click on media to know more



IPs for Integration

mint
ROLLIN'
— with the —
BOSS

Concept Note



Concept: CEOs can barely spare time. Let's pick them up from the airport in a luxury car, get them comfortable, and then get them to open up about the highs and lows of their lives

Questions along the following lines:

One mistake I made ...
One thing I regret ...
One thing I did get right ...
One person I look upto ...

Tonality:

- Free-flowing, fun, candid and conversational
- Shot inside the car while driving to his/her hotel/office

Season 1 : 10 episodes

Length : ~ 40 mins

Frequency: Fortnightly

Format: Podcast

**Anchored by Abhishek Singh,
Dy Editor, Mint**

Guest Profile - *includes upcoming episodes*

They are young CEOs, start-up leaders who are influencers for the youth with powerful stories of betting against the odds, self-belief and perseverance. Truly the new Icons of Indian industry.



Upasana Taku, COO & Co-Founder, Mobikwik. Leading fintech startup



Vikram Chopra, CEO, Cars24. India's largest used car tech platform



Ghazal Alagh, Co founder, Mamaearth. Natural cosmetics D2C startup



Aditya Ghosh, Co-Founder, Akasa Air, India's youngest airline



Jayanti Chauhan, Vice Chair, Bisleri International, India's top bottled water brand



Ritesh Agarwal, Founder & CEO, Oyo Rooms. India's largest hotel aggregator



Amit Jain, CEO and Co-Founder, CarDekho. India's largest car search platform



Vineeta Singh, CEO, Sugar Cosmetics. Shark Tank India judge



Bhanu Chopra, MD, Rategain. SaaS platform for Hotels/ airlines

✓ *done

Watch Episodes 1 - 4

Episode 1 feat
Ritesh Agarwal,
Founder & CEO,
Oyo Rooms,
India's largest
hotel aggregator



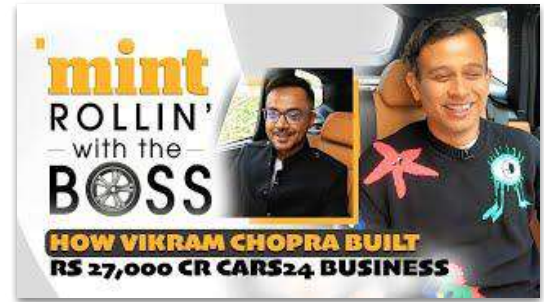
Episode 2 feat
Jayanti Chauhan,
Vice Chair, Bisleri
International,
India's top bottled
water brand



Episode 3 feat
Aditya Ghosh,
Co-Founder,
Akasa Air,
India's
youngest
airline



Episode 4 feat
Vikram Chopra,
Co-Founder,
CARS24, India's
first used car
tech platform





THE ALT *VIEW*

DATA PRIVACY

CLIMATE CHANGE

MENTAL HEALTH

AI & INTELLECTUAL PROPERTY

ENTREPRENEURSHIP

THE ALT VIEW

mint
Think Ahead. Think Growth.

“Wins

GOLD in

Best use of Video
category”



Digital Media Awards
SOUTH ASIA 2023



The Insight



40% of India's population is below 25

84% of the 15 to 34-year-olds are optimistic about the future

Just 24.0% of women were working in 2022

86% of 18-24 years old have internet access on mobile

Only 46% of students have skills that are employable

97% aspire to a degree in higher education

India's youth is aware and hungry. Policy decisions that impact their future need to incorporate their views. It is time the leaders of tomorrow make their voice heard.

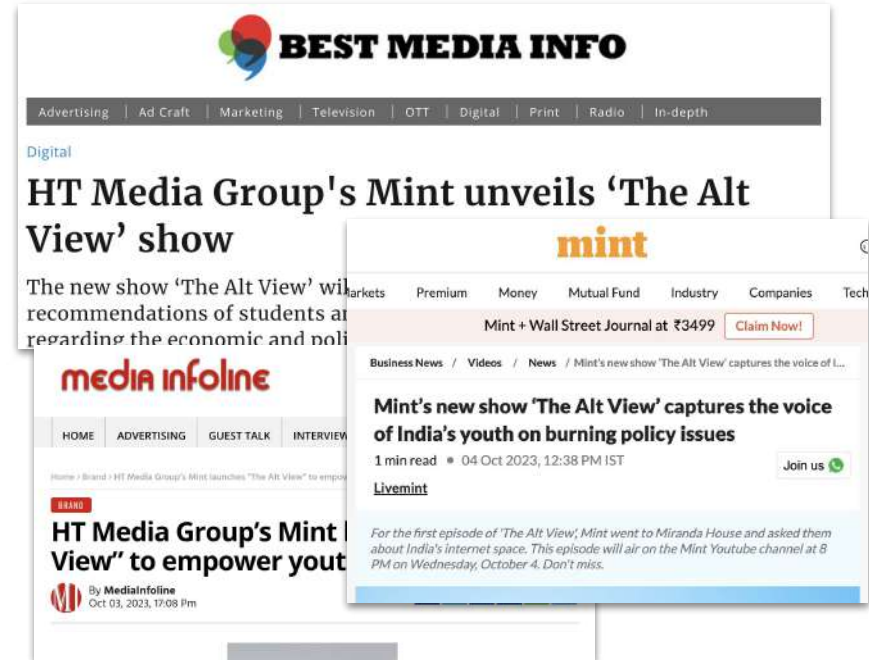
The Concept

Mint, from the house of HT Media, has launched a new fortnightly show, 'The Alt View'.

This gives a voice to students and the youth on issues like data privacy, climate change, mental health, technology & AI, intellectual property rights, hybrid work, unemployment, entrepreneurship, etc.

mint **THE ALT VIEW**

TOMORROW'S LEADERS
VOICE THEIR THOUGHTS
ON THE BURNING ISSUES
OF TODAY



Episode Length: 15 - 20 mins | Frequency: Fortnightly | Produced by Mint Editorial

Editorial episode plan

Colleges

1. MDI, Gurgaon/ FMS/ IMI
2. Delhi School of Economics
3. St Stephens College
4. Ambedkar University
5. IIT Delhi/ DCE
6. Maulana Azad Medical College



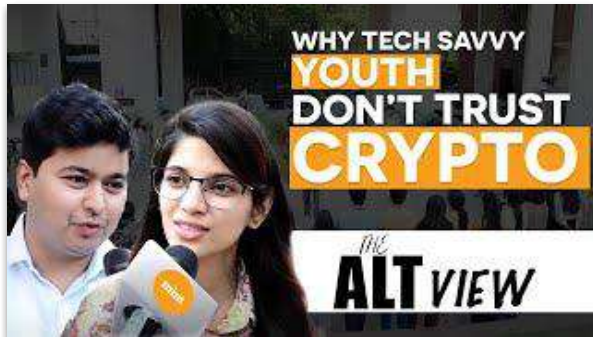
Themes

1. Personal Finance
2. Women's Reservation Bill
3. Climate Change
4. Mental Health
5. Entrepreneurship/ AI
6. Big Pharma & Generics

Watch Episodes 1-4



Ep 1: India's Data Privacy laws feat
Miranda House, Delhi University



Ep 2: Youth & Money feat IMI, Delhi



Ep 3: Startups vs Jobs feat MDI, Gurgaon



Ep 4: Youth & Climate Change feat FMS, Delhi

Performance

- 5 mn views
- 40 mn+ reach
- Debates,
investor pitches
& more

Proposal



Overall KPIs,

Total 10 episodes
95 mn reach
15 mn views

Key Deliverables,

- Title partner for season (10 episodes)
- Includes 5 dedicated episodes for brand
- On ground brand integration
- Brand senior exec expert as speaker in 5 episodes

Platforms: Dedicated Microsite on LiveMint.com, Youtube, Facebook, Instagram



HT BHARAT के SUPERHEROES

Concept

India's new wave of stardom is emerging from Bharat. Leaders from smaller cities across the country are now breaking out and making their presence felt across varied spaces such as entrepreneurship, entertainment, sports and the arts.

HT's new show connects with these pathbreakers and explores their captivating and often complex stories of resilience and ingenuity.



Ritesh Agarwal: From Dropout to Billionaire CEO



Ritesh Agarwal is the **founder and CEO of OYO Hotels & Homes**, the world's largest chain of leased and franchised hotels, homes, and living spaces. A self-made entrepreneur, Agarwal dropped out of college to pursue his vision of creating affordable and standardized budget hotels.

He became the world's **second-youngest self-made billionaire** in 2020 at the age of 27. Featured in **Forbes' "30 Under 30"** list and received numerous awards for his entrepreneurial success.

Agarwal's story serves as an inspiration for young people, showcasing the potential of innovation, persistence, and ambition.

The Plan

- In a bid to evoke emotions and candid reactions, Ritesh takes the guest to the place where it all started. Eg. We take Pankaj Tripathi to NSD to start off the chat
- In some cases, Ritesh goes to the guest's home or invites him over, starting the show with a video note from someone who is close to them
- HT acts as a fly-on-the-wall, candidly capturing the moments of deep introspection, and laughter
- The intimate chat takes place while in a car, at the dinner table, drawing room - or even in the balcony while enjoying the evening breeze
- The goal is to offer the viewer a rare and vicarious experience into Ritesh and the guests personal space. Not overtly curated

Season 1 : 10 episodes

Length : 30-45 mins

Frequency: Fortnightly

Tonality: Candid, conversational

Format: Podcast



Indicative Guest Profile*

We feature both celebrities, and upcoming success stories from deep inside Bharat



Sabyasachi Mukherjee.
Leading designer who grew up in Kakinara, a village in West Bengal



Pankaj Tripathi, Successful actor. Grew up in Belsand village in Bihar



Harmanpreet Kaur, Captain of women's cricket team. Comes from Moga, Punjab



Sudha Murthy, Author, RS MP & Philanthropist. She was born in Shiggaon, a small town in Karnataka.



Sridhar Vembu, Founder & CEO, Zoho Corp. Grew up in a small village in Thanjavur, Tamil Nadu

What's special about the series

- Collaboration between celebrity anchor Ritesh Agarwal and the wide reach of Hindustan Times adds trust, credibility and a large audience
- Easy-to-consume and reality TV format offers viewers a rare peek into the personal lives of celebrities and influencers
- Free-to-consume on Youtube AVOD leads to unprecedented scale beyond paywalls
- Your brand seamlessly blends into rich content



Core TG:

- Pan India covering different demographics
- People from diverse domains such as business, cricket, and entertainment

Why should you partner?



Content Integration

- Ritesh and our celebrity guest travel in your prestigious car from their home to a destination which is emotionally relevant to them
- While both have a chat, we show beauty shots of the car inside and outside on the road

Right Content and Audience:

The show will reach out to thousands of young businesses in smaller towns who have the hunger to grow and lead both nationally and globally



mint

Better with **AI**

with Varun Mayya

A promotional image for a stage show. On the left, a silver and black robotic arm with a camera head holds a vibrant red gerbera flower. On the right, a woman with dark hair, wearing a white lab coat, looks at the flower with a gentle smile. The background is a soft gradient of pink and red. Overlaid on the image is the text 'mint + Varun Mayya' and a descriptive sentence about the show.

mint



Varun Mayya

*A new marquee show that showcases
the best AI has to offer!*

Varun Mayya - Leading AI/ tech influencer



Youngest Entrepreneur in India to raise VC money. He sold his first company to Unacademy and now has pivoted to making content on AI.

Varun also creates applied AI products like God in a box, Autocode Pro, Alpha CTR and even the first ever Indian Anime made using AI.

He continues to be the first and biggest influence on AI in India through his association with various channels like Overpowered, Breakdown, AevyTV and 100X Engineers.



460k
Followers



453k
Followers



317K
Followers



553K
Followers



87.5K
Followers



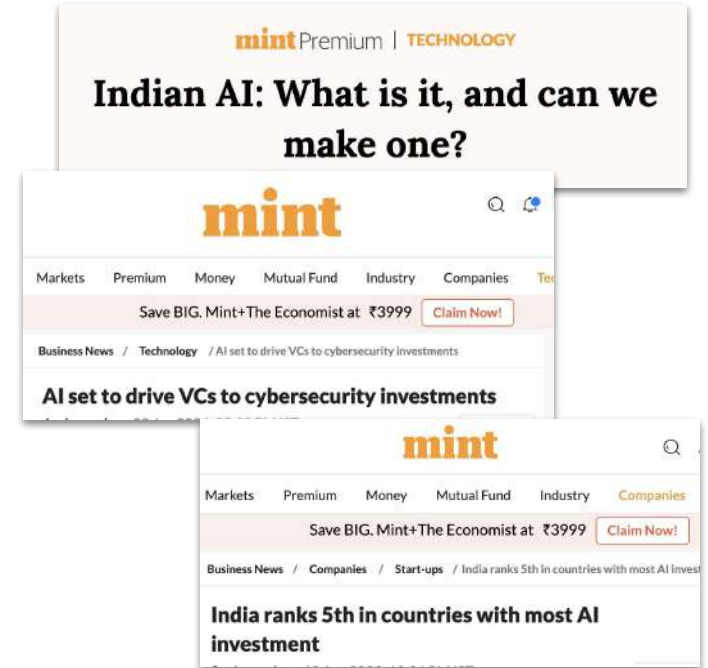
37.5K
Followers

Insight

AI is the ongoing revolution, and will play an increasing role in all aspects of our lives - how we monitor health, order food, travel, listen to music, educate ourselves or how we shop.

AI promises to take away the mundane tasks, allowing us to focus on what we love to do, and take the time for creativity and leisure.

India, with its burgeoning tech industry, youth and engineering talent, will play a key role in this nascent industry. Not only are Indian engineers in the frontier of AI research at Big Tech such as Google or Microsoft, but a spate of Indian AI and Web 3.0 startups have burst into the scene across almost every sector.



70% of Indian startups bet big on AI to fuel growth:
Report: Nasscom - Zinnov survey

60% consumers acknowledge transformative
powers of AI: Cheil India survey

Show Concept



Mint's new show brings AI closer to you, both at home, and at work. We drop the tech jargon and speak about what AI can do for you. This show is not only for the technophiles, but for everyone who believes technology can make tomorrow more glorious than today.

Varun picks the brightest tech and AI startups, going under the hood to understand what they really do, the problem they are solving, and how they hope to change our world for the better. We speak to the founders, visit the teams and take a live demo of the product, ultimately removing the friction to technology that many today feel.

Embracing the New World

Season 1 : 10 episodes

Frequency: Fortnightly

Anchored by Varun Mayya

Grand Finale (optional): The season ends with a grand finale awards night where we recognise the most disruptive AI/ deep tech/ Web 3.0 startups.

Suggested AI startups

They are young leaders building the businesses of tomorrow using AI/ deep tech. The flag bearers and champions of India's tech industry.

NEURALGARAGE



VisualDub™

AI Dubbing LipSync



AI Music Gen

beatoven.ai



pandø

AI for Supply Chain



KissanAI

AI for Farmers

{oo} CodeMate

AI for Coders



BlendAI

AI ecomm Ad optimizer

Visual Examples

For tonality/ format

- [Bloomberg - The Circuit with Emily Chang](#)
- [Cleo Abrams](#)



Brand Partner integrations

1. Two episodes out of 10 can cover startups suggested* by partner brand. Can be a customer of the partner brand
2. Anchor demo/ showcase of partner product or service proposition for 20 secs after 5 mins of content is played out in each episode
3. Article on LiveMint.com can elaborate on brand proposition, collect customer leads
4. Brand logo as partner across videos + marketing collateral
5. Brand mention by Anchor in each episode



* has to be relevant to show theme and approved by Mint + Varun Mayya

Proposal

Key KPIs for Season 1,

10 episodes
25 mn+ views
150 mn+ reach

Deliverables,

- 100% SOV as Presenting Partner
- Up to 3 dedicated episodes for brand
- Partner ad integrated by anchor
- Partner mention in conversation

Platforms: Dedicated Microsite on LiveMint.com + Youtube + Social (Instagram, Facebook, Whatsapp Channel, Linkedin and Twitter)



ROUTE FOR ROOTS
JOURNEY OF REDISCOVERY



Route for Roots - A special travel series that connects people to their roots across remote India and abroad seeking a connection with the past home, school or workplace. Profile CEOs, Actors, Authors, Athletes, etc who revisit places which changed them and became a part of their formative years.

Same can be owned by brands in the travel space. Scope to feature hotels, itineraries, places of interest and food/culture. Forex, Insurance, Mobile also can own this IP.

*Client
specific
ideas*



THRIVE - A new destination that feeds into the creator economy ecosystem by empowering creators to get content commerce contracts for all sales they enable through their talent.

This is a regional talent contest for creators with 10K following - competing in genres of music & stand up. Top 10 get an annual contract to build content linked to e-commerce items with affiliate commissions. IP is for e-commerce, payments banks, or online platforms seeking content to push their products





The Bar Bells - Every drink or cocktail has its bells and whistles. For eg. a bloody mary have tomato, vodka, spicy sauce & is usually known as a “hangover cure”. We collaborate with a reputed mixologist who not only shows use the recipe but also explains folklore around each cocktail and how the name came about making it informative for our audiences. We will also invite audiences to share their recipes and photos and we will showcase those as optional recipes.

*Client
specific
ideas*



Nation Movers - A destination which looks at the commercial vehicle space that rolls the economy. We deep dive into how the supply chain units work and how India, a nation with the 2nd largest road network - 6,372,613 kms moves goods across ends.

We meet the drivers, truck manufacturers and supply chain experts to study how efficiency is managed and feasibility of moving to electric technology. Balancing safety & speed will be other narrative arcs we will look at.

