



THE HINDU

CLEAN INSIGHTS | SHARP OPINION | STRONG DIGITAL PRESENCE



THE HINDU GROUP



The Hindu Group is one of the India's leading news Organizations, known for its **authority**, **integrity** and **accuracy**



India's oldest news daily with a **legacy of 147 years**



One of the **most trusted brands** in the news industry since its inception in **1878**



THE HINDU GROUP

Our Strengths



Readership 150 Million+

Unique Visitors
across The Hindu Network



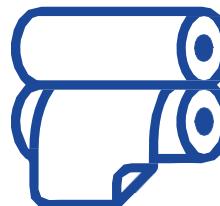
TH App

5.5 Million+ USERS
1.1 Million+ PAGEVIEWS



Digital Reach-60 Million+

Unique Visitors
across The Hindu Network



Printing Centres

21 Across INDIA



Social Media:

FACEBOOK: 5.3 Million+
X: 8.2 Million+
INSTA : 3.1 Million+
Youtube: 1.50 Million+



Standardised Test of English Proficiency

from THE HINDU GROUP

Step App

1.7 Million+ USERS
2.4 Lakh+ PAID USERS



THE HINDU GROUP

Our Products

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A truly business daily, the newspaper understands the world of business better than anyone making it a clear favourite with decision makers and change makers.

Magazine



The longest serving sports magazine in the country is also the second largest read English magazine in the country.



Fortnightly insightful in-depth long-form journalism covering topics from politics, economics and social issues to the environment, nature, culture and cinema.

For The Younger Audience



An 8-page newspaper distributed in 3000+ schools across the country reaching over 5 lakh students.



16-page fun-filled children's magazine published every Friday and delivered to your homes and schools.



An interactive digital website to make childrens' screen time productive and exciting.



THE HINDU GROUP

Exclusive Corporate Offerings



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The Hindu Digital

- ❖ The Hindu web and mobile app, delivers in-depth journalistic quality of India's Leading National English Newspaper in a rich online experience.
- ❖ **Digital Archive of 15 years**
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- ❖ Get free new letters based on personal preferences from our list of choices

App Benefits

- ❖ **Daily Briefings:** Get comprehensive news updates every day
- ❖ **AI summary:** Read the AI generated summary for easy reading of the days news.
- ❖ **Unlimited Reading:** Read any number of articles per month, including exclusive articles for subscribers
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- ❖ **Read on the go –** Get the news read out to you, via multimedia interface

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- ❖ The Hindu e-Paper is a digital replica of the print edition, designed for the, readers on-the-go. **(21 Domestic +1 International Edition)** all in One.
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- ❖ The Hindu e-Paper delivered digitally every day at **6 AM (IST)**.
- ❖ Extra pages of curated content, exclusive for Digital customers

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bl. businessline Digital Web & Mobile App

businessline Digital

- ❖ Business line's daily news, analyses & insights carry high credibility for being objective and uninfluenced by any political or commercial considerations.
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- ❖ Investing insights from our financially qualified Portfolio team, covering companies, stocks, IPOs, mutual funds, insurance products, FDs and bonds.
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THE HINDU GROUP

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LEADING THE DEBATE SINCE 1984

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»SPORTSTAR

Sportstar Digital

- ❖ Sportstar, the cherished bi-monthly, multi-sport magazine from The Hindu Group, is now available in an online avatar!
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- ❖ Sportstar Digital also leverages the best of new-age storytelling methods, including videos and podcasts.

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Podcasts	✓	✓	✓	✓
Video Interviews	✓	✓	✓	✓
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Subscriber Exclusive Webinars	✓	✓	—	—
Premium Digital Events	✓	✓	✓	✓



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PRODUCTS & FEATURES

3B

E-Paper / E- Magazine	TH	bl.	F	»S
No of Editions	22	6	2	2
Frequency	Daily	Daily	Fortnightly	Fortnightly
Accessible on	Web/Mobile App	Web/Mobile App	Web/Mobile App	Web/Mobile App
Extra Supplements	√	√	-	-
Multimedia read on	√	√	√	√
Archive	1 year(E-paper)/ 15 years Digital	1 year(E-paper)/ 15 years Digital	30 years	24 years
Premium E-Books	1 every month	-	-	-



THE HINDU GROUP

Why Your Students Deserve This?



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