



# THE HINDU

CLEAN    INSIGHTS    |    SHARP    OPINION    |    STRONG    DIGITAL    PRESENCE



**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**

# Our Strengths



**Readership 150 Million+**

Unique Visitors  
across The Hindu Network



**Digital Reach-60 Million+**

Unique Visitors  
across The Hindu Network



**Social Media:**

FACEBOOK: 5.3 Million+

X: 8.2 Million+

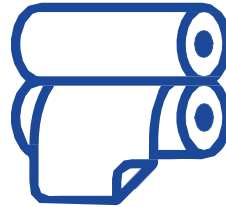
INSTA : 3.1 Million+

Youtube: 1.50 Million+



**TH App**

5.5 Million+ USERS  
1.1 Million+ PAGEVIEWS



**Printing Centres**

21 Across INDIA



**Step App**

1.7 Million+ USERS  
2.4 Lakh+ PAID USERS

# Our Products

## Dailies



The fastest growing English daily in the country that has earned the trust of 80.35L readers (IRS Q4 '19, TR) and a preferred media partner for over 1L advertisers in India.



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

### SPORTSTAR

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.

# Exclusive Corporate Offerings



## Why THG?

The Hindu Group provides its readers with India's most trusted newspapers and magazines.credible real time news from around the world, in-depth industry insights,well researched stories. Bringing you news that matters the most to your industry, from **business, economy, to politics,science & technology, Artificial Intelligence,health & fitness** and much more. Join our **60M+ digital readers**.



## 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**
- ❖ From breaking news to live updates & groundbreaking stories with a wide array of curated premium articles.
- ❖ Huge of exclusive podcasts & videos ranging from Business, Politics, Health, fitness, entertainment, travel, lifestyle and much more.
- ❖ 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
- ❖ **Seamless User Experience:** Enjoy faster page loads and cleaner, sharper, bolder, clutter free UI/UX
- ❖ **Read on the go** – Get the news read out to you, via multimedia interface

## The Hindu e-Paper

- ❖ 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.
- ❖ Easy to access with user friendly, clutter free UI/UX. A perfect blend of comfort & convenience, with smart technology
- ❖ The Hindu e-Paper delivered digitally every day at 6 AM (IST).
- ❖ Extra pages of curated content, exclusive for Digital customers

## Subscriber Benefits

- ❖ **Easy Search:** Navigate the e-Paper with ease and search for topics that interest you
- ❖ **Save and Share:** Bookmark articles you wish to read later and share stories to social media
- ❖ **Read Aloud:** Listen to the news being read out to you with the multimedia voice reader feature
- ❖ **Archive Access:** Rolling archive access of 1 year.
- ❖ **Daily Quiz:** Take the daily quiz to test your knowledge on current events

# **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.
- ❖ **Ask bl** - AI assistant, for easy reading through Q&A
- ❖ Investing insights from our financially qualified Portfolio team, covering companies, stocks, IPOs, mutual funds, insurance products, FDs and bonds.
- ❖ We unpack corporate actions and regulatory developments affecting your personal finances & taxes. Analysis of IPOs, insurance products and NFOs.

## Subscriber Benefits

- ❖ **Expert Views:** 52 mutual fund reviews, 100+ stock reviews, IPO, NFO, insurance product analyses, 200+ technical stock picks, Daily Commodity Calls
- ❖ **AI summary:** Read the AI generated summary for quick reading of the day's news.
- ❖ **Exclusive podcast and Videos:** with eminent business leaders, industry experts and in-depth data analysis.
- ❖ **Portfolio Access:** Get daily recommendations, investment advice daily commodity calls and Day Trading Guide
- ❖ **Exclusive Access:** Enjoy unlimited reading and specials like BLink, Emerging Entrepreneurs, Auto Focus, Clean Tech, Signature Editorials



## businessline e-Paper

- ❖ The Hindu Group of Publications brings to you the prestigious business Line - **6 editions daily**.
- ❖ Get everything from stock market updates to news on the nation's economy and latest stories on every industry, delivered to their favourite device, every day at **6 AM (IST)**.
- ❖ The businessline e-Paper takes pride in an illustrious readership including leaders, decision makers and change makers from the world of business.

## Subscriber Benefits

- ❖ **Easy Search:** Navigate the e-Paper with ease and search for topics that interest you
- ❖ **Save and Share:** Save articles you wish to read later and share stories to social media
- ❖ **Read Aloud:** Listen to the news while travelling or working with the Read Aloud feature
- ❖ **Archive Access:** Access archived newspapers **1 year rolling archive**

## Frontline Digital

- ❖ Frontline is India's national fortnightly magazine that covers politics, economics, social issues, arts and culture, environmental stories and more.
- ❖ In-depth analyses and insightful reporting of issues and events.
- ❖ Comprehensive cover stories, exhaustive coverage of world affairs, internationally acclaimed articles, book reviews and informative photo features.
- ❖ Subscriber exclusive webinars on trending current affairs and geo-political issues

## Subscriber Benefits

- ❖ **Multi-device Access:** Stay updated, on the go with access to Frontline digital from any and all of your smart devices
- ❖ **Exclusive Articles:** Read premium articles and editor's picks, available exclusively to subscribers
- ❖ **Archive Access:** Read archived editions of the print magazine from **1984 to 2024, digitally. 30 years archive**
- ❖ **Flip-through Convenience:** Enjoy the e-magazine feature that lets you flip through pages virtually
- ❖ **Exam Resources:** Use Frontline to learn about current affairs and prepare for UPSC exams

## Sportstar Digital

- ❖ Sportstar, the cherished bi-monthly, multi-sport magazine from The Hindu Group, is now available in an online avatar!
- ❖ Unbridled access to all the content on Sportstar website - regular previews, interviews, features, analysis, statistical highlights and photo essays.
- ❖ Sportstar Digital also leverages the best of new-age storytelling methods, including videos and podcasts.





## Subscriber Benefits

- ❖ **Exclusive Articles:** Read premium articles and analytical features
- ❖ **Invitations:** Receive early invites to celebrity webinars
- ❖ **AV Resources:** Get full access to podcasts and video interviews
- ❖ **Specials:** Receive Sportstar special editions
- ❖ **Expert Views:** Read all columns by Karun Chandhok and Sunil Gavaskar
- ❖ **Posters:** Get downloadable posters with each issue
- ❖ **Archives:** Read from a treasure trove of archives from **20+ years ago**

# PRODUCTS & FEATURES

Digital	TH	bl.	F	»S
Premium Articles	√	√	√	√
Podcasts	√	√	√	√
Video Interviews	√	√	√	√
Special Editions	√	√	√	√
Subscriber Exclusive Webinars	√	√	—	—
Premium Digital Events	√	√	√	√

# PRODUCTS & FEATURES

E-Paper / E- Magazine				
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?



- ❖ Credible news 24x7



- ❖ Exclusively curated sections & content
- ❖ Global Information
- ❖ A.I Integrated Summaries



## World of entertainment

- ❖ Movies Reviews
- ❖ Exclusive, in-depth celebrity interactions
- ❖ Mental health and wellbeing



- ❖ A treasure trove of knowledge
- ❖ Investment advice
- ❖ Exclusive webinars
- ❖ Science & Technology
- ❖ Educational premium articles



## Something for everyone.

- ❖ Cityscape
- ❖ Travel and food
- ❖ Health & Fitness
- ❖ Rich library of exclusive podcasts & videos
- ❖ Many more ...



THE HINDU GROUP

3B

Our **Exclusive Offers**

## The Hindu Digital

- ❖ The Hindu - Daily news updates, in 4 different intervals. The Hindu e-paper delivered daily morning by 6am , included in the digital subscription.
- ❖ 45 million monthly users
- ❖ (21 regional & 1 International Edition - Daily E-Paper)
- ❖ (Special pricing available for bulk licenses)
- ❖ Licenses delivered via- domain / IP / or email based

## businessline Digital

- ❖ Business Line - Daily news and business world trend updates at 4 different intervals Business line e-paper delivered daily morning by 6am, included in the digital subscription.
- ❖ 6 million monthly users
- ❖ ( 6-Editions- Daily E-Paper)
- ❖ (Special pricing available for bulk licenses)
- ❖ Licenses delivered via- domain / IP / or email based

## All Access Pass

All in one pass, The Hindu Digital, Business line Digital, Frontline & Sport star Digital Access all the 4 publications with a single login id

- ❖ 60 million + monthly users
- ❖ (TH-22 Editions, BL- 6 Editions, Frontline & sport star - 2 Editions each, every month)
- ❖ (Special pricing available for bulk licenses)
- ❖ Licenses delivered via- domain / IP / or email based



THE HINDU GROUP

**For any queries, Contact:**



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