



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



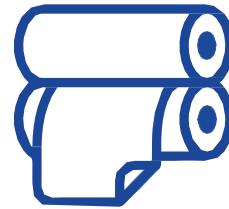
Digital Reach-60 Million+
Unique Visitors
across The Hindu Network



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

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- ❖ **Easy Search:** Navigate the e-Paper with ease and search for topics that interest you
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THE HINDU GROUP



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.
- ❖ **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.
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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.

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- ❖ **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

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- ❖ **Archive Access:** Read archived editions of the print magazine from **1984 to 2024, digitally. 30 years archive**
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- ❖ **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

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- ❖ **Specials:** Receive Sportstar special editions
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- ❖ **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	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	-	-	-

Why Your Students Deserve This?



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



THE HINDU GROUP



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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)
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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.
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