



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 146 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



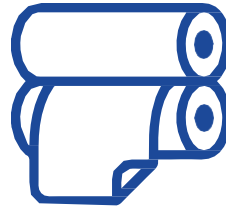
Social Media:

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.

Vernacular



Fastest growing Tamil newspaper with unmatched reporting and credibility amongst the Tamil readers.



A 100-page Tamil weekly with rich & varied content covering politics, literature, poetry, cinema, health and more.

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

The Trusted Resource Your People Need. Empower your Students with authentic information & knowledge that will help them navigate the global markets, make informed investments and business decisions to stay prepared for the road ahead.



Why THG?

The Hindu Group provides its corporate readers with the country's most trusted newspapers and magazines. Readers get credible real time news coverage from around the world, industry insights like no other and well researched stories of depth. Bringing news that matters most to your industry, from **business & economy**, to **politics, science & technology**, **tech trends**, **fitness**, **health** and much more. Join our 60M+ digital readers.



THE HINDU GROUP



The Hindu Digital

- ❖ The Hindu web and mobile app, delivers credible, in-depth journalistic quality of India's Leading National English Newspaper in a rich online experience.
- ❖ From breaking news to live updates & groundbreaking stories with a wide variety of curated premium articles.
- ❖ Huge archive of exclusive podcasts & videos from the editorial desk. covering everything 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
- ❖ **Personalisation:** Customise your home screen based on topics that interest you
- ❖ **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 Hindu print edition, designed for the, readers on-the-go. **(16 Domestic +1 International Edition) all in One.**
- ❖ Easy to access across multiple devices, with user friendly, clutter free **UI/UX**. A perfect blend of comfort & convenience, with smart technology
- ❖ The Hindu e-Paper makes honest, reliable and unbiased news available to subscribers, 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 while travelling or working with the multimedia voice reader feature
- ❖ **Archive Access:** Rolling archive access of 1 year for enterprise customers only.
- ❖ **Daily Quiz:** Take the daily quiz to test your knowledge on current events



THE HINDU GROUP



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.
- ❖ In-depth stories on agri-business, BFSI, logistics & States, we have a finger on the pulse of the economy & an ear to the ground on regulatory & policy developments affecting industries
- ❖ 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
- ❖ **Multi-device Access:** Experience convenient reading across desktop and mobile devices
- ❖ **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 from the in-house technical team
- ❖ **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 businessLine - arguably India's best business daily - (6 Editions for the price of one) now in a digital format.
- ❖ Subscribers get everything from stock market updates to all the 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 agents 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 (from up to 60 days ago) free of cost

Frontline Digital

- ❖ Frontline is India's national fortnightly magazine that covers politics, economics, social issues, arts and culture, environmental stories and more.
- ❖ In addition to its in-depth analyses and insightful reporting of issues and events, Frontline is also well known for its comprehensive cover stories, exhaustive coverage on world affairs, internationally acclaimed science articles, intellectually stimulating book reviews and informative photo features.
- ❖ All of this, and more, is now available online to subscribers of Frontline's digital edition

Subscriber Benefits

- ❖ **Multi-device Access:** Stay updated, even while 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
- ❖ **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

Sportstar Digital

- ❖ Sportstar, the cherished bi-monthly, multi-sport magazine from The Hindu Group, is now available in an online avatar!
- ❖ In addition to unbridled access to all the content on the Sportstar website - regular previews, reviews, interviews, features, analysis, statistical highlights and photo essays - subscribers also get a host of exclusive benefits to enjoy.
- ❖ 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
- ❖ **Giveaways:** Enjoy seasonal giveaways and more

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	17	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



THE HINDU GROUP

Why Your Students Deserve This?



- ❖ Credible news 24x7



- ❖ Global Information
- ❖ Exclusively curated sections and content



- 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 ...

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
- ❖ (16 regional & 1 International Edition)
- ❖ (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 Regional Editions)
- ❖ (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-17 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



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