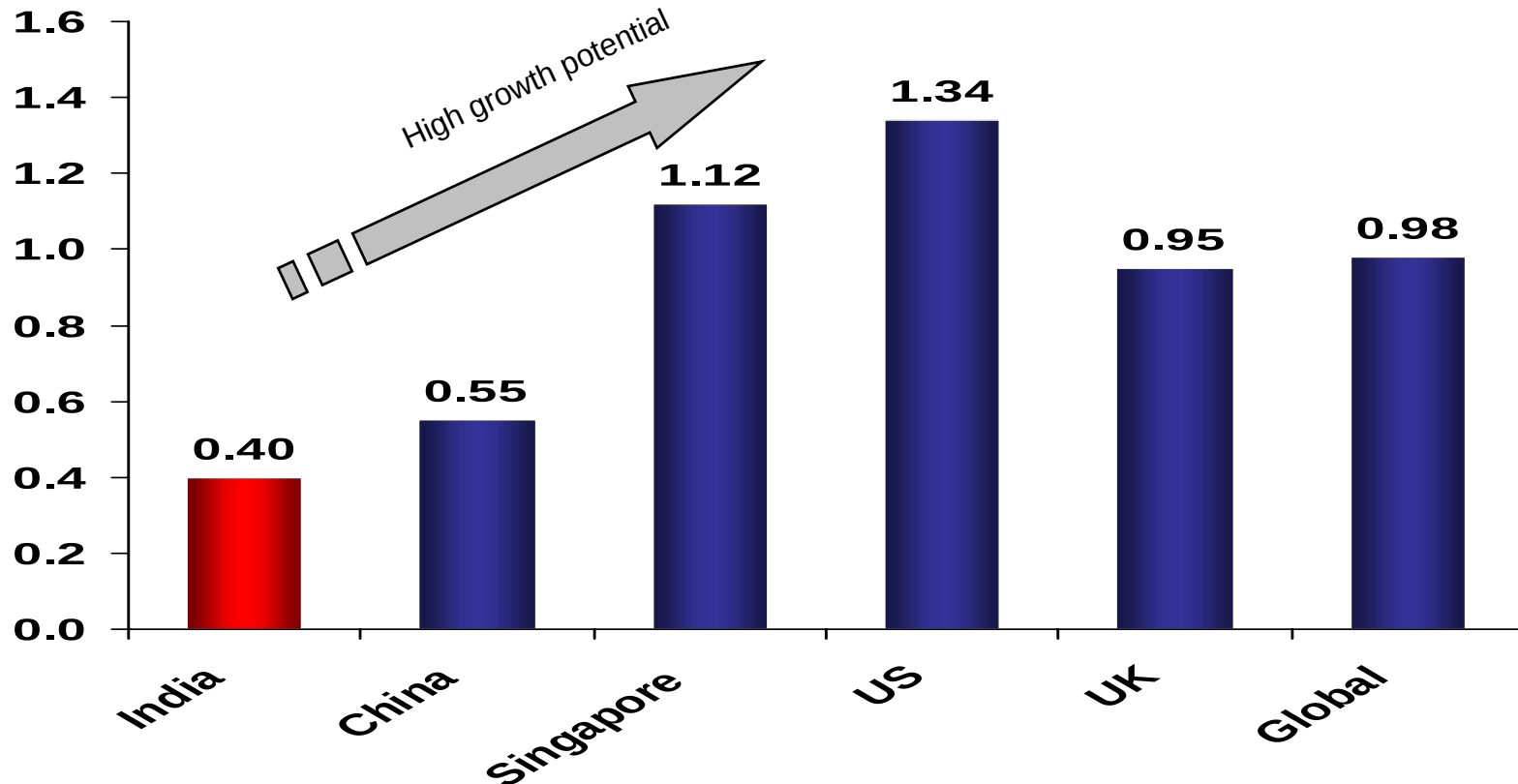




HT Media Ltd

Indian Media Industry Overview

...Sector dynamics



- Advertising spend as % of GDP in India still very low ...attractive growth potential
- Indian media at inflexion point, with ad spend set to rise with economic growth, rising consumerism and higher media penetration

Growth Rates- Ad revenues

	CAGR India 2006-11	CAGR Global 2005-10	India 2006 Over 2005
TV	13%	7%	21%
Print	15%	3%	24%
Radio	28%	6%	56%
Out of Home	17%	5%	11%
Internet	43%	14%	60%
Total	15%	6%	23%

Indian media on growth tracks – fueled by robust economic fundamentals

Print clocks high growth.... grows faster than TV for second consecutive year

Advertisement Industry - Overview

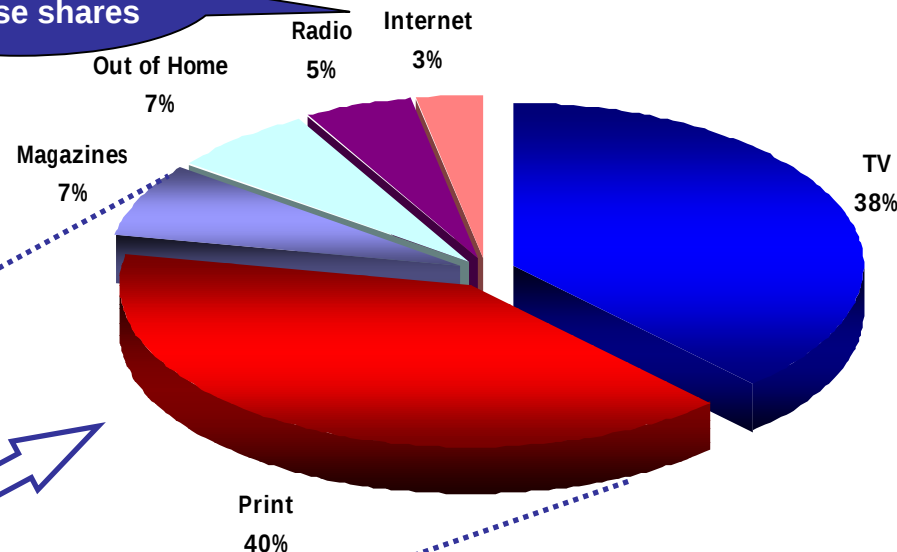
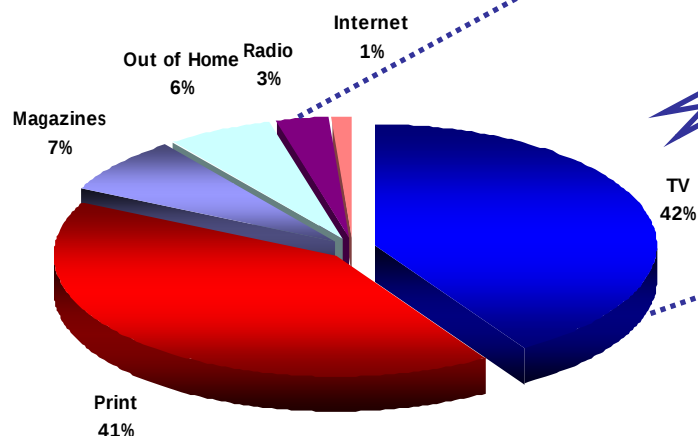
\$ Million

2006

Ad Industry	Amount
TV	1,655
Print	1,650
Magazine	300
Radio	125
OOH	250
Internet	40
Total	4,020

2011

New media to increase shares

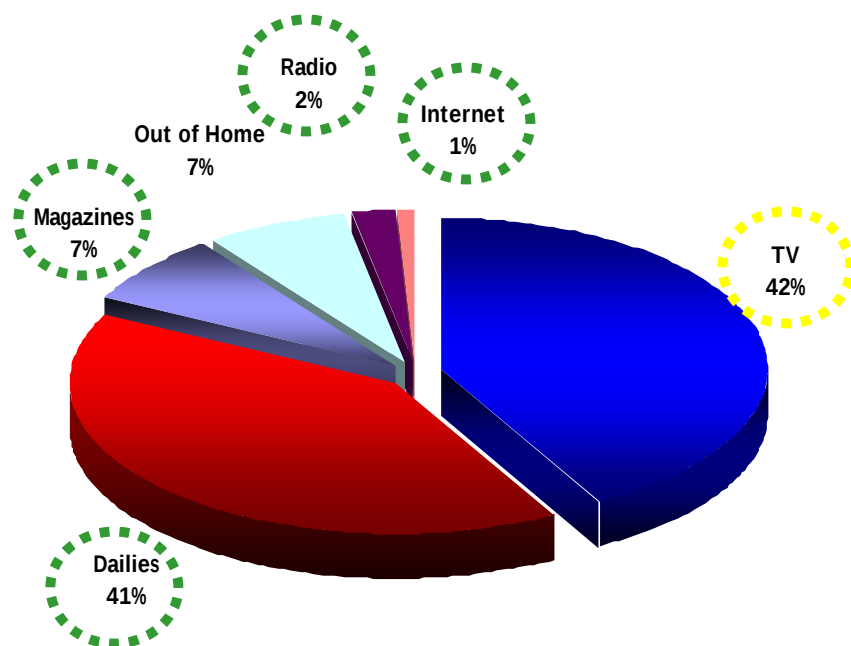


Ad Industry	Amount
TV	3,075
Print	3,250
Magazine	573
Radio	425
OOH	538
Internet	238
Total	8,098

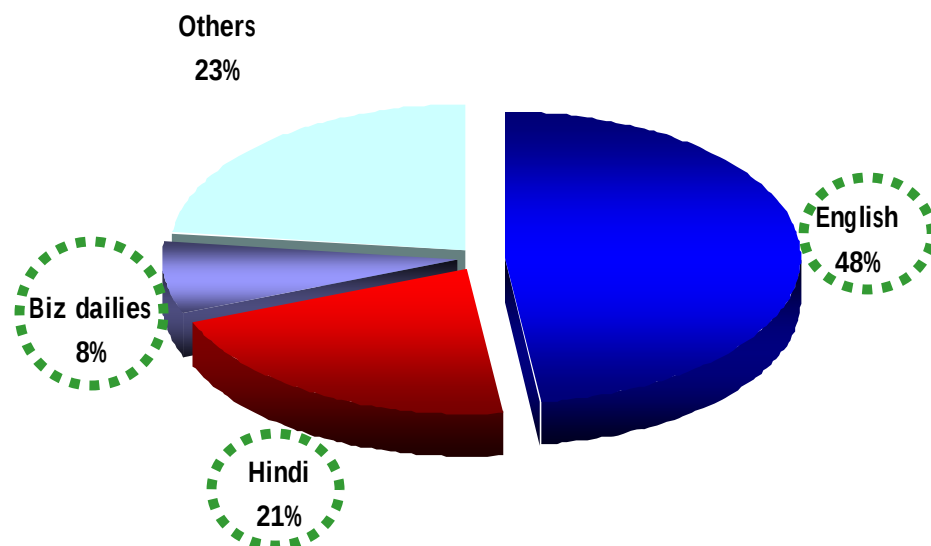
Market to Double in 5 Years

Media Industry

Ad industry

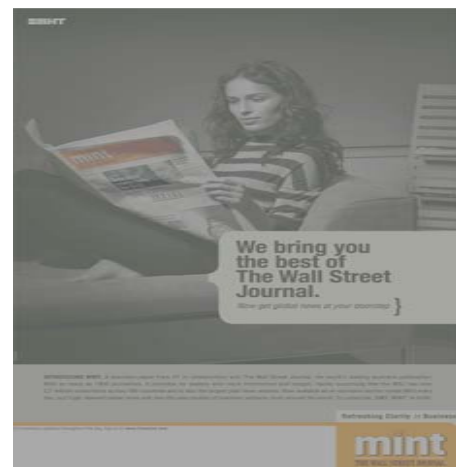


Dailies



- Expected to grow ~ 16%
- Higher literacy to further boost print penetration

HT Media Overview

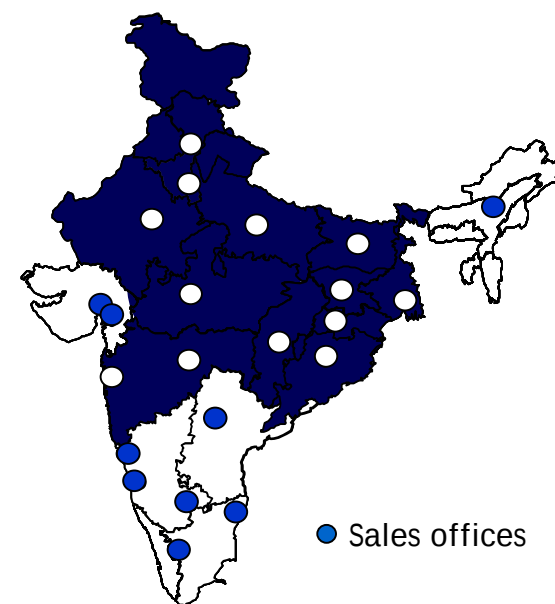
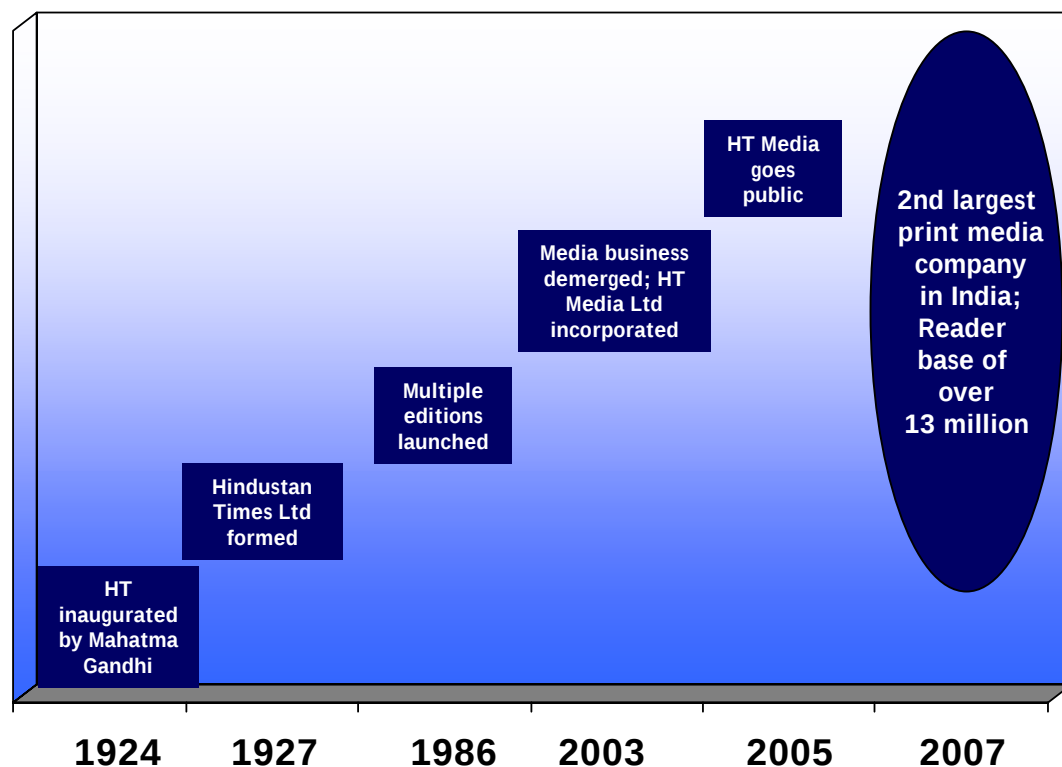


THE WALL STREET JOURNAL



size 33.2 x 52 cm

Corporate Journey



Editions cover 65% of population

Pan-India sales presence

Corporate Values

RESPONSIBILITY

PEOPLE-CENTRIC

COURAGE

EMPOWERMENT

SELF-RENEWAL



Corporate Snapshot



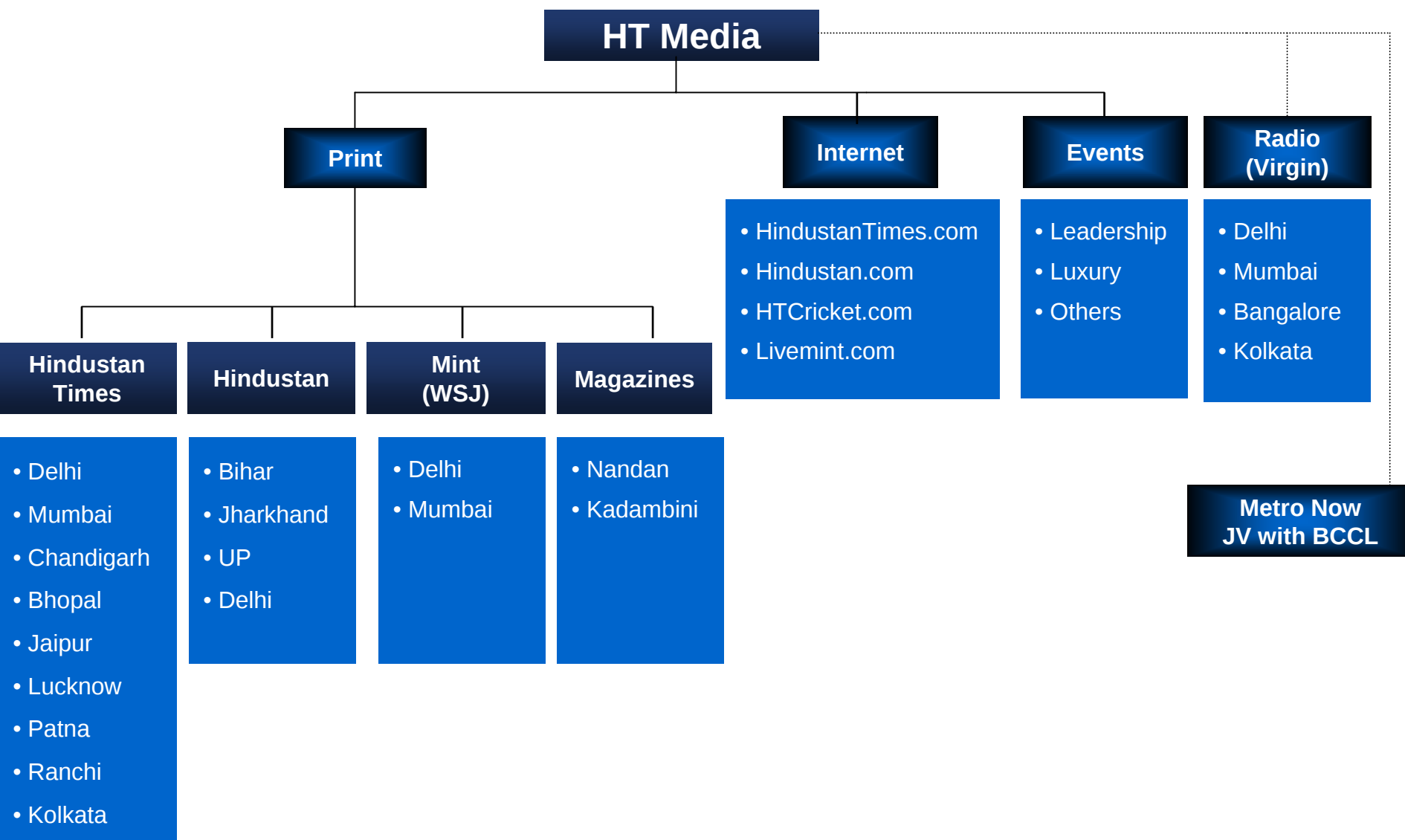
Institutional Investor

- ◆ Henderson Asia Pacific
- ◆ Citicorp Finance

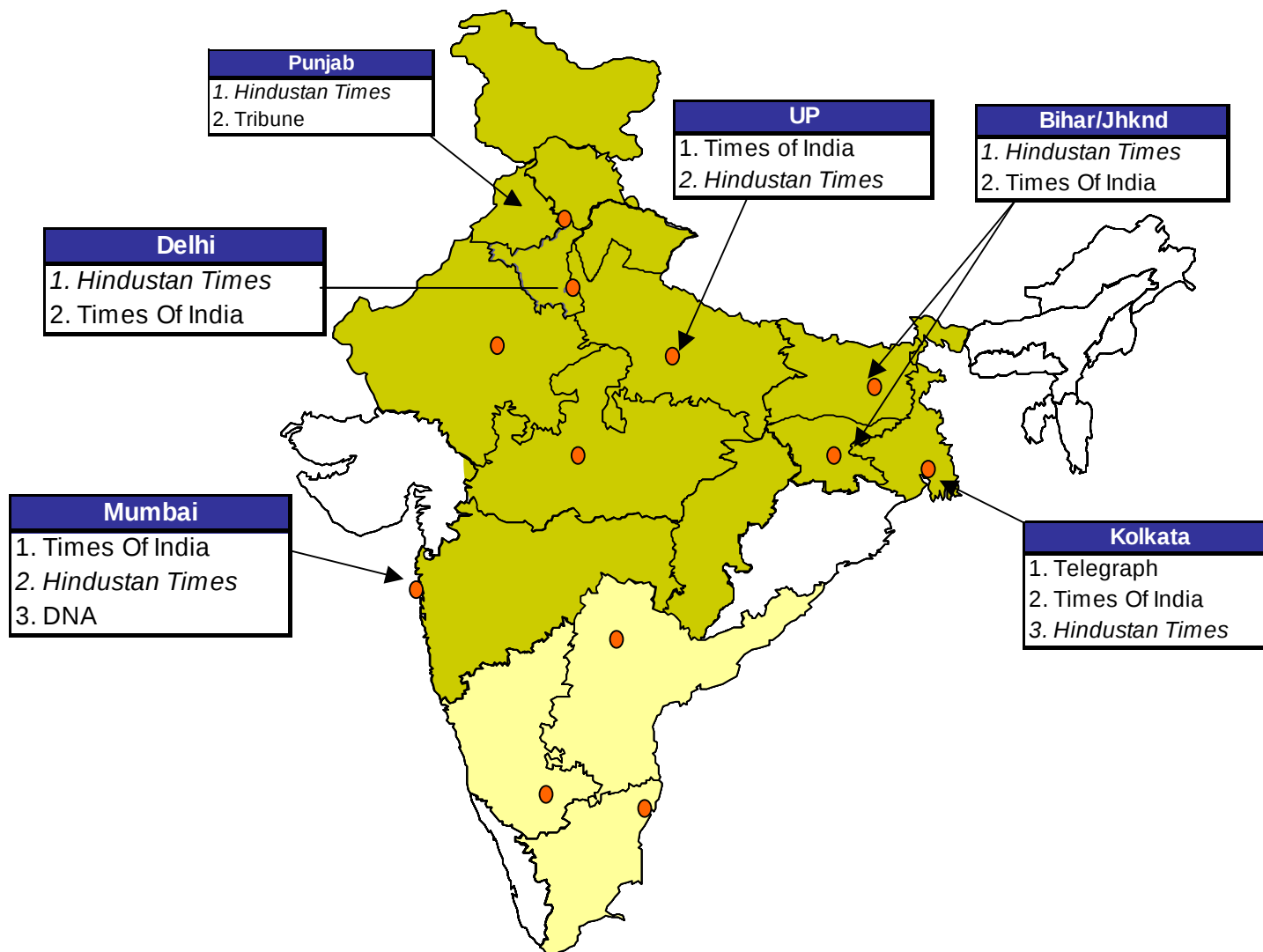
Financial

	FY'06		FY'07	
	<u>\$ Mn</u>	<u>%G</u>	<u>\$ Mn</u>	<u>%G</u>
Revenue	210	+32%	270	+29%
EBITDA	34	+62%	58	+69%
PAT	9	+36%	29	+210%

Multimedia Presence



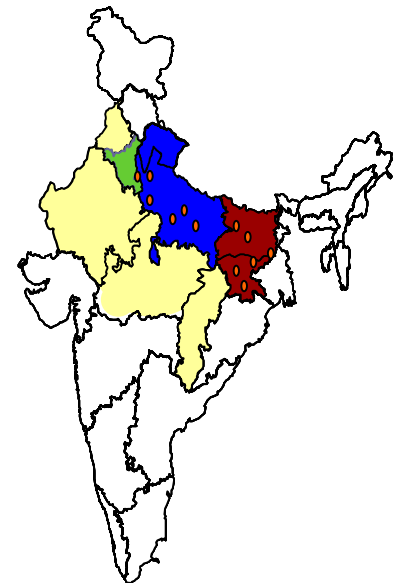
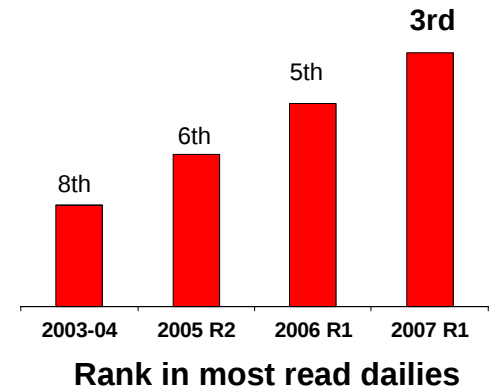
Hindustan Times – No. 2 English Daily



**Along with a national footprint
HT also has a dominant position in key markets**

Hindustan - Third largest read daily

- Consolidating presence in existing businesses
 - Revenue growing > 30%
 - Aggressive expansion of readership base
- Rapid expansion in UP
 - Successful new launches in UPMeerut/Agra/Kanpur
 - Encouraging consumer response to product
- Future plans
 - Transferring Hindi business into a subsidiary
 - Aggressive expansion strategy to market leader through UP, Uttranchal, MP and Punjab expansion



Business Strategy – Business paper

■ Our Promise

- International style
- Clarity : News to knowledge, knowledge to understanding
- Business of life
- Wall street Edge & world class editorial
- Exclusive column partners...Kellogg's/Wharton/Jack Welch

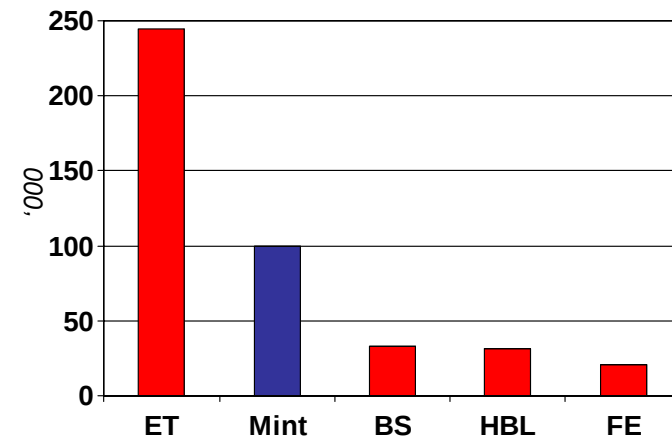
■ Response

- Great response to the bookings.....#2 in Delhi/Mumbai from Month 1
- Quality readership...reaches who's who of the corporate world

■ Way Forward

- Establish premium product image....right environment, properties & innovation
- Expand national footprint..Bangalore launch in Q3 of FY'08
- Complement print with Internet / Magazines / Events / TV

Circulation: Delhi/Mumbai



Create a world class business news brand platform
One stop window to the business news consumer in future

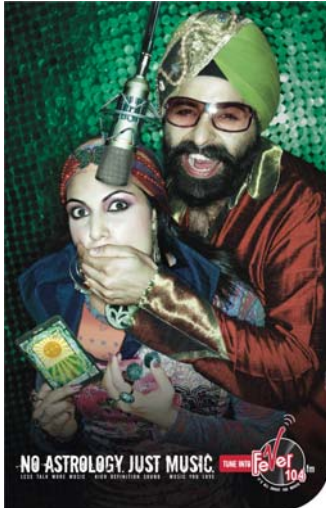
FEVER 104 : First format radio station

■ How are we different

- “More music....less talk”
- Consistent Experience 24x7 : Format approach
- Interactivity

■ Early wins

- Positive feedback from consumers & advertisers
- Improvement in brand scores...75% awareness in TG
- Most premium brand



HT launch ad inside full page English



HT launch ad inside full page English

■ Way Forward

- Great promotions to build listenership
- Launch of Kolkata
- Expand into other key cities

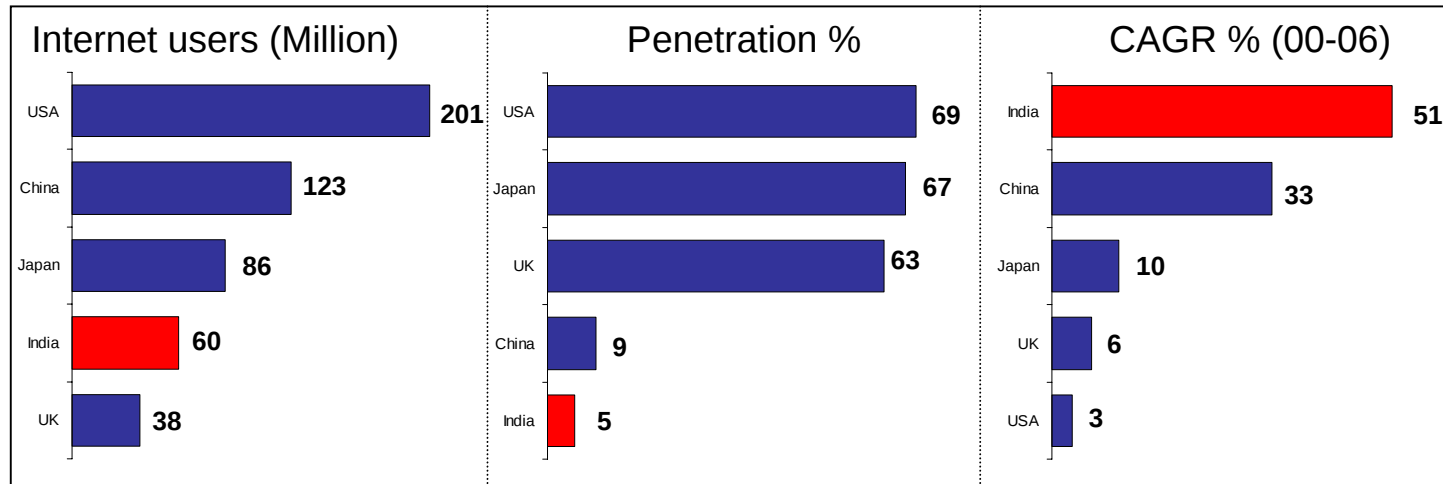


size 33.2 x 52 cm



size 33.2 x 52 cm

Business Strategy - Internet



- Indian internet users expected to reach 122 Million by 2009 (source : Kaufman Bros)
- Hindustantimes.com & Livemint.com re-launched positioned to be the best websites in respective segments
- Exploit 80 years of content by converting it into electronically searchable database
- Leverage content to build verticals – Jobs/Real Estate/Matrimony
- VAS – Social Networking/Alerts/Gaming/Contests/Short code (4242)

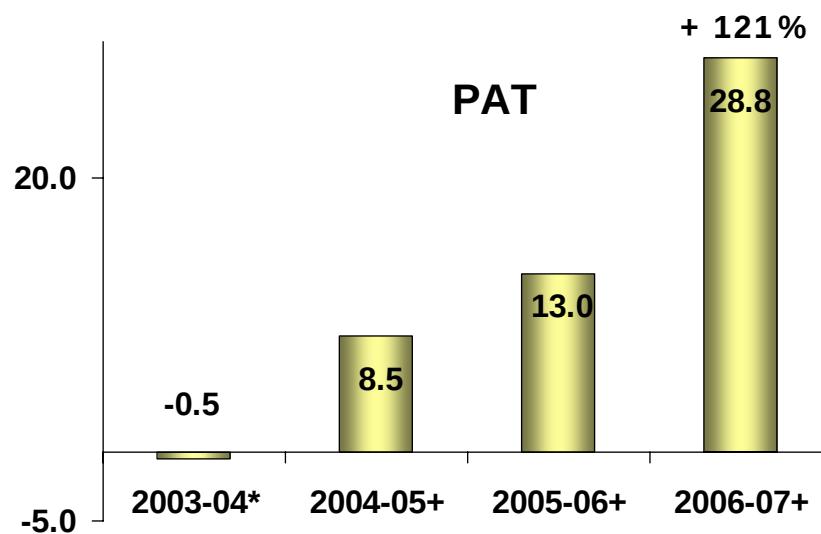
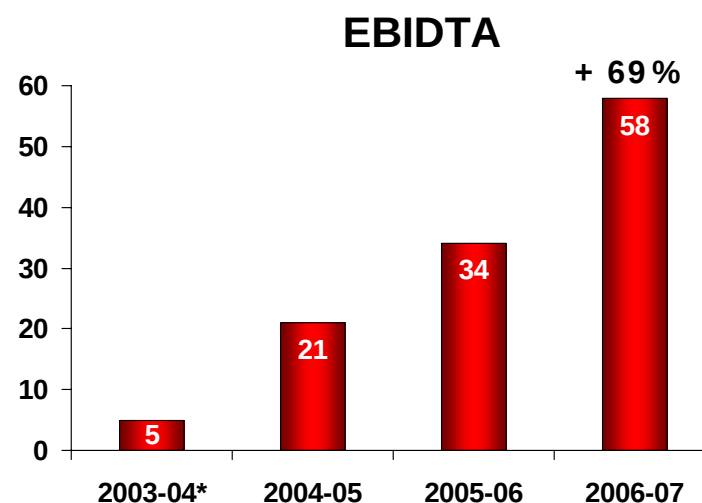
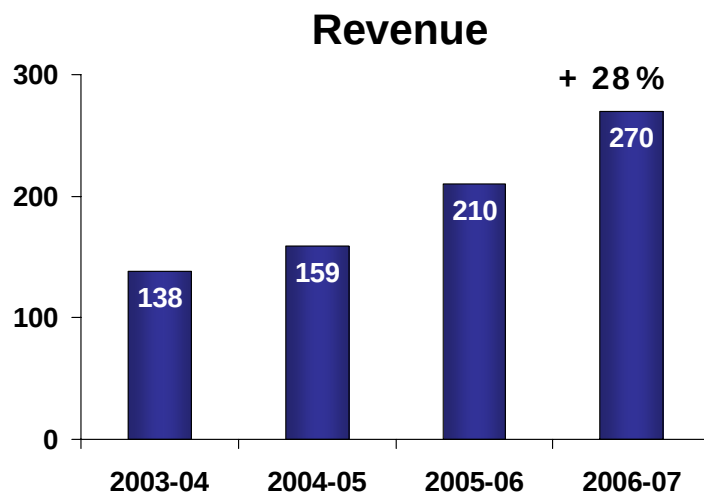
Growth Strategy

- **Consolidate and expand the existing print business**
 - **Expand English franchise across metros**
 - **Enter new Hindi markets**
 - **Extend Mint footprint**
 - **Continue to invest in printing and infrastructure hubs**
 - **Bundle advertising across products and markets**
 - **Complement print with Internet / Magazines**

- **Expand operations beyond News - General Entertainment**
 - **Build / Grow cross media play**
 - **Radio**
 - **Events**
 - **Internet**
 - **TV**

Financial Performance

In USD Million

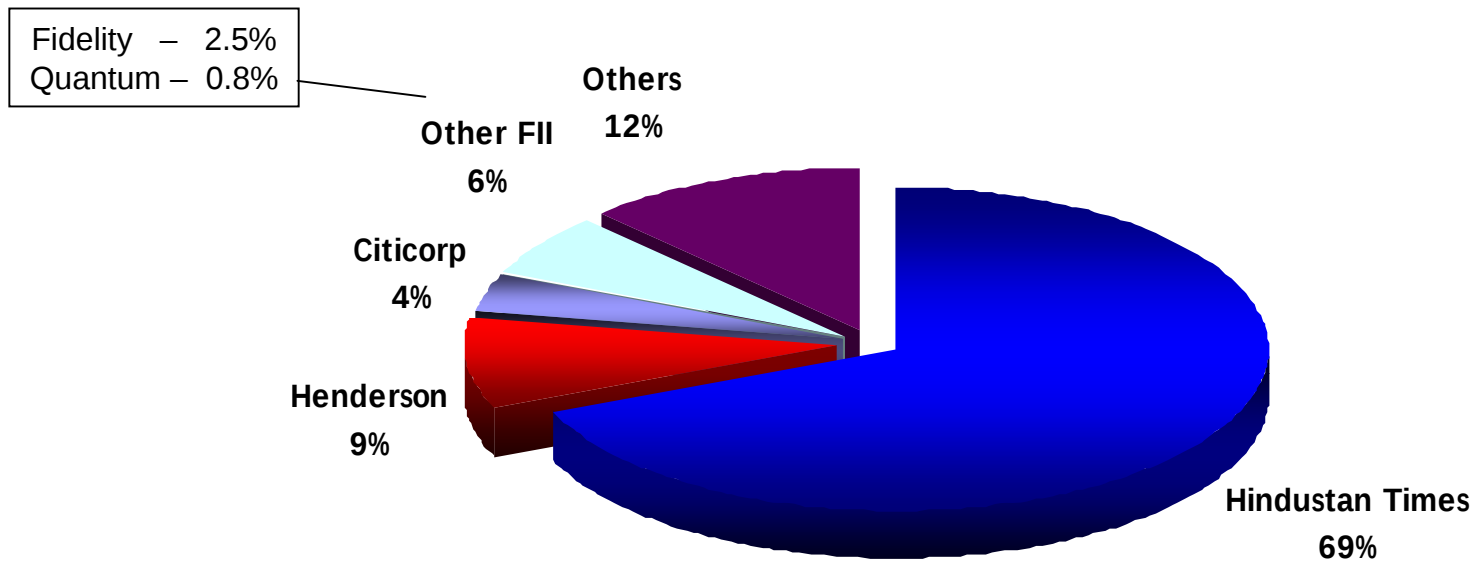


* 2003-04 for 9 months

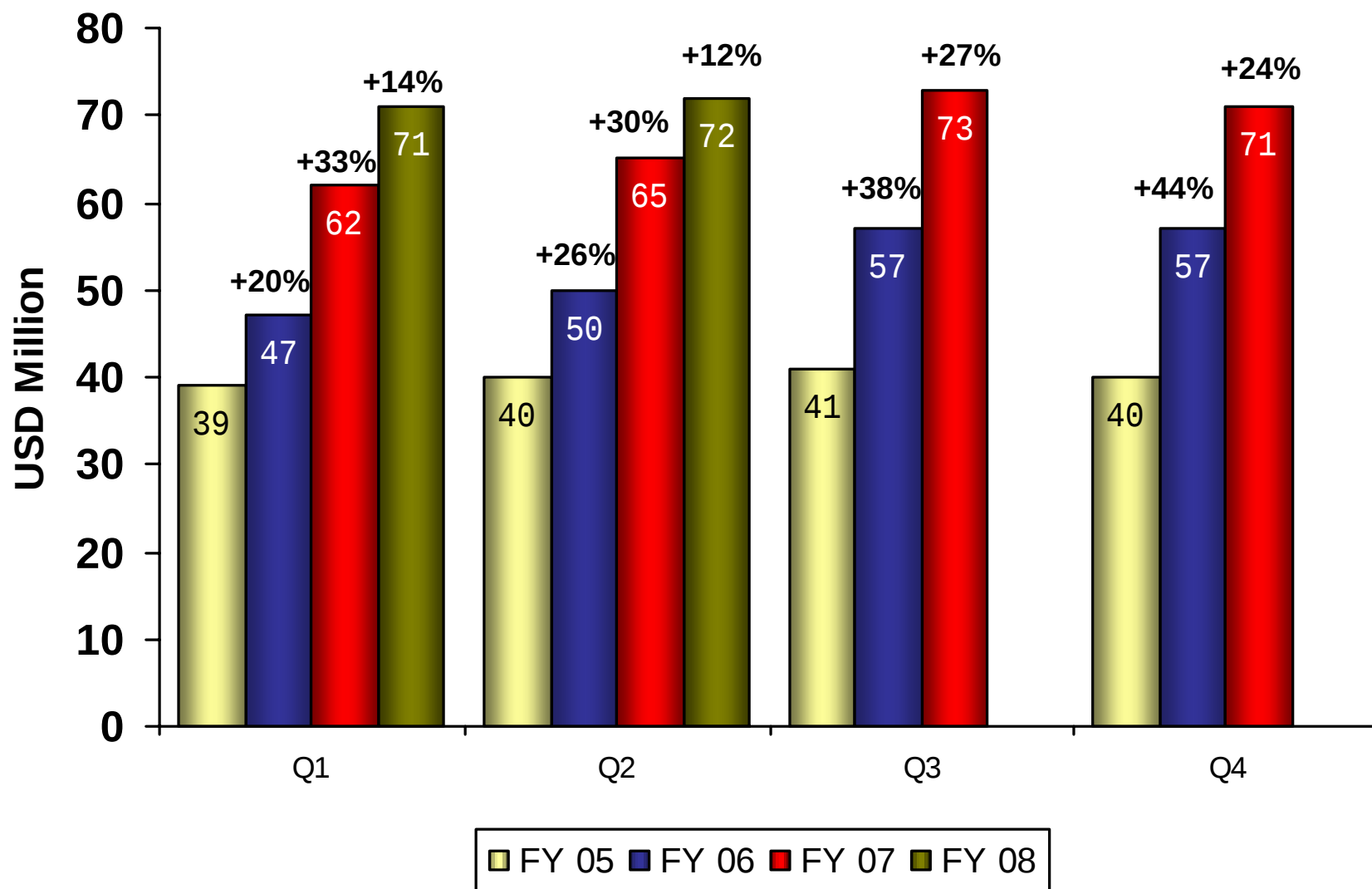
+ All figures before extra-ordinary items

Thank You

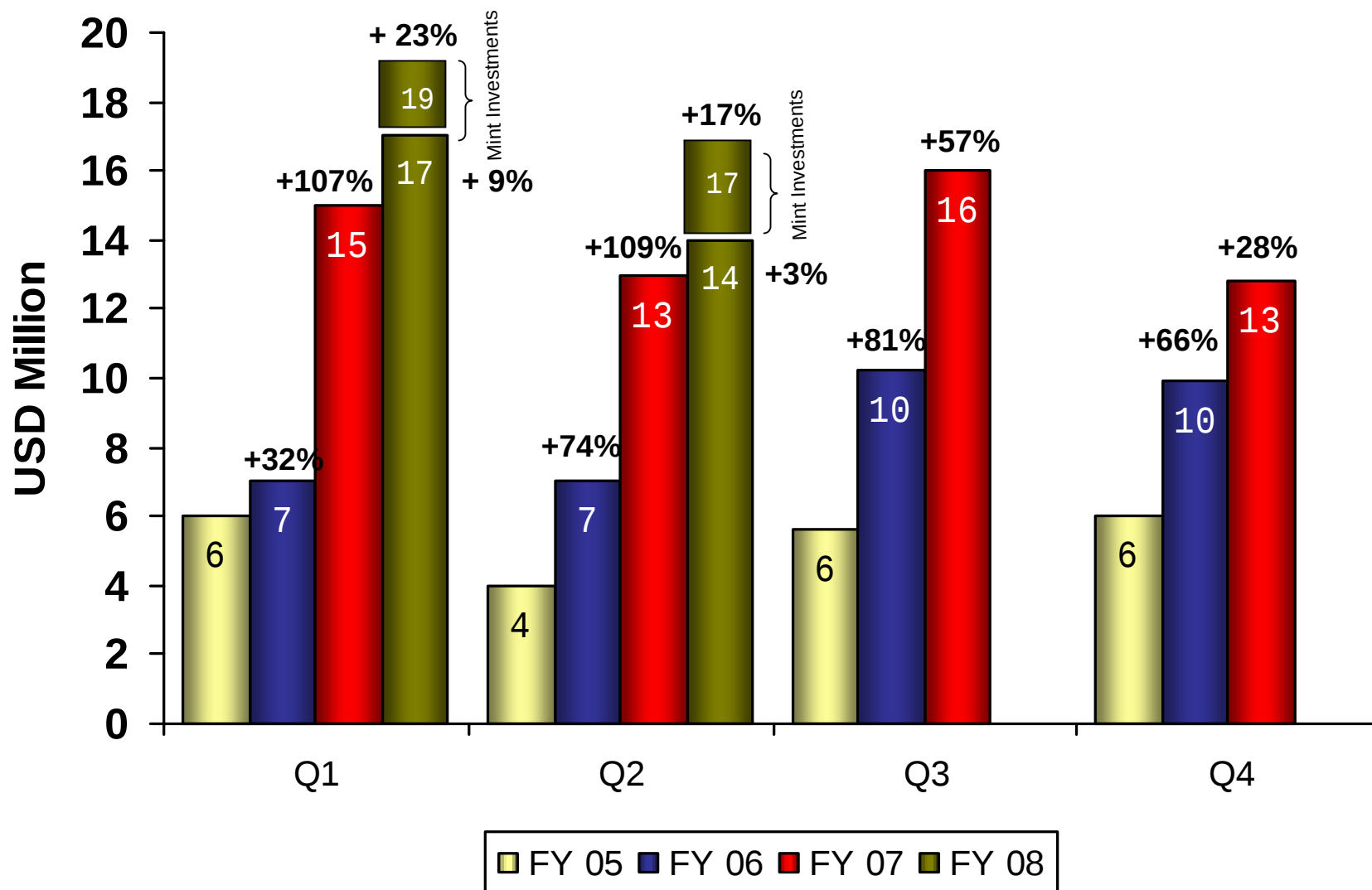
Shareholding Pattern – HT Media



Quarterly performance – Total Revenue



Quarterly performance – EBITDA



Quarterly performance – PAT

