CHAPTER – 3

INDIAN NEWSPAPER INDUSTRY

"I think a newspaper should be provocative, stir'em up, but you can't do that on television. It's just not on"

Rupert Murdoch

Looking Back ... ...

In 1976, our country’s population was 775 million, one copy of a newspaper appeared for every 80 people. A quarter century later, as the population passed one billion, one newspaper was available for every 20 Indians. By mid 2009, India had 68,000 newspapers, with more expected to emerge. They sell for a few cents per edition. Unlike online, print does not require electricity and Internet infrastructure. Power shortages still occur in some parts of India. Broadband penetration in 2009 was about 4 percent, and concentrated in major cities. It is observed that rising literacy in India
will mean an audience for printed newspapers well into this century. In 1976, 35 percent of Indians could read. By 2008 the figure was 70 percent. Rising youth literacy, at 82 percent in 2009, does suggest plenty of potential readers. But those youngsters are more likely to seek their news and information online, just as their counterparts do in other countries. As cheap broadband inevitably becomes available, newspaper circulations will decline. A July 2009 report from Forrester Research estimated that about 2.2 billion people worldwide would be online by 2013 – a global increase of 45 percent.

Almost half of those new users would be in Asia, with 17 percent in China alone. Mr Wilkinson, the Executive Director of the Dallas, Texas-based International Newspaper Marketing Association (INMA) commented on Indian Print media that the underlying trends developing elsewhere in the world are there in India as well, whether it is consuming news via a mobile phone or computer-based Internet, but its potential is hidden by the population and advertising growth that everyone is seeing. The short term you can’t see the trends, there is going to be more advertising, more readers, more titles than today – but what you have to see, though, is that the storm is coming and that storm is the Internet and the digital migration, reports The Hindu Business Line (2008).

3.1. General economic situation

Indian economy is distinctive compared to the rest of the world for its diversity just like its culture and languages. Covering traditional village farming, modern agriculture, handicrafts, a wide range of modern industries, and an array of services, it stands out due to these distinguished features. Economic growth is driven by the services sector which contributes to more than half of the nation’s output with a third of the human resources. Agriculture has three-fifths of the workforce at its disposal. Sectors like telecommunications were permitted to have higher limits of foreign direct investment. An
average growth rate of more than 7% was posted in the decade since 1997 which translated to 10% reduction in poverty. GDP growth of 8.5%, 9.0% and 7.3% were registered in 2006, 2007 and 2008 respectively which assisted in expanding production of manufactures. Estimated inflation rate of 7.8% was recorded in 2008. India’s most valuable asset – the well-educated and skilled work force – attributed the nation with the status of a major exporter of software services and software workers. The command over the English language had role in this transformation, reports WAN (2009).

3.2. Newspapers vs. Radio, Television.

Annual growth rate for the television industry is projected to be 22% and for the radio industry, the growth rate is projected to be at the rate of 28% over the next five years. At present, there are 110 million TV households in India, out of which 70 million are cable and satellite homes and rest 40 million are served by the public broadcaster, i.e. Doordarshan (DD). Similarly, there are 132 million radio sets in the country reports Ministry of Information and Broadcasting (2009).Government has had complete domination over AM radio broadcasting while private FM radio station ownership has been sanctioned. However, content authorization for the latter has been confined to entertainment and education.

Private satellite television networks put up stiff competition for the government owned Doordarshan. Doordarshan was often at the receiving end of accusations from social commentators for manipulating news. Private channels have also been criticized for promoting the political parties supported by their owners. Foreign media were allowed to function freely, other than in the radio broadcasting segment.

3.3 Newspapers and FDI
It was in June 2002 that the National Democratic Alliance Government lifted the nearly 50-year-old ban on foreign investment in the print media. At that time the Union Cabinet permitted 26 per cent Foreign Direct Investment (FDI) in news and current affairs publications and 74 per cent foreign investment in the non-news and non-current affairs journals, The Hindu (2009). The government permitted country-specific editions published by a local company, with a foreign partnership limit of 26 percent, though local editions of foreign media were not allowed. June 2008 witnessed the launch of The International Herald Tribune as a branded world business section inside the Financial Chronicle. Deccan Chronicle Holdings, renowned for Deccan Chronicle, India’s fourth largest English daily, launched the Financial Chronicle in April 2008. The newspaper is published five days a week from Hyderabad, Chennai and Bangalore. The IHT launch coincided with that of the Mumbai edition on June 20. September 19, 2008 bears significance in Indian media history as it was on that day that the Union Indian Cabinet approved foreign news magazines to print local editions of their publications. Earlier the license was sanctioned to periodicals which covered scientific, technical and specialty based topics.

### 3.4 Recent Happenings – News Editions, New Businesses

Business Standard (BS) launched its Hindi business daily in February 2008. The newspaper was published from Mumbai and New Delhi under the Business Standard banner. The launch of the Hindi daily was expected since the need for information by individuals and SMEs in a developing economy called for it. A large number of the business dailies published in India are in English and there are thousands of upcoming entrepreneurs who see language as the major barrier in following up business news and information. It is this gap that BS filled with the Hindi edition which gives relevance to localized content
Amar Ujala group announced an end-2008 re-launch of its Hindi business daily in March 2008. Publisher of the popular Hindi daily Amar Ujala, they had launched a business daily called Karobar in 1994. The daily succeeded in securing its place in the must-read business media list of the Hindi speaking business readers. Commodity traders found the daily quite useful as a source of business news. Karobar was discontinued in 1999 due to unavoidable reasons. The re-launched business daily will be competing with Business Standard and Economic Times who are leading the segment right now. The arrival of the joint venture business daily launched by Dainik Jagran and TV-18 group will be adding to the competition heating up in the business daily market.

Sakaal Group of Newspapers launched the English daily, Sakaal Times in April 2008. A tie-up with Asia Pacific Communication Associates Pvt Ltd (APCA), (hailed as the only Indian multinational media company) has proved to be an asset to Sakaal Group as APCA would be in charge of content supervision. Sakaal has also tied up with APCA to launch a quarterly magazine named Global Affairs which is in stores from January 2008. The daily business broadsheet Financial Chronicle hit newsstands in April 2008. Brought out by Deccan Chronicle Holdings Lrd (DCHL), one of India's biggest media groups and publisher of the leading English daily Deccan Chronicle, the Financial Chronicle was published from and Chennai. For the first time in journalism history, a digital version on the web site www.mydigitalfc.com was launched prior to the launch of the print version of a newspaper.

Business Bhaskar, the Hindi business daily from DB Corp (DBCL) launched its first edition from Bhopal (Madhya Pradesh) in June 2008. Copies of the daily covers ten cities over in the region –
Chandigarh, Ludhiana, Jalandhar and Amritsar (Punjab); and Panipat, Hissar, Karnal, Rohtak, Bhiwani and Ambala (Haryana). The first business daily in Malayalam was launched in August 2008 and the daily was titled Newage. It holds the status of being the only economic newspaper in any South Indian languages. Newage also happens to be the first regional daily to have all its pages printed in multi-colour. In the first few months following its release, the daily was priced at INR 4 with availability confined to the major metro cities in India and in the Middle East.

The English daily DNA launched The Mag as a Sunday supplement in February 2009. A publication of Diligent Media (a joint venture between the Dainik Bhaskar Group and the ZEE group), DNA was launched in July 2005 with new editions from Ahmedabad, Surat, Jaipur, Pune and Bengaluru added up in the course of time. The daily claims to have a print run of 420,000 copies in Mumbai alone and the total print run of all its editions comes to 750,000 copies. However, these numbers are not certified by the Audit Bureau of Circulation reports WAN (2009)

3.5. Advertising

The Indian media and entertainment industry is poised to touch Rs. 1,15,700 crore by 2012, driven by increased advertising spend. The Indian media and entertainment industry is growing at a pace of 19% per annum. It is expected to touch Rs.1,157 billion by 2012, reports Mint (2010). The English media forms only 15% of the total newspaper market and has seven times lesser readership than its Hindi counterparts. Despite the numbers, it claims more than half the share of total advertising pie of the print space, according to an industry estimate prepared by brokerage firm, Motilal Oswal print media report. The higher ad rates come into play in the greater revenue generation witnessed in English media. The perception that
the purchasing power of the English newspaper reader is much higher than that of their Hindi newspaper counterparts is the reason for the higher ad rates. A rise in the ad rates of newspapers published in regional languages and Hindi is expected as advertisers are turning their attention to rural areas and small towns in search of generating more demand for their products and services.

The Indian print media scene is comprised of 62,483 registered newspapers. According to the report, Hindi newspapers dominate the market with 40% stake while English newspapers constitute 15% of the market. Vernacular newspapers complete the equation with 35% of the remaining space.

The major share of the total newspaper advertising revenue is brought in by English newspapers. Both vernacular and Hindi dailies may have higher readership but it’s the English newspapers which contribute 53% of the ad revenue. The advertising rates of English newspapers are nine times the rates of Hindi and nearly 13 times the rates of vernacular newspapers. PricewaterhouseCoopers states that the steep difference in the share is partially due to the fact that most of the business newspapers (in which the ad rates are even higher than general English newspapers) have been mostly in English till now.PWC(2009) Siddharth Mukherjee of Adex agrees to this statement ,most of the marketers target the niche readers. Most of the high priced lifestyle products get advertised in the English newspapers. Mukherjee also adds that the total ad pie was around INR 63 billion in 2006 when the entire media sector was taken into consideration. Of this total sum, around 90% to 95% of advertiser’s money penetrated to 50% of the total population while the other 50% population largely remained media dark. Industry analysts are anticipating a change in the trend as ad rates for vernacular newspapers have increased at a rate higher than that for the English newspapers (partially because ad
rates in English newspapers are already very high, broadening the base figure on which growth is calculated). The trend is expected to gain momentum with time reports SomaDas (2008).

3.6. Indian government hikes DAVP Rates

The government took a key decision in February 2009 which resulted in an increase in the ad rates paid by various government agencies, through the department of advertising and visual publicity, by 15%. Besides this, the discount of 15% will be removed, which in turn raised DAVP ad rates by 30% reports Business Standard (2009).

The Directorate of Audiovisual Publicity has faced immense pressure from the newspaper publishers whose major argument was that the agency pays around 90% less than commercial clients for ads. The agency has been assigned with the task of placing ads on behalf of the government. The Hindustan Times, had previously stated that newspapers were using the funds raised from commercial deals to effectively "subsidize" government print executions. Many print titles had also threatened to stop publishing government ads, especially since an election is due later in the year, which by all means will result in what could be accurately referred to as an invasion of politically-motivated advertising.

3.7. Readership

A presentation made by Hansa Research’s mentions that print reach shows a higher growth compared to population as well as any media, which is at 9.3%. Among various forms of print media, dailies are driving reach growth, which has increased by 12.8 per cent reports exchange4media.com(2009)

But regularity of reading, as seen by the Average Issue Readership (AIR) measure is nose diving. The trend is visible in the case of dailies and magazines. Average issue readership of publications, dailies and
magazines has declined by -8.4%, -7.4% and -37.6%, respectively. Growth of reach of dailies is closely related to the increase in number of literates: from 2005 to 2008 it has increased from 277,900,000 to 313,400,000 and magazines demonstrated a decline of -20.9 per cent which by numbers is 114,700,000 to 90,700,000.

FM radio, Internet and TV (C&S) maintain their positions as the ones with the highest growth and figures indicate an increase of 56.3%, 55.9% and 36.7%, respectively. The actual numbers for FM radio, Internet and TV (C&S) the figures from 2005 to 2008 are 71,600,000 to 112,000,000; 11,100,000 to 17,300,000, and 210,200,000 to 287,300,000, in that order. Cinema in contrast showed a negative growth of -6.2% which is a fall from 88,900,000 in 2005 to 83,300,000 in 2008. The presentation also drew attention to the 8.3% increase in population during 2005-2008. Remarkably the increase in the number of literates during the same period was 12.5%, a figure higher than the population growth itself. Population increased from 778,000,000 to 842,900,000, while literacy grew from 508,700,000 to 572,300,000 during these three years. Hansa Research states that a declining regularity of consumption in terms of daily consumption over weekly reach is displayed by all media. The presentation adds that all figures show a negative trend - while regularity of any publication has declined by -17.5 per cent, daily has gone down by -17.9 per cent, magazine by -21.2 per cent, TV channel by -2.8 per cent and radio by -14.9 per cent.

All print periodicities have demonstrated a decline in the average frequency of reading. For any daily (in a week) and weekly (in four weeks) has decreased by -2.5 per cent and -9.1 per cent, respectively. Then again, the average frequency of viewing/listening has increased for TV, radio and the Internet. As per figures in a week any TV, C&S, radio and Internet has increased by 5.3 per cent, 1.6 per cent, 5.6 per
cent and 33.3 per cent, respectively.

Another observation is that the number of titles read is declining, while the number of channels consumed in TV and radio show is on the rise. As per the more stringent AIR or equivalent level, the average number of publications, dailies and magazines declined by -23.8 per cent -13.3 per cent and -22.7 per cent, respectively. An increasing trend is seen with regard to the average time spent on media shows, which has been mainly due to TV and radio. In 2007-08, it has increased from 96.4 minutes to 99.4 minutes for television and 70.4 minutes to 81.1 minutes for radio. Print media shows a slight decline in the time factor – from 27.4 minutes to 26.5 minutes in 2007-08. Surprisingly, time spent on the Internet has also declined from 62.3 minutes to 60.1 minutes. However, the total time spent on media has increased from 115.8 minutes to 121.1 minutes in 2007-08.

Taking into note the higher fragmentation of TV and radio, the time spent per channel is now decreasing by -14.1 per cent and -2.0 per cent, respectively. In print, the time spent per tide has gone up by 10.6 per cent, indicating an important opportunity for the print industry. In general, proportion of readers reading their own copy is rising and this trend of increasing primary readership can be spotted in all segments. The figures also show that percentage of Internet users using it for news has increased from 24.1 per cent to 25.9 per cent in 2007-08. Though this is still small in terms of total numbers, because of the small base, it does show a rapidly growing trend.

The Media Research Users Council (MRUC), in its address to the industry on November 4, 2008 explained some of issues that may cause the decrease in readership. The concept of nuclear families was being adopted by both urban and rural India and the household size was decreasing steadily. This validates the statement that increasing circulation may not have the same effect on readership. The three year
period from 2005 to 2008 has also witnessed a growth in urban population by 3.73% and rural population by 2.26%. IRS data trends show that urbanization has an effect on average RPC. In areas where urban readership is up to 50%, the average RPC for gross circulation of 140 is 4.5. In areas with 75 per cent urban readership, the average RPC for a gross circulation of 139 is 2.2.

A sharp decline in the readership of young audiences was another observation. Overall reader base gets a considerable share from the age group of 20-29 and this segment had an average issue readership (AIR) loss of 16.5% in the 2005-2008 term. The decline in readership of age groups of 12-14 and 15-19 has also been considerable. However, the 40 years plus TG has maintained their strong support to print media.

In maintaining its reader base across genders, both newspaper and magazine industries have been quite successful in increasing female readership. The AIR decline in female audience is a respectable 2.5% while the male TG has seen a decline of 10.7%.

The figures from the socio-economic class readership have been a bearer of good news for the print industry. Regardless of the overall decline in AIR and in readership in SEC B, C, D and E, data proves that SEC A has stood out of the crowd with a remarkable increase in AIR of 5.5% from 2005.

Each copy of Hindi newspaper that is bought is read by seven to nine people. Each copy of English newspaper in contrast is read by two to four readers. The report by brokerage firm, Motilal Oswal print media states that Hindi and vernacular newspapers claim a higher readership as 17% of the literate population read Hindi dailies in comparison to the 2.7% who prefer English dailies.

3.8. Top Read Dailies
The largest read daily of the country, Dainik Jagran has been subject to a decline in average issue readership (AIR) in Round 1 of IRS 2005. But the Hindi daily soared in terms of casual readership with an increase of 2,950,000 readers. Casual readers are those who read the publication once in while. Total readership is an exceptional 56,600,000 readers as per the IRS 2008 Round 1 report. Dainik Bhaskar which happens to be the second most-read daily which had posted a minor increase in average issue readership went on to attain a growth of 1,359,000 casual readers. The total readership for Dainik Bhaskar is 31,900,000.Hindustan moved up by one rank in the IRS and has achieved an increase in AIR of 201,000 readers. Its casual readership has also increased by 1,632,000.

Malayala Manorama, a popular daily from Kerala hasn’t had a strong run in recent times. In the previous round it had acquired the third spot and now it has had a drop by one spot to position number 4. AIR has also noted a loss of 45,000 readers and a significant decline of casual readership by 242,000 to 12,600,000 was also observed. The top five is wound up by Amar Ujala at the fifth position which has recorded growth in AIR and casual readership. A marginal increase in AIR was posted with an additional 16,000 readers and its casual readership had a rise by 1,393,000 readers to 29,600,000.

The sixth largest newspaper in the country is the Daily Thanthi, a Tamil daily which has registered a fall in both average and casual readership. AIR dropped by 346,000 readers and its casual readership plummeted by 287,000 readers. Rajasthan Patrika holds number 7 position and its AIR plunged by 70,000 readers. However, the publication managed to achieve an increase in casual readers by 466,000 to 13,700,000.
At number 8 is Eenadu which has earned 502,000 readers in casual Hindi and Vernacular newspaper reader base. The AIR also witnessed an increase by 190,000 readers and its total readership stands at 14,700,000, as per IRS 2008 Round 1.

The only English daily which made it to the Top 10 list is The Times of India. There has been a decline in its AIR by 39,000 readers, though its casual readership has increased by 163,000 readers.

Ananda Bazar Patrika, the leading Bengali publication has registered a negative growth in both AIR and casual readership. Its AIR plummeted by 77,000 while it also lost 183,000 casual readers. The total readership has also declined from 15,700,000 in IRS 2007 Round 1 to 15,500,000 readers.

Other noteworthy publications with considerable growth in casual readership are Oriya daily Sambad (682,000), Chhatisgarh based Hari Bhoomi (588,000) and Gujarati daily Sandesh (511,000).

### 3.9. Languages

When it comes to languages, Hindi newspapers maintained their popularity in terms of readership compared to other languages. The average issue readership (AIR) for Hindi dailies was 56,000,000, although readership declined by 2%, that is by 1,121,000 readers compared to the previous round.

Marathi newspapers came a distant second with an AIR of 18,100,000. But it declined by 412,000, that is by 2.22%. English dailies with an AIR of 16,600,000 came in third with an AIR decline of 1.82% which translates to 308,000 AIR.

At number 4, came Malayalam dailies that added 156,000 readers to its previous tally to acquire an AIR of 15,500,000, which is the highest
growth for any language. With a marginal growth of 41,000 readers, Tamil dailies surged from 12,665,000 in IRS 2007 Round 1 to the current 12,706,000 to clinch spot number 5. Gujarati secured position number 6 with 11,300,000 AIR, a bit less than 11,200,000 which it had in the previous round.

Bengali dailies acquired the seventh position in the list with an AIR 10,200,000 after losing out 190,000 readers. Telugu newspapers joined the dailies from the South which displayed growth, though marginal by 0.87% to 9,688,000 in this round.

Among dailies from the South, Kannada newspapers came out to be the only one to post a decline. They lost 216,000 readers to touch 7,741,000 AIR. Oriya dailies posted maximum growth in percentage terms with 4% that took its figures from 2,834,000 to 2,945,000. The AIR for all Oriya dailies has increased by 111,000. Punjabi dailies on the other hand lost out 8,000 readers which resulted in an AIR of 2,200,000. Assamese dailies added 32,000 readers with 2,155,000 readers.

**3.10. Top 10 English Publications Readership Decline**

The Times of India made it to the top of the list of English publications in the first IRS round in 2008. It managed to secure the top position despite a 0.6% decline in readership, losing about 39,000 readers. According to the IRS 2008 Round 1 report, its readership was 6,789,000. The Times of India was followed by Hindustan Times, with a readership of 3,277,000, which is in fact a decline of 1.3% from the previous round.

The positions from 3 to 5 were occupied by weekly magazines India Today, the monthly Readers’ Digest, and the General Knowledge Today. Deccan Chronicle held seventh position with a readership of 1,225,000, after a decline of 2.8%. The Telegraph drew in a readership
figure 1,008,000, falling from the previous round’s 1,015,000.

India Readership Survey (IRS) 2008 Round 2

The Times of India led the pack of English dailies with a total readership of 13,340,000. The previous year’s total readership was 13,480,000. Hindustan Times came second with a total readership of 6,350,000 – a remarkable increase from the 6,090,000 in 2007. The third place was secured by The Hindu (5,250,000 in IRS 2007 R2 and 5,280,000 in the latest round), trailed by The Telegraph (2,900,000, compared to the 3,000,000 in IRS R2 2007), and Deccan Chronicle (2,800,000 from the 3,000,000 in IRS R2 2007).

The charts for Hindi dailies are dominated by Dainik Jagran and Dainik Bhaskar. Both publications have demonstrated an increase compared to the readership numbers of IRS R2 2007. Dainik Jagran has developed to 55,740,000 from the 53,610,000 readers it had as per IRS R2 2007. Dainik Bhaskar has also pushed forward from 30,580,000 readers to 33,830,000 total readers. The trend has continued for the next three players, too. Amar Ujala has registered an increase in readership from 28,220,000 to 29,380,000; Hindustan from 23,530,000 to 26,630,000, and Rajasthan Patrika from 13,190,000 to 14,000,000.

The key names in the list of Assamese publications are Asomiya Pratidin and Dainik Agradoot, although they have shown a slump in readership and are currently at 6,020,000 and 3,280,000 from 6,590,000 readers and 3,980,000 readers, respectively. Bengali publications Ananda Bazar Patrika (down from 15,750,000 to 15,390,000) and Bartaman (down from 8,760,000 to 8,400,000) are the leaders in the segment concerned.

Gujarati dailies have posted better readership figures in comparison with those of IRS R2 2007. Gujarat Sarnachar and Sandesh are the
top major players who have expanded their reader base. Gujarat Samachar has risen from 8,470,000 readers to 8,740,000 readers, while Sandesh has climbed from 6,360,000 readers to 6,530,000 readers.

Among Kannada publications, Vijay Karnataka leads the pack, but has dropped from the 9,940,000 readers in IRS R2 2007 to 9,220,000. Prajavani is in pursuit of the top spot and has seen a plunge from 6,640,000 to 5,830,000 readers. Malayala Manorarna and Mathrubhumi lead among Malayalam publications even if they have both shown declines - Malayala Manorama is now at 12,180,000 from 12,910,000 readers, and Mathrubhumi is at 9,710,000 from 10,500,000 readers. Lokmat is the most-read Marathi daily, but it too is no different from the rest as it has dropped from 20,660,000 readers to 19,930,000 readers. Daily Sakal follows it up with a drop from 12,560,000 to 11,630,000.

Tamil daily Daily Thanthi has also plummeted from 20,880,000 readers to 20,560,000 readers. But its closest competitor Dinakaran is closing in with an improved reader base which rose from 16,080,000 readers to 16,830,000.

In Telugu, the market leaders are Eenadu and Andhra Jyothi. Both publications have shown increase in their total readership. Eenadu built on its previous year’s 14,220,000 to earn 14,410,000 readers the following year and Andhra Jyothi developed from 5,680,000 to 6,810,000.

3.11. Top Business Publications

The Indian Readership Survey (IRS) 2008 Round 2 numbers suggest that business publications show a mixed trend. English business publications excluding Mint and Economic Times show a general decline in readership.
The data pertaining to Business Standard, Financial Express and Business World was not available at the time of filing this report. Mint’s rose from 51,000 to 139,000 – an outstanding increase by 88,000. Economic Times too exhibited progress but of a lesser size – an improvement of 9,000 which increased its readership from 743,000 to 752,000. The Hindu on the other hand was subject to a drop from 91,000 to 77,000 in Round 2. Business Today went many steps down from 416,000 to 326,000 along with Business India which dropped from 290,000 to 240,000. Outlook followed the pattern of the aforementioned publications with a decline from 220,000 to 204,000; Outlook Money from 122,000 to 111,000; Business and Economy from 93,000 to 77,000. Capital Market and Dalal Street Investment Journal followed suit with the decline trend as Capital Market crashed from 48,000 to 37,000 and Dalal Street Investment Journal dropped to 37,000 from 42,000, exchange4media.com (2008)


The Informational Technology Act provides for censoring the Internet on public morality grounds and defines "unauthorized access to certain types of electronic information" as a crime. The government retained the right to limit access to the Internet, specifically information deemed detrimental to national security. The act requires Internet cafes to keep a close watch on the net usage by their customers and report any offenses to the law enforcement department concerned.

India has crossed the 250 million mark with the addition of 8.53 million mobile subscribers in February 2008. With this, India was set to become the second largest wireless network in the world after China in the first half of April 2008. 8.53 million subscribers were added in February 2008 in the wireless segment compared to 8.77 million subscribers added in the month of January 2008. The total

According to CTIA web site (an association of wireless operators in US), US at the time had 256 million subscribers and adds about two to three million subscribers every month while China adds around six to seven million subscribers a month. India on the other hand adds eight to nine million a month wireless subscribers every month making it the highest in the world. With this performance, India was to surpass US in terms of wireless subscribers during the first half of April 2008 to become the second largest wireless network in the world. India’s total subscriber base (wireless + wireline) also crossed 300 million mark in April 2008.

3.13. Ownership

A good number of publications and 80 percent of television channels are privately owned.

In April 2008, Infina Finance Private Ltd, an associate of the Kotak Mahindra group, acquired 13.85% stake in Business Standard Ltd from Pearson, the owner of the Financial Times. Pearson was the first company to make a major investment in an Indian business title when it invested in Business Standard four years back. The two newspapers had worked closely with each other for more than a decade before Pearson bought the stake in 2004, with Business Standard featuring articles from the Financial Times on a regular basis. The Indian tide continued to use Financial Times content till end-2008. Pearson went on to publish the Asian edition of the Financial Times in India and also runs its Penguin book publishing and Pearson Education businesses in the country. Pearson’s step to pull out of Business Standard was powered by its decision to develop and establish
Financial Times as a global brand.

In February 2009, the Ministry of Information and Broadcasting approved the distribution of the facsimile edition of The Wall Street Journal and The Wall Street Journal Asia. A facsimile edition is an exact replica of the international edition that meets certain conditions and cannot carry separate advertisements aimed at Indian readers or locally generated content or India-specific content, not published in the original edition of the foreign newspaper. In January 2009, the Foreign Investment Promotion Board had passed foreign direct investment of INR 21,600,000 by Dow Jones & Co Inc in setting up the wholly owned subsidiary named Wall Street Journal India Publishing Pvt Ltd to bring out the newspapers in India.

Foreign Direct Investment (FDI) of up to 26 per cent is permitted in print media. News Corp which owns Dow Jones, and the Star Network in India, is believed to be interested in the print market, but wants the current cap raised. Wall Street Journal also has a content sharing agreement with HT Media, which entitles the latter with the right to publish articles in its business daily, Mint. The announcement made by the ministry of commerce and industry on Wednesday allows 100% foreign direct investment (FDI) with prior government approval for the publication of the facsimile editions, provided the investment is made by the owner of the original newspaper. The policy also specifies that the publication can be undertaken only if the firm has set up its India office under the provisions of the Companies Act, 1956 reports Mint (2009).

3.14. Printing & Distribution

Newsprint Consumption

Industry estimates suggest that Indian print media consumed close to 1.8 tonnes of newsprint in 2007. India has around 79 newsprint mills
among which four are in the public sector. Nepa Ltd, the Mysore Paper Mills Ltd, Hindustan Newsprint Ltd and Tamil Nadu Newsprint and Papers Ltd come under the ownership of the government Indian Newsprint Manufacturers Association (INMA), an industry body says that the installed capacity of India’s newsprint mills is close to 2mt. It also made a mention of the reason behind mills channeling their attention to paper products. Newsprint manufacturing has been a loss-making proposition in India, reports Ajay Modi (2008). According to INMA, the paper mills in India produced around 1mt of newsprint. The rest is imported from North America, Europe, Russia and the Scandinavian countries. Large newspaper publishing establishments opt for a mix of domestic and imported newsprint. English dailies use an 80:20 mix in favour of imported newsprint, regional language dailies employ the same ratio with priority assigned to Indian newsprint. The global price volatility has its influence on the ratio as well.

### 3.15. International Economic Scenario.

Shipping rates and cost of production of newsprint are shooting through the roof with the rising crude oil price. The whole process of producing and distributing newsprint has turned out to be highly energy-intensive. Appreciation of the Canadian dollar and the euro versus the US dollar is hurting newsprint mills, as Canada and Europe are the major centers of newsprint production and the US is a major consumer.

India is almost at the bottom of the global newsprint realization chain. Basically, surplus capacity is shipped to India by North American producers. In India, the Chinese suppliers, who were aggressively selling to the local buyers until recently, have pulled out due to the short supply of recycled paper which is the primary raw material for recycled newsprint. Prices of newsprint climbed by more than 35% in
the past seven months (quote published in March 2008). A major share of the total costs of producing a newspaper in India is allotted for newsprint procurement. Around 55-65% of the total budget is diverted to this part of the production. Newsprint, most of it imported into India used to trade at USD 380 (INR 18,420 then) per tonne in late 2002. In July-August 2007, the price rose to USD 560 and in March 2008 it was sold at a price higher than USD 760 per tonne reports, Sruthijith K.K,(2008)

Barring Kasturi and Sons, Mathrubhumi Printing and Publishing Co., publisher of Malayalam daily Mathrubhumi, Malayala Manorarna's publisher Malayala Manorama Co. Ltd, and Deccan Herald’s The Printers (Mysore) Pvt. Ltd, have been buying imported newsprint together since 1992, when the government allowed private firms to import newsprint.

Some of the remedial measure adopted by newspaper groups included the reduction in the number of pages, the discontinuation of the use of expensive, glossy paper for supplements, the use of lower-grade paper for printing the main sheets and the reduction of the the newspaper size. Publishing companies also devised plans and new alternatives to expand advertising revenues with hikes so that the impact caused by the high cost of newsprint can be cushioned. As an example, The Hindu announced an ad rate increase of 15% starting 1 April, 2008.

The one initiative which stands out due to its path-breaking nature was the effort to join hands to form a principal newsprint buying company that could negotiate better with the big multinational paper suppliers. English dailies in the metros were the worst-hit by the skyrocketing newsprint prices. The large circulation and print run of publications such as Bennett, Coleman and Co. Ltd’s (BCCL) The Times of India and HT Media Led’s Hindustan Times made matters
complicated for them in terms of budget allotment for acquiring newsprint so that demand can be met. They also used high-quality imported newsprint in large volumes with Sunday editions that ran into 80-85 broadsheet pages.

With consumption figures of 160,000 tonnes per annum, HT Media is the second largest consumer of newsprint in India. BCCL is the largest at 400,000 tonnes which is about 1% of global consumption. In order to check costs, newspapers like The Economic Times has replaced the glossy supplements with ones printed on standard newsprint. Newspapers have also taken up the method of mixing thinner 43 gm/sq.m (gsm) paper in their printing along with the conventional 45 gsm paper. Gsm is the measure of the thickness of newsprint. The lower the gsm, the lower the opacity of the paper and the visual contrast with black ink or colour.

In BCCL’s ad-edit ratio, or the ratio of advertisements and editorial content in a newspaper, could also go up in favour of ads in a bid to ease the pressure on revenue generation. This ad-edit ratio is currently 40:60 for most newspapers.

When newsprint prices had hit a record high in 1995, Indian newspaper publishers had jointly hiked ad rates by about 30% and successfully prompted the government to pay a 30% surcharge on rates paid by the Directorate of Advertising and Visual Publicity (DAVP), the government’s advertising arm which also happens to be one of the largest advertisers in Indian newspapers.

In February 2009, the Finance Ministry exempted newsprint, glazed newsprint and light weight newsprint used for priming magazines from customs duty. A long standing demand of the print media industry was met by this government initiative. Surprisingly, the exemption was not made when the newsprint prices were at the
heights of USD 920 per tonne at the end of 2008, it was brought into effect when the prices had dropped substantially. In April 2008, the customs duty on newsprint was reduced from 5% to 3%. Magazine newsprint had still attracted 5% duty writes WARC (2008).

3.16. Vending Machines

In a first-of-its-kind step, Mid-Day has installed vending machines in corporate offices and buildings across Mumbai, Delhi and Bangalore. The publication has editions in all three cities and plans to launch an edition soon in Pune, whereupon vending machines will be set up there as well. Mid-Day has around 90 vending machines in Mumbai, Delhi and Bangalore with 15-18 of these being owned exclusively by them. It has tied up with a company called Grabbit, which owns vending machines across the country to make their presence felt in the rest of the locations. This distribution system has been adopted with the intention to target young mobile professionals across India (the YUMPIs), who are the core target group for Mid-Day. The vending machines have also made their way to major corporate offices such as 3G, Infosys, Network 1 S, Reuters, Deutsche Bank and in corporate complexes such as Peninsula Corporate Park reports afaqs (2008).


The Press Council is a statutory body of journalists, publishers, academics, and politicians, with a government-appointed chairman, that investigates what it believes is irresponsible journalism and sets a code of conduct for publishers. This code includes injunctions against publishing stories that might incite caste or communal violence. The council has publicly criticized those it believed had broken the code of conduct.

3.18. Indian Media and Entertainment Industry
The Indian Media & Entertainment (M & E) industry was significantly impacted by global economic slowdown which was prevalent during the last two years. The industry which derives almost 38% of its total revenues from advertising was affected due to the falling advertisement budgets of the corporate world. Overall, the industry recorded a growth percentage of 1.4% in 2009 compared to 12% in 2008. The improvement in economic growth is expected to improve the scenario by 2010.

The year 2009 will be marked in history as an inflection point for the India Media & Entertainment (M&E) industry. Even as the subscription revenue increased, the economic scenario in the country influenced the advertising revenue to a large extent. It saw industry players returning to the basics, plan sustainable cost optimization and device better modes of connecting with their audience. Leadership across different segments was put to the test. Some players adopted a flexible stand whereas others focused on the foundation of their business strategy and some captured the importance and prospective impact of this change in consumer behavior against the setting of an industry which in itself is characterized by change.

The year 2010 has reawakened a sense of hope in many, armed with the learning of the previous year and a new point of view. At 6.75% in 2009-2010 and 8% for 2011-2012, the GDP forecast shows a lot of potential. The Indian M&E market is expected to grow at 13% through 2014 to reach INR 1.1 trillion. The segments which are yet to be within media reach, impact of digital media and convergence, improved understanding of consumer, sustained efforts to innovate and better penetration of regional markets, all indicate a promising future for the industry.

The evolution of the M&E industry in the country has been remarkable over the last decade and still shows all the signs of a surging growth. The omnipresent image granted to the mobile phones,
the ever increasing internet and mobile penetration, excess usage of search engines and social networking platforms, has led to a well-defined change in the consumer patterns.

The recessionary pressure in the country resulted in slow growth in 2009. For the M&E industry, it went through a difficult phase thus impacting a lot of businesses. The industry which draws about 38% of its total revenue from advertising felt the pinch due to the declining ad budgets of the corporate world. As a whole, however, a growth of 1.4 percent was registered in 2009 as compared to 12 percent in 2008.

The improvement in the economic growth sees the possibility of great improvement in the present situation. With a need to tackle the pressure on the bottom line, 2009 signaled innovation and a focus on cost efficiencies across sectors. The customers were exposed to an array of choices such as new content formats and strategies which were adopted by the industry players making way for the evolution of the industry. Many measures such as cost efficiencies worked wonders and brought the industry back from a dismal financial year. Most of these measures are here to stay and could prove beneficial in the long run. Films, Radio and Out of Home (OOH) recorded more negative growth than most sectors during 2009. However, they are expected to pull through with a moderate growth rate in the year 2010.

Print recorded a flat trend whereas music showcased average growth. TV, on the other hand, displayed a fine growth rate but the real winners were the Internet, Gaming and the Animation industry, who despite a smaller base were able to touch double digit growth rates. In spite of the economic slowdown, the industry witnessed a recovery in the last quarter of the year that is expected to continue going forward. The year 2010 may witness the industry coming out breaking the shackles of the slowdown and put forth an increase in ad spends reports FICCI-KPMG (2010).
The media spend in India in terms of GDP is 0.41%. The ratio of the media spend is equivalent to half of the world’s average ratio of 0.80% and is still less when compared to the developed countries such as Japan and the United States of America. This is a clear indication of the growth potential of the media spends as the industry develops. Inching closer towards a brand conscious society, the trait could have an influence on the future growth rates.

**Diagram 3.18.1**

**Media spend as a % of GDP**

Source: Worldwide Media & marketing forecasts, Group M, Summer 2009

The revised GDP growth estimates stand at 6.8 percent in 2009 by IMF which is higher than the world average and the M&E industry is expected to grow steadily over the next five year period. The industry
is looking at reaching newer target segments, geographies and mediums, while extracting the potential of the existing ones.

**3.19. M & E Industry –Expected next five years Growth**

The overall M&E industry size grew from INR 579 billion in 2008 to INR 587 billion at 1.4 percent. As the industry revives, the growth rate is expected to increase to 11.2 % in 2010. The CAGR from 2006 to 2009 has remained steady at 10 percent and the industry is anticipated to grow at a rate of 13 percent in the next five years. The largest industry contributors to this segment are TV and Print which generate more than 70 percent of the revenues and their dominance is expected to continue. Closely following the growth trend are Gaming and Internet which have also shown excellent growth rates due to the small base effect.

The subscription revenues for TV and Print have grown at a rate of 11 percent from 2006 to 2009 and are expected to follow a steady trend in the growth.

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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Films</strong></td>
<td>78</td>
<td>93</td>
<td>104</td>
<td>89</td>
<td>6%</td>
<td>96</td>
<td>105</td>
<td>115</td>
<td>125</td>
<td>137</td>
<td>9%</td>
</tr>
<tr>
<td><strong>Television</strong></td>
<td>183</td>
<td>211</td>
<td>241</td>
<td>257</td>
<td>12%</td>
<td>289</td>
<td>337</td>
<td>382</td>
<td>448</td>
<td>521</td>
<td>15%</td>
</tr>
</tbody>
</table>

**Table 3.19.1**

*Growth Projection M & E Industry - 5 years*

While the mainstream sectors such as print, television and filmed entertainment continued to grow robustly, emerging segments such as animation, gaming and visual effects, radio, out-of-home advertising and online advertising grew faster, although on a much lower base. The report forecasts sustained growth for the next five years, estimating that the industry will grow to an overall size of Rs1.16 trillion by 2012. The report predicts a cumulative growth of 18% for the sector during the period Sruthijith K.K (2008). Digitization helps in spreading the reach and impact of the M&E industry. The availability and penetration of newer distribution platforms like Digital Cable, DTH and IPTV, online newspapers, magazines, films and sale of online and mobile music has been a boon to the M&E industry and is likely to continue in years to come. The digitalization of TV has resulted in viewers receiving quality technology, picture and sound and the stake holders stood to gain by facilitating more transparent distribution of revenues, and the broadcasters got their share of more bandwidth which in turn has given them the opportunity to provide value added services. This could lead to the availability of niche content in the future. Digital production in films reduced costs for film processing and storage. The digital distribution and exhibition has led to enhanced picture quality, reduced costs, shortened release window
and a wider reach. Additional revenue streams like Pay Per View (PPV) and digital downloads has the potential to be explored by the film industry in future. The digital music distribution is currently restricted to the telecom segment, marketing them through ring tones and caller ring back tunes. With increase in mobile and broadband penetration as well as the 3G rollout, the market for other digital distribution platforms such as full track downloads, streaming music and subscriptions, etc. might kick off and surge.

3.21. New media
All the news media in India — the press, radio, broadcast television, and the new media — are in growth mode. In the developed world, the Internet, broadband, multi-media platforms, ‘convergence’ (already an old-fashioned word), and the ‘culture of the always on’ (to borrow a phrase coined by The New York Times) are eating into the future of printed newspapers. In an intriguing comment made earlier this year, the publisher of The New York Times went on record saying that he didn’t ‘know’ or ‘care’ whether his newspaper would be printing five years from now opinioned N Ram (2007)To break through the clutter of the existing platform, advertisers are on a lookout for multiple delivery platforms. This is where the more advanced and convenient technology takes over. A new media revolution is being brought about by the convergence of functionalities of customer end terminal devices such as TV, PCs, Mobile phones, etc. The IPTV, online newspapers and magazines, podcasts, Wi-Max, new video formats, internet streaming, etc. are technological advancements which are a result of the convergence of two or more media into a converged communication channel. This allows for novel techniques for monetizing content and attracting new media consumers. The arrival of 3G is expected to be instrumental in speeding up the convergence phenomenon by transforming the mobile phone to a very versatile medium for accessing video and audio formats.
3.22. Multiple platforms for 360 degree reach.
In order to establish stronger connect; the players have been on the lookout for reaching consumers across multiple platforms which extend beyond traditional mediums. Multiple touch points have been used simultaneously to communicate to the consumer across platforms like TV, Print, Radio, OOH, Films, Internet, Mobile and Retail.

3.23. Television.
The Indian television industry is projected to grow by 11.4% over the period 2009-13 and is projected to reach an estimated Rs. 420 billion in 2013 from the present estimate of Rs. 245 billion in 2008. No significant shift is projected within the relative shares of the television distribution and television advertising industry over the next five years. Hence, television distribution is projected to garner a share of 60% in 2013; on the other hand, television advertising industry is projected to command a share of 36% in 2013 (34% in 2008). The relative share of the television content industry is expected to remain constant at around 4% though in respect to growth, the television content industry is expected to grow at a CAGR of 13.8%, PWC (2009). The largest segment of the Indian M&E industry is the TV with a size of INR 257 billion in 2009. With a reach of 500 million TV viewers, the industry has undergone key transformation in the past few years. The overall penetration of the TV households has seen an increment from 50 percent to 60 percent over a span of five years. Hence, TV remains an attractive medium due to its large reach and potential for increase in penetration. The number of television channels has also increased from 120 in 2003 to over 460 in 2009. With the increased presence in news, kids, infotainment and lifestyle, the genres and niches have also recorded a rise along with a growth in the number of regional channels. In addition to broadcasting, TV distribution scaled up to an advanced form with the growth of digital
mediums and associated offerings to viewers like Digital cable, DTH and IPTV. TV advertising always has seen the highest spends coming from FMCG, Telecom and Auto industry.

Even though the television industry was trying to recover from the pinch of budget cuts by advertisers in 2009, there were few sectors and brands which kept the TV advertising market alive. While financial services and consumer durables cut down on their spend, FMCG’s like HUL, Reckitt Benckiser, Coca Cola, ITC, Cadbury, P&G, Pepsi, Marico, etc. maintained their ad spends. General elections of 2009 also played an important role in the growth in ad volumes. The top 10 sectors accounted for 60 percent of the overall TV advertising share during 2009. According to TAM Adex, FMCG (which included categories such as food and beverage, personal care and hygiene, hair care, personal accessories, personal healthcare and household products) contributed to 40 percent of the overall TV advertising volumes. FMCG categories included

Table 3.23.1

Top 10 Sectors advertising on TV

<table>
<thead>
<tr>
<th>Top Sectors</th>
<th>2009 (%Share)</th>
<th>2008 (% Share)</th>
<th>Diffe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food &amp; Beverage</td>
<td>14</td>
<td>13</td>
<td>+1%</td>
</tr>
<tr>
<td>Personal Care/ Personal Hygiene</td>
<td>11</td>
<td>9</td>
<td>+2 %</td>
</tr>
<tr>
<td>Services</td>
<td>6</td>
<td>6</td>
<td>-</td>
</tr>
<tr>
<td>Telecom/ Internet Service Providers</td>
<td>5</td>
<td>6</td>
<td>-1 %</td>
</tr>
<tr>
<td>Hair Care</td>
<td>5</td>
<td>5</td>
<td>-</td>
</tr>
<tr>
<td>Auto</td>
<td>4</td>
<td>4</td>
<td>-</td>
</tr>
<tr>
<td>Banking/Finance/ Investment</td>
<td>4</td>
<td>4</td>
<td>-</td>
</tr>
<tr>
<td>Personal Accessories</td>
<td>4</td>
<td>4</td>
<td>-</td>
</tr>
<tr>
<td>Household Products</td>
<td>3</td>
<td>3</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td><strong>59%</strong></td>
<td><strong>57%</strong></td>
<td><strong>+2%</strong></td>
</tr>
</tbody>
</table>

Source : TAM Ad Ex

TV advertising recorded a growth volume of 31 per cent in 2009 compared to the same period in 2008(12). The rates remained either
remained flat or dived in the first half of the year. But compared to
print, where the increment was only marginal in the last two years, TV
has shown a promising growth rate. The industry grew from INR 241
billion in 2008 to INR 257 billion in 2009 registering a 7 percent
growth rate compared to 14 percent the previous year. A size of INR
521 billion in the next 5 years does look plausible i.e. at a CAGR of
15.2 percent by 2014. Advertisement revenues are expected to grow at
a rate of 15.6 percent which is marginally higher than the
subscription revenues which is growing at a rate of 15 percent.

The newspaper industry sees no threat to its survival in the
foreseeable future from the digital media contrary to the raging debate
over the sustainability of the print media due to the advent of the
digital newspapers and internet reports The Hindu (2009). India has
the second largest print market in the world with a readership base of
over 350 million. The influx of digital media penetration, market
saturation and changing media consumption habits has led to
decelerating circulation and readership in the once developed
international markets. The Indian market, however, continues to
stand due to the low level of print media penetration. It is constantly
backed by the increasing overall media penetration and low levels of
digital media penetration.

With more than 62,000 newspapers printed, of which, approximately
92 percent consists of Hindi and other vernacular languages; the
structure of the Indian print media industry is characterized by a high
level of fragmentation and regional diversity. The concentration of
English newspapers circulation is primarily focused on the metro
cities and urban areas, whereas Hindi and other regional newspapers
primarily target the non metro population. 92 percent of the Indian print market comprises of newspapers and magazines which demand a share of the balance 8 percent. Newspapers are highly dependent on advertisement revenues to supplement the low cover prices thereby contributing around 70 percent of newspaper revenues and the rest being circulation revenues. In the case of magazines, circulation revenues add around 60 percent of the total magazine revenues because of the higher cover prices of magazines.

3.25. Print Advertisement Scenario.

In the year 2009, 10 sectors contributed to 64 percent of the total print revenues with Education, Services, Banking/ Finance, Auto and Retail contributing a revenue share of 49 percent. A snapshot of the major sectors contributing to print advertisements is set out below.

Table 3.25.1
Top 10 contributors in Print

<table>
<thead>
<tr>
<th>Top 10 Sectors contributing to Print advertisements</th>
<th>% Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>15%</td>
</tr>
<tr>
<td>Services</td>
<td>12%</td>
</tr>
<tr>
<td>Banking / Finance/ Investment</td>
<td>9%</td>
</tr>
<tr>
<td>Auto</td>
<td>7%</td>
</tr>
<tr>
<td>Retail</td>
<td>6%</td>
</tr>
<tr>
<td>Durables</td>
<td>4%</td>
</tr>
<tr>
<td>Personal accessories</td>
<td>4%</td>
</tr>
<tr>
<td>Personal healthcare</td>
<td>3%</td>
</tr>
<tr>
<td>Corporate/ Brand image</td>
<td>2%</td>
</tr>
<tr>
<td>Textiles / Clothing</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: Exchange4media, Adex 2009

Sectors like Banking/Finance, Retail, Real Estate, and Travel and Tourism were adversely impacted by the economic slowdown. Cutting down on the advertising spends by these segments, print advertising volume only grew by 3 percent during 2009.
The Services and the Banking/Finance sectors saw a decline of 1 percent and 4 percent respectively. On the other hand, Education and FMCG (personal accessories and personal healthcare) did give a reason to be relieved with a growth of 5 percent and 31 percent respectively. In a weak advertisement market, social and political advertisements proved to be a shot in the arm for the media and advertising industry. The pre-election social advertising, the national elections in April-May 2009 and the assembly elections of the various states held at various times in 2009 added fuel. For example, the general elections saw an estimated advertising spend of approximately INR 8 billion with print alone garnering around 40–50 percent share (8). The assembly elections also saw significant advertisement spends by political parties with print and TV being the major recipients. The election print advertisement rate grew from 0.8 percent in 2008 to 1.6 percent in 2009.

English newspapers were the major victims of the reduced advertising owing to their higher exposure to Banking/Finance, Travel and Tourism, Real Estate, Retail and Auto sectors. Regional newspapers have always had a higher exposure to more stable sectors such as FMCG, Education, Telecom, Social and Political. Therefore the instability in the advertisement demand for the regional papers was much less. Local advertisements in regional papers also diluted the effect of the economic slowdown and provided a protective shield during the crisis since regional newspapers tend to have more than 60 percent local advertisements as compared to less than 40 percent for English newspapers.

3.26. Cover prices and Launch of new editions

The average cover prices over the last few years were preset as any increase was counterbalanced by reducing the cover price to gain easy entry into newer markets. The year 2009, however, saw most players aiming to increase their cover prices to promise itself stability on the
flow its revenues. Industry estimates indicate that major newspapers increased cover prices by 15–20 percent on an average, with some newspapers increasing prices by 40 percent in some territories. 2009 was generally a year of prudence with no major launches and most players adjourning their expansion plans. However, some newspapers overlooked this factor and expanded over geographies – Rajasthan Patrika (MP expansion), Lokmat (Goa) and Hindustan (Allahabad and Bareilly) being some examples. Among English newspapers, HT Media’s Mint was launched in Kolkata and Chennai, the Financial Chronicle was launched in Delhi, while the Times of India launched its weekend newspaper – the Crest. It even saw the launch of some niche publications such as Yuva, Sports Illustrated, Fortune, and the Lonely Planet.

3.27. Outlook for the Print sector

Estimates suggest that the Indian Print Media segment has grown by two percent in 2009 to INR 175 billion from INR 172 billion in 2008. As a result of the continued impact of the economic slowdown from the latter half of 2008 onwards, print advertising revenues nosedived by 5 percent in 2009 with a fall in advertising revenues of English newspapers. The growth of regional print (albeit at lower than historical levels) compensated for this loss, though in a strictly average way. In 2009, the overall advertisement volumes of English newspapers declined by 1 percent. A higher exposure to adversely impacted sectors such as BFSI, Real Estate, Tourism, and Automobiles etc resulted in a significant advertisement revenue decline in English newspapers. Regional newspapers developed by 8 percent during 2009. Circulation revenues grew by 13 percent as companies attempted to protect their margins through increased cover prices. This trend will most probably be temporary and cover prices would downsize to earlier levels over time especially with increasing
competition and potential expansion by various players into new markets.

In 2010, the overall print market size is predicted to grow 8 percent to INR 190 billion, with a helping hand from advertisement led recovery supported by partial economic recovery and release of pent up demand and advertisement budgets. The overall print market is expected to grow at a 9 percent CAGR to INR 269 billion in the next five years. Key drivers of growth would be:

• Overall increase in ad spend on the back of economic revival and growth in ad spend to GDP ratio, which at 0.41 percent is lower than China (0.75 percent) and most developed nations.

• Increasing print penetration and reach especially in tier 2 and tier 3 cities supported by favorable demographics, increasing purchasing power and growth in literacy levels.

Both the newspaper publishing and the magazine segments are expected to grow at an annual rate of nine percent over the next five years and are projected to reach INR 249 billion and INR 20 billion respectively by 2014, reports

<table>
<thead>
<tr>
<th>Table 3.27.1</th>
<th>Print industry size</th>
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<tbody>
<tr>
<td><strong>INR billion</strong></td>
<td><strong>2005</strong></td>
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Source: KPMG interviews, KPMG analysis

### 3.28. Regional Print - Volume and readership

Regional newspapers which target approximately 0.98 billion of the total population dominate the print segment in the country. Of the more than 62,000 newspapers printed, around 92 percent are published in Hindi and other vernacular languages. The target group of the English newspapers are mainly the urban population in the metros which form approximately 0.5 billion of the total population.

As a result, regional language newspapers also dominate the readership statistics with only one English newspaper (The Times of India) in the top 20 newspapers and none in the top 10 newspapers. A comparison of the readership of top 5 publications in various major Indian languages (set out below) indicates that Hindi newspapers (159 million readers) have significantly high readership as compared to English newspapers (31 million readers). Some of the vernacular language papers with largely state specific readers such as Bengali, Telugu, Tamil and Marathi have higher readership than English newspapers, reports INS (2009).
However, English Print earns an advertisement share which isn’t in line with its readership. Though Hindi and regional newspapers reap high readership and circulation figures, it is the English dailies which take a huge portion of the advertisement revenues. Industry estimates point out that the advertisement rates in English dailies are 5–10 times the rates for Hindi and vernacular newspapers. English dailies are targeted at the population of urban India, who are characterized by their high purchasing power and thus the primary target audience for advertisers.

Diagram 3.28.1
Readership summary by major languages (top 5 publications)

Source: IRS 2009, R2.

English newspapers contribute to approximately 45 percent of the advertisement market, with regional print comprising the balance 55 percent share. A comparison of the cost per thousand of English
dailies with Hindi and vernacular newspapers (for a sample of newspapers and regions) is set out below.

3.29. Comparison of Cost per thousand Figure.

Regional print was protected from the effects of the economic slowdown primarily due to:

Regional newspapers have a higher share of advertisements from sectors such as FMCG, Education, Telecom, Social and Political, local Retail, etc. which were relatively stable. English newspapers were adversely impacted as major contributing sectors such as Banking/Finance, Travel and Tourism, Real Estate, Retail and Auto significantly reduced their advertisement spends during the slowdown.

The future of advertising growth lies with regional print. Regional print is expected to drive the overall advertising growth in the print sector. It would depend heavily on the growing focus of established national advertisers across various sectors, on the growth potential in tier 2/3 cities and the lower socio-economic classes, which are the primary consumers of regional print.

Diagram 3.29.1

Comparison of Cost per thousand
3.30. Advertisers View on Print Media.

With the increasing saturation of major urban centers, various sectors such as FMCG, Telecom, Real Estate, Retail, etc. are increasingly focusing beyond urban markets and are increasing their advertisement spends targeted at these markets. According to a research commissioned by ASSOCHAM, rural areas are propelling the demand for FMCG, with the FMCG sector in rural areas expected to grow by 40 percent against 25 percent in urban areas. For example, Godrej’s rural sales have grown by 40 percent while urban sales have only shown an increment of 20 percent. The rural sector contributes 42 percent of total sales and is expected to rise to 50 percent in three years. Godrej spends approximately 66 percent of advertising and promotion spends on regional advertising. Top-performing brands have been seen to focus more on their regional ad spends. In Telecom, major urban centers are becoming saturated with a mobile density of 95 percent while rural markets have significantly lower mobile density at 17 percent. Telecom companies have shifted their focus to rural and smaller urban markets to increase their subscriber base. Idea
Cellular, which had accumulated customer base of 58 million by the end of last calendar year, has witnessed that two out of three customers had been from rural market. Rural subscribers are now more than half of the total subscribers accumulated by Idea. The Nielsen Global Consumer Confidence study, conducted by Nielsen, a market research company revealed that Indians are "the most optimistic lot globally who think that their country will be out of the economic recession in the next twelve months," stated the biannual report. India was at the top of the survey with 114 points, a remarkable 30 points above the global average of 84, and 51 per cent of the Indians surveyed believed that they would be out of the recession in 12 months. Furthermore, Indian consumers are also becoming more aware about the finer nuances of nutritional panels and labels. According to the Nielsen global online consumer survey, carried out by Nielsen in April 2008, around 59 per cent Indians said that they noticed packaged goods' labels containing nutritional information. With 59 per cent, India tops in the Asia-Pacific region in its understanding of nutritional labels. The online consumer survey was carried out in 51 markets from Europe, Asia-Pacific, North America and West Asia, reports, IBEF(2009)

3.31. Key challenges

Prior to 2009, advertisement yields were growing across English and regional print. The year 2009 has witnessed an overall reduction in advertisement yields, which have now established a benchmark with advertisers. Most newspapers may therefore find it challenging to grow their advertising yields to the level in 2008 and beyond. English newspapers witnessed the highest drop in rates with some English newspapers reducing advertisement rates by 15–20 percent (29). Further, across the English newspapers the level of discounts over the card rates also increased. While the major Hindi newspapers did not reduce rates substantially, there were however a number of
sales promotion schemes which reduced the overall yields. At present, a fair share of the advertising revenues is generated from the metro cities for English newspapers and from limited cities in regional territories by the regional newspapers. Regional Print will find it as a major challenge to expand the local advertisement generation particularly from smaller towns and cities and successfully monetizing their reach. However, newsprint price, which is on an upward trend, is critical as 1.6 billion tonnes of newsprint are consumed in India annually. Newsprint accounts for a significant part of the costs. While other media pose competition to the print media, changing technology would drive growth, But in the digital age, newspapers will have to redefine content. "Never take a reader for granted. It is a challenge to retain readers reports BL(2006).

TV and Radio have emerged as cheap means of advertising in comparison to print media. The growth of TV and FM Radio channels have resulted in discounted rates on the sale of ad spots. Due to this, small and medium enterprises that used to turn to print advertising in the past are now finding these media more affordable and are channeling their advertising budgets in the new direction. When a number of TV and Radio channel reduced their advertisement rates in 2009, the impact was obvious. This could be a major challenge to deal with as potential sectors and companies may completely move away from print or may reduce their print advertising budgets by an alarming margin. During 2007-2009, readership levels of the top five English newspapers declined by 9 percent. Among regional newspapers, excluding the top five Hindi and Telugu newspapers, most other language newspapers also registered a decline during this period. Between 2007 to 2009, readership levels of the top five English newspapers declined by 9 percent. Among regional newspapers, excluding the top five Hindi and Telugu newspapers, most other language newspapers also registered a decline during this period.
Business publications show a mixed trend as per the Indian Readership Survey (IRS) 2008 Round 2 numbers. While a general decline trend is seen in English business publications, Mint and Economic Times are the exceptions, showing a good growth in their readership.

The data for Business Standard, Financial Express and Business World was not available at the time of filing this report. Mint's readership has gone up by 88,000 from 51,000 to 139,000. Economic Times, too, has gone up by 9,000 from 743,000 to 752,000. On the other hand, Hindu Business Line saw a drop in its readership from 91,000 to 77,000 in Round 2. Business Today is down 326,000 from 416,000, while Business India has dropped to 240,000 from 290,000. It is the same story for Outlook Business, which has show a decline from 220,000 to 204,000; Outlook Money, from 122,000 to 111,000; Business and Economy, from 93,000 to 77,000. Capital Market and Dalal Street Investment Journal, too, see the decline trend, with Capital Market dropping from 48,000 to 37,000, and Dalal Street Investment Journal down 37,000 from 42,000, reports exchange4media(2008).

**Table 3.31.1**

<table>
<thead>
<tr>
<th>Language</th>
<th>2007 R2</th>
<th>2008 R2</th>
<th>2009 R2</th>
<th>CAGR</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>369</td>
<td>305</td>
<td>305</td>
<td>(9.1)%</td>
</tr>
<tr>
<td>Hindi</td>
<td>1491</td>
<td>1593</td>
<td>1588</td>
<td>3.2%</td>
</tr>
</tbody>
</table>

**Vernacular**

<table>
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<tr>
<th>Language</th>
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<th>2008 R2</th>
<th>2009 R2</th>
<th>CAGR</th>
</tr>
</thead>
<tbody>
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<td>Bengali</td>
<td>368</td>
<td>344</td>
<td>335</td>
<td>(4.6)%</td>
</tr>
<tr>
<td>Kannada</td>
<td>250</td>
<td>222</td>
<td>206</td>
<td>(9.2)%</td>
</tr>
<tr>
<td>Malayalam</td>
<td>370</td>
<td>271</td>
<td>285</td>
<td>(12.2)%</td>
</tr>
<tr>
<td>Marathi</td>
<td>541</td>
<td>514</td>
<td>565</td>
<td>2.2%</td>
</tr>
<tr>
<td>Tamil</td>
<td>649</td>
<td>533</td>
<td>514</td>
<td>(11.0)%</td>
</tr>
</tbody>
</table>
3.32. Conclusion

The Indian print media sector which faced a crisis in the year 2009 is finally emerging from its aftermath with 2010 demonstrating signs of recovery. English dailies took the hit of the economic slowdown with declining advertising revenues while newspapers relying on regional advertisement continued to grow, though at a slower rate. Few reasons to cheer were provided by the lower newsprint prices and focus on improving operating efficiencies. The benefit of newsprint price reduction is temporary with prices already showing a rise. But the impact of improved operating efficiencies is expected to have a lasting positive effect. The year 2009 also reinforced the robustness of the regional print market which continued to grow even during the days of economic slowdown. It is expected that the share of regional print advertising will display a growth given the increased rural focus by major advertising sectors, growth in literacy and income levels and increasing media penetration.

3.33. Corporate Profiles.

For the primary survey of the research consists of Newspapers, Advertising Agencies and Readers. A sample of six largest dailies, Times of India, The Hindu, Deccan Chronicle, Hindustan times, The Economic Times and Malayala Manorama were selected based on the Audit bureau of Circulation (ABC June – Dec 2009) figures. With regard to Advertising Agencies – Top five advertising agency in India in terms of Economic times Brand Equity Agency Reckoner 2009 was selected and they are Ogilvy, JWT, Lowe, Mudra and McCann Erickson. The profiles are detailed below.
3.33.1 Times of India

Times Group

The Times Group is the largest media services conglomerate in India. It is headed by brothers Samir and Vineet Jain. The company has eleven publishing centers, fifteen printing centers, fifty-five sales offices, Over 7000 employees, five dailies, including two of the largest in the country with approx 4.3 million, copies circulated daily, two lead magazines, twenty-nine niche magazines reaching 2468 cities and towns, thirty-two Radio Stations, two Television News Channels, one Television Life Style Channel and turnover in excess of USD 700 million, timesofindia.com (2010)

Times Brands

Its major brands include:

- The Times of India, World's largest English-language broadsheet daily newspaper in terms of circulation
- The Economic Times, India's largest financial daily, and the world's second largest in terms of circulation after The Wall Street Journal
- Maharashtra Times, India's largest Marathi daily
- Navbharat Times, the largest Hindi Daily in Delhi and Mumbai
- Mumbai Mirror India's largest circulated compact newspaper
- Kolkata Mirror, a city specific online portal
- Ahmedabad Mirror
- Pune Mirror
- Bangalore Mirror, Bangalore's first morning compact daily
- The Times of India - Kannada
- Times Private Treaties, Partnering Ideas. Accelerating Growth.
- Vijaya Karnataka, India’s largest Kannada daily.

The Times of India
The Times of India (TOI) is an English-language broadsheet newspaper that is widely read throughout India. It has the largest circulation among all English-language newspapers in the world, across all formats (broadsheet, tabloid, compact, Berliner and online). It is owned and managed by Bennett, Coleman & Co. Ltd. which is owned by the Sahu Jain family.

In 2008, the newspaper reported that, with a circulation of over 3.14 million it was certified by the Audit Bureau of Circulations as the world’s largest selling English-language daily newspaper, placing as the 8th largest selling newspaper in any language in the world. According to the Indian Readership Survey (IRS) 2010, the Times of India is the most widely read English newspaper in India with a readership of 13.4 million. This ranks the Times of India as the top English newspaper in India by readership. According to ComScore, TOI Online is the world's most-visited newspaper website with 159 million page views in May 2009, ahead of the New York Times, The Sun, Washington Post, Daily Mail and USA Today websites.

**History**

The Times Of India was founded on November 3, 1838 as The Bombay Times and Journal of Commerce, during the British Raj. Published every Saturday and Wednesday, The Bombay Times and Journal of Commerce was launched as a bi-weekly edition. It contained news from Britain and the world, as well as the Subcontinent. The daily editions of the paper were started from 1850 and in 1861, the Bombay Times was renamed The Times of India. In the 19th century this newspaper company employed more than 800 people and had a sizable circulation in India and Europe. It was after India's Independence that the ownership of the paper passed on to the then
famous industrial family of Dalmiyas and later it was taken over by Sahu Shanti Prasad Jain of the Sahu Jain group from Bijnore, UP.

**Supplements**

The Times of India comes with several city-specific supplements, such as Delhi Times, Calcutta Times, Bombay Times, Hyderabad Times, Indore Times, Kanpur Times, Lucknow Times, Nagpur Times, Bangalore Times, Pune Times, Ahmedabad Times and Chennai Times, The Times of South

**Tabloids:**

- Mumbai Mirror
- Kolkata Mirror
- Bangalore Mirror
- Ahmedabad Mirror
- Pune Mirror
- Indore Mirror

The Times Group, one of the most respected business houses in India, the 168-year-old group is a market driver across all media platforms. The group's brands include

- **The Times of India** - World's largest broadsheet English daily
- **The Economic Times** - India's largest and world's second largest financial daily
- **Navbharat Times** – Popular Hindi daily newspaper
- **Maharashtra Times** – Popular Marathi daily newspaper
- **Mumbai Mirror** – Leading morning newspaper in Mumbai
- **Radio Mirchi** - India's largest FM radio network
• **Planet M** - India’s largest chain of music stores

• **Zoom** - Lifestyle television channel

• **Times Now** - Television News channel (in association with Reuters)

• **Filmfare** - India’s largest English film magazine (published in association with BBC)

• **Times Jobs** – India’s leading job portal

• **SimplyMarry** – India’s leading matrimonial portal

• **Magic Bricks** – India’s premier real estate portal

### 3.33.2. The Economic Times

The Economic Times is an English-language Indian daily newspaper published by the Bennett, Coleman & Co. Ltd., (This company along with its other group companies is more popularly known as The Times Group). The Economic Times, started in 1961, is India’s largest and among the world’s top 3 English Business dailies with a daily circulation of over 620,000 copies. The Economic Times is published simultaneously from 10 Metropolitan Cities-Mumbai, Delhi, Bangalore, Chennai, Kolkata, Lucknow, Hyderabad, Ahmedabad, Chandigarh & Pune. The company also published the Navbharat Times, the Maharashtra Times, Femina, and Filmfare. Its main rivals are the US-based The Wall Street Journal and London-based Financial Times, both of the newspapers publishes several international editions.

The Economic Times is characterized by its salmon-pink paper, which it copied from the better-known Financial Times. It is sold in all major cities in India. In June 2009, it also launched a television channel called ET Now.

- **Brand Equity (Weekly)** - this is a weekly colour supplement that appears every Wednesday, which covers marketing, advertising, media and market research.
• Corporate Dossier is a supplement that appears every Friday, along with The Economic Times aimed at the CEOs of corporate India, with a special focus on management and strategy.

• ET Travel is a weekly all-colour supplement which covers travel and tourism aimed at the burgeoning band of Indians who want to see and know about their country and the rest of the world -- through Indian eyes.

• ZigWheels is a weekly all-colour supplement covering all aspects from the auto industry from new launches and trends to ancillaries and personalities.

• "ET Realty"

Events

• The Brand equity Quiz, is an advertising and marketing quiz which attracts corporate entities all over the Indian subcontinent.

• ET in the Classroom Quiz, is a business quiz of UG and PG students all over India, Wikipedia(2010), theconomictimes.com.

3.33.3 The Hindu

The Hindu, started in 1878 as a weekly, became a daily in 1889 and from then on has been steadily growing to the circulation of 14,66,304 copies (ABC: July-December 2009) and a readership of about 4.06 million.

The first issue of The Hindu was published on September 20, 1878, by a group of six young men, led by G. Subramania Aiyer, a radical social reformer and school teacher from Thiruvaiyur near Thanjavur. Aiyer, then 23, along with his 21-year-old fellow-tutor and friend at Pachaiyappa's College, M. Veeraraghavachariar of chingleput, and four law students, T.T. Rangachariar, P.V. Rangachariar, D. Kesava Rao Pantulu and N. Subba Rao Pantulu were members of the Triplicane Literary Society. The British-
controlled English language local newspapers had been campaigning against the appointment of the first Indian, T. Muthuswami Iyer, to the Bench of the Madras High Court in 1878. “The Triplicane Six,” in an attempt to counter the dominant attitudes in the English language press started The Hindu on one British rupee and twelve annas of borrowed money. Aiyer was the editor and Veeraraghavachariar the Managing Director. The first editorial declared, "[the] Press does not only give expression to public opinion, but also modifies and moulds it.”

Three of the students soon left the paper and took up careers in law, while Pantulu continued to write for The Hindu. The founders of the newspaper maintained a neutral stance regarding British rule, and occasionally, as in an editorial of 1894, held that British rule had been beneficial to Indian people. "However, it was equally convinced that the Anglo-Indian Press should be challenged, despotic bureaucrats condemned, and the abuse of power exposed," writes historian S. Muthia.

The offices moved to rented premises at 100 Mount Road on December 3, 1883. The newspaper started printing at its own press there, christened "The National Press," which was established on borrowed capital as public subscriptions were not forthcoming. The building itself became The Hindu’s in 1892, after the Maharaja of Vizianagaram, Pusapati Ananda Gajapati Raju, gave The National Press a loan both for the building and to carry out needed expansion.

Its assertive editorials earned The Hindu the nickname, the Maha Vishnu of Mount Road. "From the new address, 100 Mount Road, which to remain The Hindu’s home till 1939, there issued a quarto-size paper with a front-page full of advertisements - a practice that came to an end only in 1958 when it followed the lead of its idol, the pre-Thomson Times - and three back pages also at the service of the advertiser. In between, there were more views than news." After 1887, when the annual session of Indian National Congress was held in
Madras, the paper’s coverage of national news increased significantly, and led to the paper becoming an evening daily starting April 1, 1889.

The Hindu's independent editorial stand and its reliable and balanced presentation of the news have over the years, won for it the serious attention and regard of the people who matter in India and abroad. The Hindu uses modern facilities for news gathering, page composition and printing. It is printed in thirteen centers including the Main Edition at Chennai (Madras) where the Corporate Office is based. The printing centres at Coimbatore, Bangalore, Hyderabad, Madurai, New Delhi, Vizag, Thiruvananthapuram, Kochi, Vijayawada, Mangalore, Tiruchirapalli and Kolkata are connected with high speed data lines for news transmission across the country.

**On Mondays**
- Metro Plus
- Business Review
- Education Plus

**On Tuesdays**
- Metro Plus
- Young World
- Book Review

**On Wednesdays**
- Metro Plus
- Job Opportunities

**On Thursdays**
- Metro Plus
- Nxg
- Science, Engineering, Technology & Agriculture

**On Fridays**
- Friday Features
- Cinema Plus
On Saturdays
  - Metro Plus Weekend
  - Property Plus

On Sundays
  - Weekly Magazine
  - Downtown
  - Retail Plus
  - Classifieds
  - Open Page
  - Literary Review, every first Sunday

Apart from The Hindu, the group publishes:

  - The Hindu Business Line - Business Daily
  - Sportstar - Weekly Sports magazine
  - Frontline - Fortnightly magazine
  - Survey of Indian Industry - An annual review on Indian Industries
  - Survey of Indian Agriculture - An annual review on Indian Agriculture
  - Survey of the Environment - An annual review of the Environment

3.33.4. Hindustan times

HT Media found its beginning in 1924 when its flagship newspaper, Hindustan Times was inaugurated by Mahatma Gandhi. HT Media
BSE, NSE) has today grown to become one of India’s largest media companies.

Produced by an editorial team known for its quality, innovation and integrity, Hindustan Times (English newspaper) and Hindustan (Hindi newspaper through a subsidiary Hindustan Media Ventures Limited), have a combined daily readership base of 12.7 million (based on round 2 of Indian Readership Survey 2009) to their credit. Both dailies enjoy a strong brand recognition among readers as well as advertisers. To cater to the large readership base, HT Media operates 19 printing facilities across India with an installed capacity of 1.5 million copies per hour.

In addition to Hindustan Times, HT Media also publishes a national business newspaper, Mint. Mint is a one-of-its-kind newspaper in the sense that the company has an exclusive agreement with the Wall Street Journal to publish Journal-branded news and information in India. Mint is today the second-largest business newspaper in India with presence in the key markets of Delhi, Mumbai, Chennai, Bengaluru, Chandigarh, Pune, Kolkata and now Ahmedabad too.

HT Media has also made its foray into electronic media. Diversifying its ambit of operations, the company in a consulting partnership with Virgin Radio, has launched the FM radio channel - Fever 104. Currently available in Delhi, Mumbai, Bengaluru and Kolkata, Fever 104 has established a strong presence as being one of the most vibrant channels on air. In a short span, the channel’s rise has been meteoric considering its position in Mumbai and Bengaluru at No. 1 and in Delhi as the No. 2 station on the popularity charts.

Internet businesses of HT Media incorporated under Firefly e-ventures, operate leading web portals Hindustantimes.com and livemint.com in the general and business news categories respectively. The company’s job portal Shine.com which has received high appreciation from consumers and industry for its innovative design
and usability crossed 5 million registrations. Desimartini.com - a social networking site is growing phenomenally. The company has recently launched an education portal www.HTCampus.com aimed at students passing out of school and college to help them take the right decision about their higher education.

Groups Business.

PRINT - ENGLISH
PRINT - HINDI
PRINT & DIGITAL SERVICES – INTERNET – RADIO, EVENTS & MARKETING SOLUTIONS – STRATEGIC PARTNERSHIPS

Print - English

a. Hindustan Times
b. Hindustan Times Supplements
c. Mint
d. HT Next
e. PACE
f. Metro Now
g. Mint Supplements
h. Mint - Clarity through Debate - Conclave

Print - Hindi

a. Hindustan
b. Nandan
c. Kadambini
d. Hindustan Supplements
e. Print & Digital Services

Internet

a. HindustanTimes.com
b. HT Syndication
Radio

a. Fever 104

Events & Marketing Solutions

Strategic Partnerships

HT Media Limited is a mammoth player in the print media in India. The extent of its presence is undisputed in that it is the top leader in the English newspaper market in North India and occupies second place in the Hindi newspaper market in North India and East India. The group now intends to further consolidate its already established position as a vibrant and modern media powerhouse.

The group has diversified itself across different media to access consumers and businesses. Hindustan Times, the flagship publication of the group, inaugurated by Mahatma Gandhi in 1924, is a name to reckon with in today’s times. It is ensconced in the minds of people as a newspaper of editorial excellence and integrity. Hindustan Times, Delhi, is India’s largest single-edition daily. Riding on the phenomenal success of the newspaper in Delhi, Hindustan Times made a successful entry into the commercial capital of India – Mumbai, in July 2005. Hindustan, the Hindi daily from HT Media, has been growing phenomenally. In addition to high-quality reportage, Hindustan aspires to become an ally to its readers in their quest for success. The ambition for the brand is to become a partner of progress for the youth in the Hindi belt.
HT Media launched a national business newspaper – Mint, in February 2007 – with an exclusive agreement with Wall Street Journal to publish Journal-branded news and information in India.

As part of its aggressive growth strategy and endeavours to build a robust Internet business, Firefly e-ventures was launched as an HT Media company, recognizing the importance of Internet as the most important media vehicle of the future. Firefly acquired a social networking site – Desimartini.com, and runs Shine.com – for jobseekers and employers. The registrations on Shine.com has crossed 5 million. Firefly also launched an education portal, HTCampus.com, aimed at students passing out of school and college to help them take the right decision about their higher education.

The group's news portal Hindustantimes.com, with over 5 million unique visitors and 50 million page views per month, is one of the largest news portals in the country. It has consistently been ranked amongst the top 10 news sites in the world by Forbes and offers in-depth coverage and analysis to its users.

The business news website, Livemint.com covers business and related news in India as well as across the world. livemint.com is the integrated offering with Mint. livemint.com combines the editorial strength of Mint with a best-in-class web interface and a selection of online tools that aid the users to stay on top of the developments in the business world as well as help them with investments.

As part of its expansion into electronic media, HT Media, in consulting partnership with Virgin Radio, entered the FM radio market in key Indian cities with its channel Fever 104, which has grown to become the No. 2 channel in Delhi in a span of just two years.

The events and marketing solutions have been working with new innovative thought ideas to help businesses reach their target users. This has been done successfully using several events and seminars
like Hindustan Times Leadership Summit, Mint Luxury Summit, Delhi Shopping Festival, and Miss Worldwide India etc.

Print Works 2010 - Print Works a one stop shop for space selling in any of the publications in HT, has remarkably maintained the tradition of ours as the first Indian media company to have organized this expo, much to the chagrin of other media houses. Held for five days in April end-May, it fetched huge ad revenues to the company. The novel concept, undoubtedly, set our company in the league of top notch organizations which are always in the lookout of avenues to widen their clientele. Moreover, it took place barely a few months after the media marketing departments of Hindustan Times, Hindustan and Mint were integrated. It won't be wrong to say that Print Works reaped the harvest, seeds of which were sown during this integration. To woo the advertisers, a mega prize of Toyota Fortuner will also be given after a lucky draw, htmedia.in (2010).

3.33.5. Deccan Chronicle
Established in Hyderabad in 1938, Deccan Chronicle is the no.1 daily in Andhra Pradesh and the 4th most-read English daily in India. In 2005, Deccan Chronicle's foray into the Chennai market produced spectacular results: within three months of its launch in March 2005, it took over half the market share of English dailies. Deccan Chronicle - the largest circulated English daily in south India - is the third largest English newspaper in India in terms of readership and circulation. It has eight editions being published from Hyderabad, Vijayawada, Rajahmundry, Visakhapatnam, Anantapur, Karimnagar and Nellore in Andhra Pradesh, Chennai in Tamil Nadu and Bengaluru in Karnataka. Deccan Chronicle’s daily circulation of 1,333,668 copies has been certified by the Audit Bureau of Circulation across cities of Hyderabad, Bengaluru and Chennai for the period June - December 2008
Deccan Chronicle is published by Deccan Chronicle Holdings Limited, a publicly listed company trading on the Bombay Stock Exchange and the National Stock Exchange in India. With nearly 70 years of being in print, this newspaper is recognized for its superior editorial content, unbiased and independent reporting. We publish news - gathered from a network of reporters, journalists and news service agencies - after it is analyzed by our large team of professionals with vast experience. Deccan Chronicle Holdings (DCHL) is engaged in printing and publishing newspaper and periodicals. The company was incorporated on Dec. 16, 2002. The company merged Deccan Chronicle and Nandi Publishers with itself with effect from April 1, 2003.

The company publishes seven editions of Deccan Chronicle in Andhra Pradesh printed from Hyderabad/Secunderabad, Vijayawada, Rajamundry, Vishakapatnam, Anantapur, Karimnagar and Nellore. It also publishes Telugu daily, weekly and monthly editions of Andhra Bhoomi. In the year ended March 2007, the company’s circulation revenue increased by 21.79% and ad space sold by 49.60%. The company has a modern printing facility at Kondapur, Hyderabad, which has ability to print 16 color pages per copy. The company has approved a capex plan of Rs 250 million for setting up an edition/print facility in Bangalore. The company launched its Chennai edition in the month of March 2005 to strengthen its base in south India. The company has also increased its stake in the Asian Age, another English news daily, to a majority 90%. In 2007, Sieger Solutions was incorporated as a 100% subsidiary of the company to engage in the business of buying and selling advertisement space and to explore alternate media space. Now, the company has three subsidiaries, namely Odyssey India, Sieger Solutions and Asian Age Holdings. Deccan Chronicle will launch its edition in Bangalore by March 2008.
Other publications,

The Asian Age

Editions: Delhi, Mumbai, Kolkata and London

In February 1994, India’s global newspaper, The Asian Age, was launched simultaneously from Delhi, Mumbai and London. Today, it has editions in Delhi, Mumbai, Kolkata and London. It has come a long way since its inception, and has already established itself within the competitive environment of Indian media as a daily to reckon with. It is, in addition, the only Indian newspaper with an international edition (London).

Financial Chronicle

Financial Chronicle (FC), was launched on 16 April, 2008, by India’s youngest team of media professionals, and in the shortest-ever run-up for a newspaper. At launch, FC (e-paper) was published from Hyderabad and Chennai. The launch of the e-paper on the midnight of 15 April, 2008, preceded the print distribution of the paper on the 16th morning. FC was subsequently launched from Bangalore on 25 May, 2008, Mumbai on 20 June, 2008, and Delhi on 14 April, 2009. International Herald Tribune (IHT) from the New York Times Co, (NYTCo.) joined FC as partner with the Mumbai launch with a daily four-page IHT World Business supplement incorporating news, features and analysis on global policies, business and markets (www.iht.com). FC launched its Delhi edition on 14 April, 2009 well within the target of five-city launch in its first year of existence.

Andhrabhoomi – Andhra Bhoomi is Telugu daily from Deccan Chronicle. It Covers whole of Andhra Pradesh with editions from Hyderabad, Vijayawada, Visakhapatnam, Rajahmundry, Anantapur, Karimnagar, Nellore etc. It also comes with Monthly Magazine named Andhra Bhoomi Sachitra Vaara Patrika. With a circulation of 3,65,794 covers whole of Andhra Pradesh and some parts of South India with Bangalore(mainly), deccanchronicle.com (2010).

3.33.6. MALAYALA MANORAMA
For more than a century Malayala Manorama has had a stimulating effect on the minds of the Malayali. It spurred social progress, defined cultural sensibilities, and even set political agenda. We have publications in five languages, and from print we have stepped into television and cyberspace. Today, it is a highly successful multi-magazine publishing house, bringing out immensely popular periodicals. The company has an impressive bag of about 25 publications, most of them leaders in their respective category which caters to the information and entertainment requirements of a large audience across various segments in India as well as ethnic Indian community groups elsewhere in the world.

Malayala Manorama is a Malayalam daily printed, and widely read, in Kerala, India. It first appeared as a weekly on 14 March 1890, and currently has a readership of over 16 million, with a circulation base of over 1.8 million copies. Its design layout is considered to be the best among Malayalam newspapers. The Malayalam word "manorama" roughly translates to "entertainer". The Week (India), an Indian weekly is also brought out by the Manorama Group. Manorama Yearbook is another popular yearly publication by the Kottayam-Kozhikode based Manorama Group, and it is one of the largest circulated annual periodical in India.

History: A joint stock publishing company, destined to acquire the status of the first joint stock publishing company of Republic of India, was incorporated by in 1888 by Kandathil Varghese Mappillai at Kottayam, then a small town in the Kingdom of Travancore, currently, a part of Kerala state, India. The first issue of Malayala Manorama was published on 22 March 1890 from the press owned by Malankara Metropolitan H.G. Joseph Mar Dionysius of the Orthodox Church. The name Malayala Manorama was chosen by the poet, Raghavan Nambiar, Villuvarvattathu from Tiruvalla. Kerala Varma granted the symbol which is a part of the Travancore kingdom symbol. In a period of two years, from the date of incorporation until the publication commenced, the company witnessed several challenges.

Founded by Kandathil Varghese Mappillai on March 14th 1888, Malayala Manorama has had a stimulating effect on the minds of the keralites. It spurred social progress, defined cultural sensibilities. It has been an
overwhelming presence while reflecting and exploring the life and times of Kerala. Manorama has had good times and hard times; it has known tyrant’s thunder and human tenderness. Encounters with extinction were part of its exciting evolution. It has been a saga of courage and endurance, of triumph and excellence, of dedication and commitment to the people and their aspirations. The years have not blunted our mission; we breathe the ideals of our illustrious founder and his visionary successors. The long list of best-selling products include The WEEK, Bashaposhini, Karshakashree, Manorama Weekly, Manorama Annual, Vijayaveedhi, Vanitha, Vanitha Hindi, Kalikkudukka, MagicPot, Balarama, Balarama Digest, Amarchitrakatha, Thozhilveedhi, Knowledge Adventure CDROM, Hindi Year Book, English Year Book, Tamil Year Book, Malayalam Year Book, Bengali Year Book, MalayalaManorama Newspaper and The Man.

FROM STONE AGE TO CYBERSPACE

Growth, multifaceted and on target – this sums up Manorama’s progress over the years. Today, the Malayala Manorama daily is published from eight centres: Kottayam, Kozhikode, Kochi, Thiruvananthapuram, Palakkad, Kannur, Kollam and Thrissur. With a combined circulation of more than 18,00,000 copies a day. A unit at Malappuram was inaugurated in February 2001. That’s growth, smooth and sustained. The Kozhikode edition got rolling in 1966 and the Kochi edition in 1979. Manorama became the first language daily in India to have a facsimile edition, from Thiruvananthapuram, in 1987. The second edition from the Malabar region, after Kozhikode, was launched at Palakkad in 1992. The Kannur edition arrived in 1994 and Kollam the next year. The Thrissur edition was born in 1998. A new edition was commissioned in Malappuram. In 1982, Manorama launched The Week, a news feature magazine in English. It is among the best-read English magazines in India. Manorama has grown into a highly successful publishing house with a slew of other immensely popular periodicals. Besides the daily newspaper, there is Manorama Weekly for the common man. It is the largest selling weekly in India. The weekly Balarama is the best-selling children’s magazine in India. Children of school-going age
have two other playmates from Manorama: Balarama Amarchitrakatha and Balarama Digest. For pre-schoolers, there is the delightful Kalikudukka. Plus there is its cuddly English version, Magic Pot. For women, there is Vanitha, the largest circulated women’s magazine in India. Vanitha’s Hindi edition, launched in 1997, became an instant hit. School students have found a reliable study aid in Vijayaveedhi. And job seekers have a guide in Thozhilveedhi. Karshakashree – bold experiment in farm journalism – has won over the farming fraternity. Bhashaposhini, the literary journal, is sought – after by the high-brow reader. For lovers of literature, there is also the Manorama Annual. For the scholar and the knowledge - seeker, choices come in five languages: Manorama Yearbook is published in Malayalam, English, Hindi, Tamil and Bengali and in CD-ROM too. It is called Manorama Knowledge Adventure. Besides, Manorama has a vibrant presence on the Electronic Media. Manorama Vision, its television software division was launched in 1993 producing quality television serials and news and current affairs programmes for Malayalam television channels. Its music division, Manorama Music, was started in 1995. On the web, Manorama Online has a magnetic pull and it has exciting plans in cyberspace.

Editions:

Kottayam, Kozhikode, Thiruvananthapuram, Kochi, Thrissur, Kannur Kollam, Palakkad, Malappuram, Pathanamthitta, Bangalore, Mangalore, Chennai, Mumbai, Delhi, Dubai, Bahrain

MM TV or Manorama News is a 24-hour Malayalam news channel owned and operated by the Malayala Manorama news house. The company is headquartered in Kottayam. The channel, based at Aroor near Kochi, was launched on August 17, 2006, which coincides with the Malayalam New Year. The channel was launched with the assistance of media consulting company Mediaguru Consultants Pvt. Ltd. The thirty minute simultaneous newscast of regional news, the Nattuwartha, from three regions of Kerala, viz. Malabar region, Central Kerala and Trivandrum was done for the first time in the country. Also, the exclusivity includes separate persons for daily programmes, which include entertainment, business and crime which is new in Malayalam.
Radio Mango 91.9 is a FM radio station for the state of Kerala in India, operated by the Malayala Manorama in Kerala, specializing in popular music throughout the day. It started FM broadcasting from November 29, 2007 in four cities of Kerala. This is the first Malayalam private FM station in Kerala. The FM radio will transmit 24/7 entertainment, news and songs. The frequency for the stations in the four cities is 91.9 FM. Radio Mango is the leading No: 1 radio station in Kerala now, Wikipedia/manoramaonline.com.(2010)

3.34. Advertising Agencies

- Ogilvy
- JWT
- Lowe
- Mudra
- and McCann Erickson.

3.34.1 OGILVY

The corporate history of Ogilvy PR dates to September 3, 1980, when the advertising agency Ogilvy & Mather, founded by advertising legend David Ogilvy created its subsidiary Ogilvy & Mather Public Relations Inc. (O&MPR). The following year, a Washington, DC, office was opened under the name of Ogilvy & Mather Public Affairs. Current Ogilvy PR president Marcia Silverman is one of the public affairs agency's four original employees.

Rinehart, whose 80 employees specialized in issues related to corporate mergers and acquisitions. Later that year, O&M Worldwide formally linked its PR operations, creating the Ogilvy & Mather Public Relations Group, consisting of Adams & Rinehart, D-A-Y and O&M Public Affairs, whose Washington, DC staff had now grown to 25 employees.

In 1989, D-A-Y was formally folded into O&MPR. Also in 1989, the United Kingdom-based holding company, The WPP Group, acquired the Ogilvy companies, including the O&MPR Group, which was subsequently renamed the (Ogilvy PR Group) Ogilvy Public Relations Group. By 1990, Ogilvy PR Group, with $62 million in revenues and 759 employees, was the fourth largest company in the industry. The agency opened its first offices in China in 1995, in Shanghai and Beijing. In 1998, Ogilvy, Adams & Rinehart was renamed Ogilvy Public Relations Worldwide (Ogilvy PR). The Ogilvy & Mather PR Asia/Pacific network of 17 offices also came under the Ogilvy PR umbrella. The expanded Ogilvy PR opened offices in Taiwan (Republic of China); in Korea; in Bangalore and Chennai, India; and in the United States in Silicon Valley, Los Angeles, Dallas and Boston. By 1999, Ogilvy PR was ranked ninth worldwide, with revenues of $125 million and a 1,100-member staff.

In addition, Ogilvy PR expanded 360° Digital Influence to offer its services globally and provide clients worldwide with digital communications solutions aligned with the emergence of social media. In 2008, Ogilvy PR made its groundbreaking 360° Digital Influence offering an official practice. That same year, the agency opened new offices in Buenos Aires, Kolkata, Karachi, Milan and Tunis. In 2009, Ogilvy PR expanded with new offices in Denmark, Hanoi and Ho Chi Minh City.

On January 2010, Christopher Graves was named Global CEO of Ogilvy PR. Grave's prior position of President and Regional CEO of
Ogilvy PR/Asia Pacific was filled by Steve Dahllof, who previously served as Managing Director of Ogilvy PR’s Global Strategy +Planning Group, Ogilvy.com (2010). Major clients are Disney, DuPont™, Ford, LG Electronics, Lipton, Unilever, American Express, GlaxoSmithKline, Ethicon, Ortho-Biotech, Merck, Novartis, Canon, Citrix, Hitachi Data Systems, IBM, Lenovo, Microsoft etc

3.34.2. JWT

J Walter Thompson (JWT) is the world’s best-known marketing communications brand. Headquartered in New York, the company is spread globally with more than 200 offices in over 90 countries employing nearly 10,000 marketing professionals. Since JWT’s founding in 1864, passion for innovation has led the agency to build the first full-service advertising agency, pioneer ad careers for women, introduce sex appeal in ads, produce the first sponsored-TV program, develop account planning and forge the first international network. Nearly 150 years later, JWT continues to lead, innovate and define the world of marketing communications.

JWT consistently ranks among the top agency networks in the world and continues its dominant presence in the industry by staying on the leading edge—from producing the first-ever TV commercial in 1939 to developing award-winning branded content for brands such as Freixenet, Ford and HSBC. JWT's pioneering spirit enables the agency to forge deep relationships with clients including Bayer, Cadbury, Diageo, DTC, Ford, HSBC, Johnson & Johnson, Kellogg’s, Kimberly-Clark, Kraft, Nestlé, Nokia, Rolex, Schick, Shell, Unilever, Vodafone and many others. JWT’s parent company is WPP (NASDAQ: WPPGY).

JWT India offers advertising, public relations, direct marketing, design, and social and rural communications services in India. The company, formerly known as Hindustan Thompson Associates, Ltd., was founded in 1929 and is based in Mumbai, India with additional offices in Delhi, Chennai, Bangalore, and Kolkata, India. JWT India is a subsidiary of JWT Asia Pacific.

Colvyn J Harris is Chief Executive of JWT India. Under his leadership, JWT India is today the fastest growing, most successful agency group, having
built a formidable reputation on its professional capabilities across a diverse spectrum of marcom services. His mantra is simple: ‘Creativity is a marketing tool’. JWT India made history in 2009 having won 2 Grand Prix's, both a first for India. The Cannes Grand Prix for the Lead India campaign, which also won India's first Titanium Lion in the integrated category, and the Jay Chiat Grand Prix for DTC's Diamond Bride, besides leading the awards tally amongst agencies in India. Colvyn has been with the JWT Company for 29 years and has been Jury member and Chairman of many Industry related forums, creative awards shows, and a speaker at Wharton’s India Economic Forum, London Business School and involved with various Industry related initiatives; as well as being integral in developing the idea, JWT India was awarded the Grand Prix in the Direct category at the 2008 Cannes Lions International Advertising Festival for “Lead India,” a campaign developed for The Times of India. This Grand Prix, the first for India ever, is living proof of the power of advertising and JWT’s strength in both the medium and the message across India, JWT.com (2010).

Key Clients are Bayer, Cadbury-Diageo, De Beers, Ford, HSBC, Johnson & Johnson, Kellogg’s, Kimberly-Clark, Kraft, Microsoft, Nestle, Nokia, Rolex, Royal Caribbean, Royal Dutch Shell, Unilever, U.S. Marine Corps, Vodafone etc.

3.34.3 MCCANN ERICKSON

McCann Erickson Worldwide is the world’s largest and most globally experienced advertising agency network. With operations in over 110 countries and some eight decades of multinational experience, McCann Erickson has been recognized as the creator of the modern global advertising agency model.

McCann Erickson’s worldwide strength is founded on its strong local roots in all regions of the world. Its global resources, combined with its vast local expertise, have made McCann Erickson a top five agency in almost every market in which it operates. While McCann celebrated its U.S.-based centennial in 2002, it has also operated on the ground with major market agencies in Europe for more than 75 years, in Latin America for 70 years,
and in Asia Pacific for 45 years. Thus it is not surprising that McCann has been named 'Global Agency of the Year' multiple times by major trade publications, while many of its agencies are regularly honored as 'Agency of the Year' in their own markets.

At the heart of McCann Erickson’s powerful combination of local market, pan-regional and global network strength is its commitment to creative effectiveness on behalf of its clients, many of whom are among the largest and most sophisticated in the world. For many years it has been a consistent winner of awards celebrating effective advertising, including the EFFIEs and AME awards.

McCann Erickson is the biggest worldwide agency network by global footprint. Although the main agency specialises in traditional advertising, it also offers a broad range of other marketing services under the banner of the McCann Worldgroup, which coordinates input from several other Interpublic-owned agencies including Momentum Worldwide, Futurebrand and Weber Shandwick. A dynamic force during the 1990s, McCann stumbled badly at the beginning of the following decade, distracted by accounting irregularities and management problems. Yet despite its worldwide presence, it is always under threat from more nimble competitors in the key US market, and has had to fight hard to keep hold of key clients like Verizon, Microsoft and General Motors. Advertising Age estimated worldwide advertising revenues of $1.4bn in 2009.

McCann Erickson was responsible for the success of The Hillside Singers’ "I'd Like to Teach the World to Sing" in 1972. McCann Erickson was also the company that developed the "Army Strong" campaign for the United States Army. The company also developed the Mastercard commercial saying "There are some things money can’t buy. For everything else, there’s MasterCard," as well as the Rice-a-Roni jingle (based on a 1923 song, Barney Google), mccann (2010).

The clients are Mastercard, Cococola, General Motors, Nestle, L’oreal, Big Babol Bubble Gum, The Heal Foundation of India, Reebok, Onida etc.
3.34.4 MUDRA

Advertising for world class companies. Mudra was the largest Indian advertising agency And today, 23 years hence, with 125 clients nationwide. Mudra with 3 agencies, 8 offices and 6 divisions in India and an equity partnership with DDB Worldwide.

Introduction

One client Vimal and a 500 sq ft office that was Mudra in the year 1980. They were a small agency tucked away in Ahmadabad with one clearly articulated goal to be a top 5 agency. There ambition with an almost manic obsession by creating the best contemporary advertising that had our client and other people taking notice. As a young agency operating out of Ahmadabad its growth was driven helping small business with big ambition explode their brands to the country at large. Within 9 years they were the largest Indian advertising agency.

History

- Mr. A. G. Krishnamurthy who founded Mudra communication on 25th March 1980 started with one brand – Vimal. Today Mudra has 125 client this multifold increase is a testy many to his passion and zeal

Present situation of Mudra communication: Mudra rose to become the 3rd largest agency in the country. In a short span of nine years, today the Mudra group is one of the India’s leading marketing communication networks. The group utilizes it’s deep understanding of consumers brands and media to deliver creative business solution – A customized and collaborative approach helps it’s client build enduring and profitable brands

The group offers integrated communication services through it’s platform

1. Mudra and DDB
2. Mudra (advertising)
3. Mudra max (integrate communication planning and implementation)
4. Mudra health and life style (health and life style advertising)
5. Water (brand strategy and design consulting)
In the present year Mudra is poised to exceed a turnover in excess of 15 billion at it continues to maintain its aggressive growth rate. Mudra is one of the management admired marketing communication network in the country a highly rated agency both by client and industry. Mudra south won the agency of the year at the ad club Cochin’s paper awards 2009 10.4.09.

**THE Mudra Institute of Communication (MICA)**

It is Mudra that gave India’s advertising community its first advertising archives marketing and Advertising Gallery (MAG)

In a bid to strengthen its media and content business, the Mudra Group has created a new line of business called ‘Mudra MAX’ under which it has launched two independent agencies: Mudra Connext and Mudra Radar. Incidentally, Mudra Radar has been formed as a dedicated media agency partner for Mudra’s principal client Reliance ADAG, Mudra (2010)

Major clients are Reliance Anil Dhirubhai Ambani Group, Jet Airways, Novartis, Vimal, Rasna, Samsung, Peter England, Nestle Polo, Dabur Vatika, Harmony, McDonald’s, Bambino, Godrej Hair dye, Paragon Chappals, Symphony Air Cooler, Mitsubishi Lancer etc.

**3.34.5 LOWE**

Founded in 1939 as a part of Hindustan Lever, Lowe Lintas is one of India’s largest and most storied communication groups. Headed by Chairman and Chief Creative Officer R. Balakrishnan (Balki) and CEO Charles Cadell, Lowe Lintas employs over 650 people across eight divisions and nine cities all over India.

Today, Lowe Lintas India is a wholly owned subsidiary of the Interpublic Group, and one of the star offices in the Lowe Worldwide network. Headquartered out of London, Lowe Worldwide has over 80 offices in 73 countries and a client roster that includes Unilever, Johnson & Johnson, Nestle, Ericsson, Sharp, Saab and many more. Lowe Lintas is the advertising arm of the group. We were the agency that gave the country its very first
Indian commercial, and are today a household name, synonymous with exceptional communication platforms.

Over the years, we've helped build some of India’s most successful brands, several of which were fairly small to begin with. ICICI Prudential – India’s largest private life insurance company. Johnson’s baby – India's largest baby care brand. Britannia – India’s largest foods company. Lifebuoy – the world’s largest-selling health soap. Titan – India’s largest watch brand. Maruti Suzuki Ltd. – India’s largest car manufacturer. Wheel – the world's largest-selling detergent brand. MRF – India's largest tyre manufacturer. Tanishq – India's largest-selling branded jewellery brand and many more.

This approach has brought us success – and with it, loyalty. Today, a majority of our clients have been with us for over ten years.

Lowe Lintas India leads global and regional communication for several Unilever and Johnson’s Baby brands. We are a guiding light for Lowe offices in South Asia. Lowe (2010).The brands that they build are Axis Bank, Surf Excel, Idea, Maruthi Suzuki, Bajaj,Lifeboy,Dabur, MRF , Hindustantimes, Nestle, Closeup, Vim, The Hindu, Camlin, Sonata, Axe, Future Group, Berger paints etc.

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