



HT Media Limited
Regd. Office : Hindustan Times House
18-20, Kasturba Gandhi Marg
New Delhi - 110 001
Tel. : 66561234 Fax : 66561270
www.hindustantimes.com

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28 FEB 2013

The Listing Department
Bombay Stock Exchange Limited
P.J. Tower, Dalal Street
MUMBAI – 400 001

The National Stock Exchange of
India Limited
Exchange Plaza, 5th Floor
Plot No C/1, G Block
Bandra-Kurla Complex
Bandra (East)
MUMBAI – 400 051

Scrip Code: 532662
Company Code: HTMEDIA

Dear Sirs,

Re: Intimation of 'in-principle' approval of Board of Directors for disinvestment of stake in HT Burda Media Limited (subsidiary company)

In compliance of the Listing Agreement, this is to inform you that the Board of Directors of HT Media Limited has accorded its 'in-principle' approval to sale of its entire 51% equity shareholding in HT Burda Media Limited, to Burda Druck GmbH or its nominee, for an aggregate consideration of Rs.60 Crore, subject to customary adjustments at the time of closing of the transaction such as working capital adjustments, etc. *Copy of Press Release is enclosed.*

The above transaction will be consummated in due course, on finalization of the terms and conditions.

Thanking you,

Yours faithfully,
For **HT Media Limited**

(Dinesh Mittal)
Group General Counsel & Company Secretary

Encl: As above.

HT Media has decided to sell its entire Equity Stake in HT Burda Media Ltd.

Date: 28th February, 2013

Board of Directors of HT Media Ltd. has “in principle” approved the sale of its 51% stake in HT Burda Media Ltd. for Rs. 60 crores. A term sheet has been signed to this effect.

The decision follows the strategic review of HT Media’s long term plans. The sale will be value accretive to HT Media as the gross margins in the printing business are far lower when compared with the print media business.

Commenting on the proposed sale, Mr. Rajiv Verma, CEO HT Media Ltd, said, “We set up a modern, ultra-high speed printing facility in partnership with Burda. We also shared a great working relationship with Burda. However, HT Media is primarily a media company and after mapping our long term strategy, we felt that the printing business would not add significantly to our shareholders’ value in the long run.”

HT Burda Media Ltd. is a joint venture between HT Media Ltd., India, and Burda Druck GmbH, Germany.

About HT Media Limited

HT Media Limited is one of India’s foremost media companies, and home to three leading newspapers in the country in the English, Hindi and Business news segments – ‘Hindustan Times’ (English daily), ‘Hindustan’ (Hindi daily, through a subsidiary) and ‘Mint’ (business daily). ‘Hindustan Times’ was started in 1924 and has a more than an 85-year history as one of India’s leading newspapers. The Company also has four FM radio stations - “Fever 104 FM” in Delhi, Mumbai, Bengaluru and Kolkata. The Company has also made a foray into the Internet space through its subsidiary Firefly e-Ventures Limited and has launched successful portals www.Shine.com, www.HTCampus.com, www.Desimartini.com. These are in addition to the existing websites livemint.com, livehindustan.com and hindustantimes.com.

For more information about HT Media Limited, visit the Company’s website at www.htmedia.in