

# **Hindustan Media Ventures Limited (HMVL) - Fundamental Company Report Including Financial ,Business,Recent Development,Industry Overview,Competitors and Key Risk Analysis**

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## **Abstracts**

The company got incorporated in 1918 under the name 'The Behar Journals Limited' and change its name to 'Hindustan Media Ventures' in 2008. In 2009, HT Media acquired the Hindi business of the company, which comprises of Hindi daily news paper 'Hindustan'; magazines 'Nandan' and 'Kadambini' and internet portals of these publications.

As per IRS Q2 2012 survey, 'Hindustan' consolidated its position. As per IRS Q2 2012 survey, all India average readership grew 2% YoY to 12.21million. Strong leadership in Bihar with a readership share of 71%. Readership of 'Hindustan' grows to 4.84million in this region. 'Hindustan' remained No.1 in Jharkhand market with a readership of 1.72 million and a readership share of 47%. It remained the fastest growing daily in Uttar Pradesh and Uttarakhand. Readership increased around 9% YoY to 4.47million in these regions. 'Hindustan' remained the second largest Hindi daily in Delhi NCR with a readership of 1.23 million.

## Contents

- 1. SYNOPSIS**
- 2. FINANCIAL PERFORMANCE**
- 3. RECENT DEVELOPMENTS**
- 4. BUSINESS**
- 5. INDUSTRIAL OVERVIEW**
- 6. FINANCIALS**
- 7. OUT LOOK & CONCLUSION/ VALUATION**
- 8. PEER COMPARISON**
- 9. KEY RISKS**

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