

HT Gurugram Launch

June – September 2018

Objective:

- Launch of HT-GURUGRAM on various Digital properties
- Reach out to the right TG with the most relevant information and get the most desired response

Target Audience:

- Age – 20+ years
- Socio-Economic Class – A



Corporates



Families & Women



Millennials



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- **Digital**

- Geo-targeted, social campaign on various digital platforms
- Leveraging strength & reach of [hindustantimes.com](https://www.hindustantimes.com)

The All New HT Gurugram

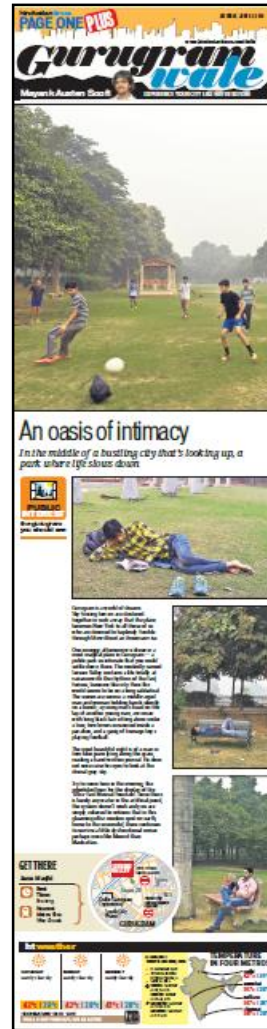
LAUNCH



FRONT FLAP



BACK FLAP



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GURUGRAM
FRIDAY, JUNE 8, 2012

WEATHER

Fri 01	Sat 02	Sun 03
Max 42°C	Max 42°C	Max 41°C
Min 29°C	Min 29°C	Min 29°C

Sunrise Friday at 07:34 pm
Sunset Saturday at 06:26 am
Moonrise Saturday at 08:20 am
Moonset Friday at 09:34 pm

COLUMN ARVIND VIJAYMOHAN
 LOCK, STOCK AND EASEL: GURUGRAM IS HOME TO THE WHO'S WHO OF CORPORATE INDIA. WHY, THEN, IS THE CITY UNDERNOURISHED IN CULTURAL QUARTERS?

gurugram
this week

FROM FOOD FIX TO MUSIC THERAPY, A SELECTION OF THINGS TO DO, PLACES TO SEE, OVER THE NEXT SEVEN DAYS »p8

SPORT

ZINEDINE ZIDANE QUIT AS REAL MADRID COACH ON THURSDAY. LESS THAN A WEEK AFTER THE FRENCHMAN LED THE TEAM TO ITS RECORD THIRD STRAIGHT CHAMPIONS LEAGUE TITLE, SAYING A CHANGE WAS NEEDED. »p21

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HT FOR GURUGRAM

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HT FOR GURUGRAM

04 | hindustantimes

HINDUSTAN TIMES | NEW DELHI | YOUR LOCAL DAILY NEWSPAPER | JUNE 22, 2017

ht for durugram | POWER - PART 2 OF 3

TOXIC POWER

Due to lack of uninterrupted supply diesel generators are used in residential, commercial and industrial areas

GURUGRAM'S POWER DEMAND/SUPPLY

ALL GENSETS PUT TOGETHER CONSUME
50,000 LITRES DIESEL EVERY HOUR

19 months of work can be done in a month's time

HEAVIEST DG SETS

ENVIRONMENTAL IMPACT

Generators emit greenhouse gases, which contribute to global warming. They also emit noise, which is a major nuisance for the surrounding areas. The noise levels are often above the permissible limits, causing health issues for the people living nearby.

COST OF POWER

Expensive to run

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ht for durugram | POWER - CONCLUDED

SUNDAY HINDUSTAN TIMES | NEW DELHI | YOUR LOCAL DAILY NEWSPAPER | JUNE 22, 2017

Only Smart Grid can save city from the power crisis

IMPROVING EFFICIENCY Expected to be ready by 2022, the project will curb theft and technical faults to save 120-150 MW electricity in the city every day

Smart Grid

CRIMINALS The Smart Grid project, a system of underground power lines, is expected to be ready by 2022. It is being rolled out in the city of Gurugram, which is one of the most polluted cities in India. The project is expected to save 120-150 MW of electricity every day, which is equivalent to the power of 100,000 households. The project is also expected to reduce the number of power outages in the city.

The project is being implemented by the Gurugram Municipal Corporation (GMC). The project is expected to be completed by 2022. The project is also expected to reduce the number of power outages in the city. The project is also expected to reduce the number of power outages in the city.

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THE SCENARIO

Generators are used in areas where there is no power supply. This is a major problem in Gurugram, where there is a power crisis. The project is expected to solve this problem by providing a continuous supply of power to the city.

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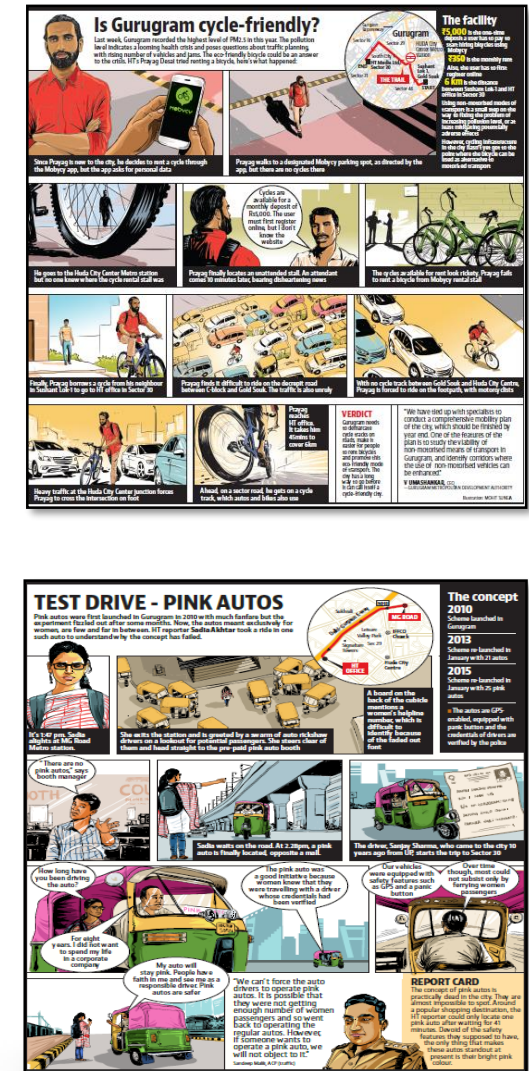
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NEW STORYTELLING STYLES: TEST DRIVE



The All New HT Gurugram

NEW STORYTELLING STYLES: 5 STEPS

hindustantimes
5 STEPS FOR TENANT VERIFICATION
gurgaon.haryanapolice.gov.in

- 1 VISIT** Visit gurgaon.haryanapolice.gov.in and download servant/tenant verification form that is available online in the quick links section on the home page.
- 2 FILL THE POLICE VERIFICATION FORM** Give details of name, age and permanent address, paste photos, identification marks, mobile numbers, permanent address, current address and identity proofs. Three copies of the form should be filled.
- 3 ATTACH ID** With the form, identity proofs, such as a driving licence or a copy of passport must be attached. A challan of ₹500 should be attached with the form. Registered rent agreement or lease deed should also be attached with the form.
- 4 SUBMIT FORM** Present the form at the local police station. Within three days, cops will visit the residence to verify the antecedents. In some cases, letters are written to home districts of natives of neighbouring states and the verification is completed upon a reply.
- 5 YOUR COPY** After verification, the cops will stamp a copy of the verification form, which shall be a proof that the process has been completed.

HELPLINE NUMBER FOR INFORMATION, CALL ON **100** OR CHECK THE WEBSITE OF THE HARYANA POLICE.



The All New HT Gurugram

NEW STORYTELLING STYLES: PHOTO FEATURES



The All New HT Gurugram

SPECIAL CITIZEN COLUMNS: THE OUTSIDER

THE OUTSIDER

GURUGRAM IS THEIR HOME NOW



‘London was cushy, but I’m happier here’

Ambika Walla left the first world pleasures of London to build a home in the Millennium City. She works for an MNC here

I recall the day my closest friend had warned that I wouldn't survive in Gurugram for more than a year and quitting a cushy job and life in London was a big mistake. Here I am, living in Gurugram for nearly six years, six months now, clearly winning more than she has.

Thinking back of my life here, I must confess that I have been happier than I had in or expected. Of course, my expectations weren't exactly soaring when I had made the decision to become a single member household in the Millennium City. The one sign of any day in the world is the spirit of freedom and growth it offers and I'm most definitely not disappointed today.

The decision to live in Gurugram was mostly borne out of my walking-to-work lifestyle in London. It turned out to be one of the most time-saving decisions I ever made.

The true test of any city in the world is the spirit of freedom and growth it offers and I'm most definitely not disappointed today

as I can now avoid the harrowing commute to my workplace every day. It wouldn't be fair to not mention the special understanding of my parents, who made it possible, despite the compromise 'log kya kahenge' (what will people say) confession.

Initially, I was over the moon by the simple conveniences like a cook, cleaning lady, driver, which were luxuries in London. To be honest, most people of my generation from the middle class are a bit spoiled and having multiple domestic helps is akin to our birth right. In terms of lifestyle and amenities, Gurugram has more than I bought in London are available here, even the Jamie Oliver pasta sauce!

The couple's wear off whom suddenly the work hours expand to take them off relaxing weekends, which are another fundamental right in the making. However, as times, I almost feel it's a bit hard to have a work-life imbalance and witness the incredible transformation happening in the consumer-driven Indian economy.

Start-ups in Gurugram have made every day lives simpler. From

not stepping out of the comfort of the house, so practically avoiding all human contact through the app world, it's possible to source all essential and non-essential items. Thanks to the e-commerce biggies and the doorstep delivery of milk, groceries including fresh vegetables, including food from my favourite restaurants or even the radio-cabs, health apps, miscellaneous home repair services... she lists go on. And needless to mention most of the hassle-free for the consumer, while the start-ups figure out their business models and gladly burn the cash to show revenue, without worrying too much about their bottom lines. I hope the consumer delight continues even after the bottom line's pain alleviation.

My dream is to embark upon stimulating opportunities and positively impact the society. The possibilities are in the air right now, across many levels. It's a distinct possibility. Despite the grinding infrastructure bottlenecks in Gurugram, there is hope that they will ease off slowly but surely. I have learnt to be patient, and struggled to find the balance. When I'm listening to music, I daydream and imagine how life would have been different. But regrets have been contained largely due to my wonderful friends, family and mentors.

My friends in London wouldn't mind me saying that I don't miss anything except maybe the clean fresh air and stopping at the next to the Thames.

Ambika Walla moved to DLF Phase 5 house in Gurugram from London. She says that her decision to live in Gurugram was mostly borne out of her walking-to-work lifestyle in London.



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THE OUTSIDER

GURUGRAM IS THEIR HOME NOW

Gurugram is a city of outsiders. Tell us how you made it your own. Send your story, pictures and a brief profile to theoutsidergurugram@gmail.com. Best stories will be published here.

THE OUTSIDER

GURUGRAM IS THEIR HOME NOW

Craving for basic joys of life in the city of luxury, excesses

Resident of Sushant Lok-1, Vrinda Sharma misses her Delhi and its smooth roads, but firmly believes in the economic and social potential of her adoptive city



I had lived in south Delhi for more than 15 years till I got married and moved to Gurugram in 2011. But my first experience of visiting Gurugram was away back in 2005, when I was a student and I would often come here for job interviews.

More than a decade ago, commuting to Gurugram for work assignments was a grueling experience, especially because the Delhi Transport Corporation and the metro's Farukh Roadway station buses only plied on limited routes. The city became more accessible after the Delhi Metro network was extended, and I finally opened up to move here the Huda City Centre Metro station was inaugurated.

But there's a difference between visiting Gurugram and living here. The real meaning of living in Gurugram dawned on me when I moved into my new house with my new family to start life afresh.

The first month is a mixture of living



As I can now avoid the harrowing commute to my workplace every day. It wouldn't be fair to not mention the special understanding of my parents, who made it possible, despite the compromise 'log kya kahenge' (what will people say) confession.

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The All New HT Gurugram

SPECIAL INFLUENCER COLUMNS

RUSH HOUR

AMIT BHATT

Three traffic myths behind mobility chaos in Gurugram

'BAD PLANNING'

The most popular mode of travel in the Gurugram is walking. So, why is the city catering only to cars?

Gurugram, with a population of 8.7 lakh as per the 2011 census, accommodates more than 250 of the Fortune 500 companies and is ranked as the most prosperous city in India. It is also a prime driver for Haryana's economy with an estimated two-thirds investment in the state happening in Gurugram alone.

On one hand, it is known as the 'Millennium city' but on the other, it is also 'Gurugram' because traffic is notoriously bad.

There are numerous reasons for the chaotic mobility in Gurugram, but the three major traffic myths are probably the root cause of it, and they are:

1. **Everyone in the city moves by car** A study by the Gurugram Metropolitan Development Authority (GMDA) in 2018 on its city bus survey points out that within its Municipal Corporation Area, the largest mode of travel is walking (27%), followed by motorised two-wheelers (26%), car users (10%) and cyclists (4%).

The remaining 33% comprises people using both formal and informal modes of public transport systems, such as autos, taxi, buses, Metro and trains.

The results from this study are not surprising at all because even the decade-old, Integrated Mobility Plan for Gurugram estimated that one-third of the population was walking

and cycling; one third using formal and informal public transport; and the remaining third was using cars and two-wheelers.

Therefore, it's a myth that everyone in Gurugram moves by car and the 2008 and 2018 data show that only 10 percent of the people do that.

2. **More road space means less jams**

The man who created the famous Say's law, Jean-Baptiste Say, stated "supply creates its own demand" and this may be applied to transport planning as well, i.e. if more roads are built, there will be more motor vehicles. And while the law may have been formulated

THREE REASONS FOR CHAOTIC MOBILITY IN THE CITY ARE THE MYTHS THAT EVERYONE MOVES BY CAR, MORE ROAD SPACE MEANS LESS JAMS AND REMOVING JUNCTIONS EASES TRAFFIC FLOW. IT'S TIME THAT THE CITY PRIORITISES PLANNING FOR WALKING, CYCLING AND PUBLIC TRANSPORT

more than a century and half back, transport planners/ engineers in Gurugram fail to understand this fundamental concept. The city is obsessed with building more flyovers, underpasses and widening roads, as a result of which there is increasing traffic.

Gurugram's Golf Course Road is a classic example for such a mishap of how not to design an urban road.

The signal-free road that was meant to provide signal-free connection to people living around the golf course to NH 8 is now frequently in now for traffic jams. Therefore, if the 16 lanes of road could not remove jam on the Golf Course Road surely 18 lanes won't do much better.

3. **Removing intersections eases traffic flow**

Of late there is a trend in the city to replace intersections with U turns, which is neither a clever form of planning nor traffic engineering. From the planning perspective, traffic signals are an important part of city's transport system as it helps various modes of transport, including pedestrians and cyclists, in crossing the road. They provide access to people on either side of roads that have continuous development such as Sohna Road, Old Gurugram Road or any other road inside the city. Removal of these intersections forces cyclists and pedestrians to violate traffic rules as detours are often lengthy and impractical, leading to accidents and often deaths. From an engineering perspective, it is well documented that an intersection with traffic signal has much more throughput than if the same is replaced by U turns. A simple stroll in the morning or evening hours on Sohna Road, HUDA City Metro Station, etc, will reveal the true picture of this experimentation.

It's time that the city moves towards prioritising planning for walking, cycling and public transport and a starting point of this is planning multi-modal streets, rather than streets only for cars. Else, it will be locked in, with no escape.

Amit Bhatt is Director - Integrated Transport, WRI India

SANJAY VERMA/HT



JAPANTOWN

KEIJI NAKAJIMA

'I was just a visitor on work. Now, India is my home'

Gurugram has an advantageous location. It is sought after also because it is very close to the airport and lies in the middle of Delhi and Manesar, a flourishing commercial district

At 73, I am perhaps the oldest Japanese living in India. I have lived here for 30 years. No surprise then that I am called 'sawanya per cent Indian' by my countrymen as well as friends.

I first visited India 43 years ago as an employee of Sumitomo Corporation, which is one of the biggest Japanese trading firms, for the sale of spare parts to Indian Railways.

I decided to remain in India to become a small bridge between India and Japan. I thought India was a very important country for Japan and by supporting India, I could contribute to Japan.

Another reason was that I loved India and Indians. Every country has good and bad people. India is no exception. I used to have a lot of problems due to differences of culture, way of thinking and perception, etc., between the two nations. So, I was initially sceptical of India. However, because of my work I made many Indian friends who have been supporting me unconditionally.

During my early days in India, I used to visit Gurugram frequently. There was only a Maruti factory and a few auto-related companies and most parts of this city were just farm fields. The roads between Delhi and Gurugram were worse with narrow and bumpy roads. It used to be very dark at night as there were no street lights. I could not have imagined back then that Gurugram could become such a big and modern city.

Many years later, I made it my home. I was provided a house by a good friend here. The improvement in living conditions was phenomenal with good houses, shopping malls and many restaurants, including the Japanese ones. Secondly, Gurugram has an advantageous location. Gurugram is sought after also because it is very close to the airport and lies in the middle of Delhi and Manesar, a flourishing commercial district. Many of my fellow expats, who are here for work, will understand its importance.

There has been Gurugram from becoming a truly developed world



DURING MY EARLY DAYS IN INDIA, I USED TO VISIT GURUGRAM FREQUENTLY. THERE WAS ONLY A MARUTI FACTORY AND SOME AUTO-RELATED COMPANIES AND MOST PARTS OF THIS CITY WERE JUST FARM FIELDS

class city?

In 1945, Japan lost the war and was devastated. But in the next, it became the world's second largest economic country.

The biggest and the only reason for this is the Japanese spirit, their indomitable mental strength. Human resources are the only properties for Japan. India can learn the Japanese spirit, I am sure that India will develop further and prosper.

Therefore, I have been trying to share the Japanese mind set and ideas with Indian friends as much as possible.

Also, many Japanese friends I meet in the city seem to have prejudices. They need to learn more about this place and what it has to offer.

The decision to remain in India has brought a lot of happiness to me. I am enjoying my life in India by having joint family in India, which is almost impossible in Japan, especially in Tokyo.

I think that it is my duty and my mission to increase the number of Japanese who can understand India rightly and grow so like my second country.

I truly thank India.

(Keiji Nakajima runs a chain of restaurants in Gurugram, Manesar and Delhi. He has also served as an advisor to the Haryana government)

SANJAY VERMA/HT



SPECIAL WEEKEND
PAGE:
GURUGRAM THIS
WEEK

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INTERVIEWS
EVERY MONDAY

REPORTER'S DIARY

REPORTER'S DIARY

Women forgotten at peace meeting

There were no women at the gathering. Can't they be effective in endorsing peace?

Last Sunday morning, I set out for Sir Chhotu Ram Bhavan in Jharsa to cover a mahapanchayat comprising people of different faiths from 36 villages. As I entered the one-room hall, I looked around and saw a sea of white—more than 200 turbaned men, seated on the floor, gathered to discuss the ongoing controversy surrounding namaz being offered in public spaces.

Portraits of Sir Chhotu Ram, a Jat politician from the early 20th century who founded the Unionist Party with three Muslim statesmen, adorned the walls.

Determined to set an example of social conscience, they resolved to not allow divisive forces vitiate the atmosphere. In between taking notes,

I scanned the gathering. There were no women. Wouldn't it be helpful for the gathering to know what the women in their family



Residents at mahapanchayat warn rightwing outfits, call for harmony

thought? Can't they be equally effective in endorsing peace, I wondered.

Just then, the moderator made a surprise announcement. "For the first time, two women are also a part of our panchayat. One of them, Vinita behen, will now address the meet."

Dressed in an off-white plain salwar-kurta, Vinita Singh walked to the centre of the gathering, confidently. There was no stage. She spoke about the principles of equality, federalism and secularism enshrined in the Constitution, which she held in her hand.

Singh had come as a member of the Gurugram Nagrik Ekta Manch, a citizen's group based in the city. "It was interesting to note how most members of the panchayat would start their

speeches by addressing male members of the audience. They would use words like hamare bhai despite our presence. However, some looked at us and addressed us while starting their speeches. I could imagine they were also surprised by the presence of women but were trying to cope with it," Singh said.

The other woman participant was Arti Jaiman, from the same group. Jaiman and Singh had been invited because both had been involved in resolving the namaz issue.

It wasn't unusual for Singh to go to such an event. But for the gentlemen there, women participants in a mahapanchayat are a paradigm shift. Khap panchayats in Haryana traditionally do not allow women to be members. Most decisions, at home and outside, are still taken by men.

"Women are not called for these panchayats. Even if we do call them, they are reluctant to come. We cannot force them to come," Mahindar Singh Thakran, the pradhan of Jharsa 360 khap and organiser of the panchayat said.

Jaiman summed up: "The panchayat was surprisingly welcoming. But you do realise that in a dialogue that is essentially about communal harmony, they've forgotten the women."



Women are not called for these panchayats.

MAHINDAR SINGH THAKRAN, organiser of the mahapanchayat

REPORTER'S DIARY

'A politics of space plays out when roads are built'

What our correspondent learnt while covering Dwarka e-way

Pranay Arora Desai
@pranaydesai

On June 1, I was covering a development related to the upcoming Dwarka Expressway—described by a resident of Gurugram as "the single most important infrastructure project in the city".

This resident, whom I met on a Metro ride one night after work, explained that many developing sectors are awaiting the construction of this 28-km stretch, particularly those along the Northern Peripheral Road. The implications of the expressway, I learned through my conversation with this Gurugram resident, fit into our broad understanding of what 'development' should constitute.

Homebuyers who have paid for condos and apartments along the highway would be able to move into their homes once it opens. It holds the promise of better water and electricity services, of better streetlights and streamlined civic administration. This resident was one of those several homebuyers and the anticipation in his voice was palpable. "Agar yeh development chahiye toh public sadak toh banana padegi hi (if you want development, this road has to be built first)," my acquaintance said.

I'd learnt in school that roads are engines of growth. And as with other utilities that help cities grow, like water and power, roads are inherently political. There is a politics of space and class that plays out when roads are built, demolished, redeveloped.

On the stairwell of the Dwarka office, a framed photograph of the upcoming expressway was hung on the wall. Some



'Dwarka expressway to be ready in 18 months'

Hindustan Times report on the Dwarka expressway on June 2

elled, widened or cordoned off. In the course of my reporting, I began to see the politics of the Dwarka Expressway unravel and was introduced to the stories of multiple stakeholders: residents, homebuyers, administrative bodies and local politicians.

That morning of June 1, I met over a 30 residents of New Palam Vihar and Kherki Daula village who had gathered at the Dwarka office. Their homes were being razed to free up space for the expressway, and they had come to petition the authorities for leniency. Many of them are new homebuyers, and many wanted more time to wrap up their personal affairs before moving to their new homes. There were tears, anger, resentment in the air, as palpable as the anticipation in the residents' voices when I had spoken to the previous night.

Through news reports, Twitter and random conversations on the Metro, I have learnt just how crucial the expressway is. But I have also learnt that growth, while imperative, is most often not as inclusive as we'd like it to be.

On the stairwell of the Dwarka office, a framed photograph of the upcoming expressway was hung on the wall. Some



Roads are engines of growth. And

REPORTER'S DIARY

Choking in summer heat and dust

How workers are the worst affected by the city's burgeoning construction waste problem

Pranay Arora Desai
@pranaydesai

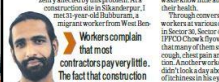
A couple of weeks ago, a construction site near the IIT-Delhi Chowk in Delhi was the site of a major protest. After a night of a few days, a photograph of a construction site was taken and I found that the construction waste was piled up in the area.

"The construction industry is a huge polluter," said a resident of the area. "It's not just the dust and noise, but the waste that is piled up everywhere. It's a huge problem for the people living around it."

As long as buildings are built, there will be waste. Multiple residents spoke to me about the waste that is piled up in the area. They said that the waste is not just a problem for the people living around it, but also for the people who work on the construction site.

There is another side to the story, a side that is less visible. A construction site in Saket, Delhi, is the site of a major protest. The workers are protesting against the low wages and the lack of safety measures.

Workers complain that most construction sites are not safe. They say that the workers are not given proper safety gear and that the workers are not given proper training.



Most contractors pay very little. The fact that construction waste is harmful is alien to them.

for the owner. Angi, who works at a construction site in Saket, Delhi, was painting her fence at the risk of being caught by the police.

All the construction workers who work on the construction site are not given proper safety gear and that the workers are not given proper training.

Workers complain that most construction sites are not safe. They say that the workers are not given proper safety gear and that the workers are not given proper training.

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SPECIAL STORIES

THE CHANGE-MAKER

She is waging a war on pollution

WASTE BURNING Ruchika Sethi launched a citizen's initiative to curb waste burning and dumping of debris, which she says are major sources of pollution in Gurugram

Sonal Verma
a sonal.verma@ht.com

Ruchika Sethi, a resident of Nirwana Country in Sector 60, shifted to Gurugram from Noida in 2008 with her husband and their 16-year-old daughter in search of a cleaner environment. The former general manager of a textile company and an advocate for child safety and inclusion, Sethi left her job in 2002 to look after her daughter, Manavi, who was diagnosed with a neuro-developmental disorder. "That is when I started paying attention to the external environment and how it has a direct effect on our health," she said.

Initially, in 2012, Sethi came to know that an empty plot next to the boundary of her society was a common site for waste burning. Out of curiosity, she visited the spot to find that it was the society's 'horticultural' waste that was being dumped and burnt there. "When I questioned the workers who were dumping the waste, they told me that if they don't dump here somewhere, they'll eventually dump somewhere else," 36-year-old Sethi recalled. "According to doctors, the main causes of upper respiratory disorders in Gurugram are the smoke from the rampant waste burning and the dust from construction and demolition waste," she said.

Concerned over the rising air pollution, Sethi, in 2016, started a citizens' movement which was named 'Citizens for Clean Air (CPCA)'. "Nearly 400 people including health professionals and teachers joined us in our first protest against waste burning in November 2016, at Leisure Valley in Sector 28. Soon, the community started growing; people started asking what they can do help. We laid out ways like composting, recycling, segregation, etc.," Sethi said. The CPCA group has a strong social media presence, with around 256 members, part of its WhatsApp group has actively helped each other enhance sustainable ways of living.

The group sent a petition, signed by 26,000 residents, to the municipal corporation in October last year, identifying problems of open garbage dumping and burning and provided possible solutions. "People could identify with the local triggers," she said. "A few children

and their mothers and about 200 teachers of signatures. But when I, representing the signatures, approached the MCO, the officials were dismissive and didn't want to recognise the problem. That's when you realise you don't have a voice in the city. We were not only putting out problems but had also presented a roadmap. We wanted them to build the infrastructure for waste management."

Sethi said her movement's aim is to address both civic and civil apathy, and make the residents a part of the solution. "I wish that each person feel a responsibility enough that it is his home and community can provide solutions, and question the government," she said. However, her fight hasn't been an easy one. "I have even trailed tractor trolleys carrying

garbage to the point that my husband says I get into trouble one day," she said.

"After spotting multiple instances of mass burning of waste, I soon realised that you can only report a civic deficiency but the authorities don't have a ready solution, which is why, starting 2014, I started researching on how we can curb the garbage menace," she said. "I found that all the laws for waste management were already in place in the city. The real problem was the city's poor infrastructure and the lack of initiative on part of the civic bodies."

In 2015, Sethi came up with a campaign titled 'Why waste your waste?' in which she encouraged residents to treat waste as their home. Sethi, who herself practices waste segregation and com-



Ruchika Sethi holds a placard on the problems caused by waste burning at Golf Course Extension Road, Gurugram.

SANJEEV VERMA/HT PHOTO

Hindustan Times e-Paper - Gurugram - 6 Jun 2018 - Page #10

Road plan threat to 113-year-old stepwell

BADSHAHPUR BAOLI Built in 1905 by Lala Mohanlal, the heritage structure is being used as a waste dumping yard by the local residents. A plan to fill it up with sand and build a road through it is threatening the stepwell's existence

gurugram matters

Sonal Verma
a sonal.verma@ht.com

As the city grows, the need to build new roads is a constant. But in the process, the city's heritage is being threatened. One such example is the Badshahpur Baoli, a 113-year-old stepwell built in 1905 by Lala Mohanlal. The structure, which was once a popular gathering place for the local community, is now being used as a waste dumping yard by the local residents. A plan to fill it up with sand and build a road through it is threatening the stepwell's existence.

The baoli is a semi-circular structure, built with red sandstone. It has a diameter of about 10 meters and a depth of about 15 meters. The structure is surrounded by a low wall, and there is a small shrine at the top. The baoli is located in the Badshahpur area, which is a part of the Gurugram Municipal Corporation. The baoli is a heritage structure, and it is listed in the Gurugram Municipal Corporation's heritage list. The baoli is a part of the Gurugram Municipal Corporation's heritage list, and it is listed in the Gurugram Municipal Corporation's heritage list.

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The Indian National Trust for Art and Cultural Heritage (INTACH) had in 2009 listed the Badshahpur Baoli as a heritage structure and had the government fill it with sand and build a road through it.

06 gurugram hindustantimes

Cherishing food traditions this Eid

TREAT Living far away from home, residents are keeping their food traditions alive by sharing it with new people

Sonal Verma
a sonal.verma@ht.com

gurugram For Gul Ali, a home chef and a resident of Gurugram, the days leading up to Eid are a busy time. He is preparing for the festival, which is a time for family and friends to gather and share food. He is preparing for the festival, which is a time for family and friends to gather and share food. He is preparing for the festival, which is a time for family and friends to gather and share food.

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Gul Ali, with his daughters Mariam (left) and Sarah, prepares food for Eid.

On summer break, kids take a fancy to robotics, programming

STARTING EARLY A far cry from the days when they were glued to TV on holidays, kids are now getting started in hi-tech activities to face the future

Sonal Verma
a sonal.verma@ht.com

For the kids of Gurugram, the summer break is a time for fun and learning. They are getting started in hi-tech activities like robotics and programming. They are getting started in hi-tech activities like robotics and programming. They are getting started in hi-tech activities like robotics and programming.

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Kids taking up hi-tech activities like robotics and programming.



SPECIAL STORIES

Farming keeps residents in sync with nature

HEALTHY LIVING City dwellers take to permaculture, rent out small plots, engage workers and produce fruits and vegetables for their consumption

Sonal Verma
A Hindustan Times Staff Writer

GURUGRAM: It's like a small village in the heart of the city, a place where the hustle and bustle of the city is replaced by the tranquility of the countryside. In the heart of Gurugram, a small community of city dwellers has found a way to connect with nature and grow their own food.

What brings these city dwellers together is a shared passion for sustainable living. They have started small-scale farming projects, some in their own backyards and others in community gardens. These projects are not just about growing food, but also about creating a sense of community and living in harmony with nature.

"I have bought a small plot of land in a nearby village and I am growing vegetables and fruits. It's a great way to stay connected to nature and to have fresh produce for my family," says a resident of Gurugram.

Another resident shares, "I have started a small-scale farming project in my backyard. I am growing vegetables and fruits, and it's a great way to stay connected to nature and to have fresh produce for my family."

The residents of Gurugram are not just growing food, but also creating a sense of community. They are sharing their knowledge and experiences with each other, and working together to create a sustainable living environment.

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Sonal Verma, a Gurugram resident, is seen tending to a batch of sweet potatoes. It generally takes around 100 days to grow a batch of potatoes.

City dwellers are engaged in various farming activities. Some are growing vegetables like tomatoes, leafy greens, and herbs. Others are growing fruits like apples, pears, and berries. The residents are also engaged in permaculture, a sustainable farming method that focuses on creating a self-sustaining ecosystem.

"I am growing a variety of vegetables and fruits in my garden. It's a great way to stay connected to nature and to have fresh produce for my family," says a resident of Gurugram.

Another resident shares, "I have started a small-scale farming project in my backyard. I am growing vegetables and fruits, and it's a great way to stay connected to nature and to have fresh produce for my family."

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TIPS TO GROW FOOD

1. Choose the right location: The location should be sunny and well-ventilated.

2. Choose the right soil: The soil should be rich in nutrients and well-drained.

3. Choose the right plants: Choose plants that are suitable for the climate and soil.

4. Water regularly: Water the plants regularly to keep them healthy.

5. Fertilize regularly: Fertilize the plants regularly to provide them with nutrients.

6. Harvest regularly: Harvest the plants regularly to enjoy the fruits of your labor.

7. Share your knowledge: Share your knowledge and experiences with others to help them grow their own food.

8. Enjoy the process: Enjoy the process of growing food and the fruits of your labor.

9. Be patient: Be patient and wait for the plants to grow and bear fruit.

10. Have fun: Have fun and enjoy the process of growing food.

This Gurugram park has a French connection

MONIAL PARK Mohali Colony residents are oblivious to the tomb of a French soldier believed to have served in Begun Sarai's army

Prachi Mishra
A Hindustan Times Staff Writer

MONIAL PARK: A small, quiet park in the heart of Gurugram, Monial Park is a place where the past meets the present. It is a place where the memory of a French soldier, who served in the British army during the 19th century, is still alive.



The monument dedicated to Major Jean-Baptiste, a soldier of the French, who served in the British army during the 19th century.

The monument is a tribute to a French soldier who served in the British army during the 19th century. It is a place where the memory of a French soldier, who served in the British army during the 19th century, is still alive.

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Gaming addiction leaves youth depressed

DISORDER Doctors say number of people battling the addiction has increased in the last few years, most affected are boys and men aged 12-25

Prachi Mishra
A Hindustan Times Staff Writer

GURUGRAM: A young man, who is addicted to gaming, is seen sitting at a desk, playing a video game. He is looking at the screen with a focused expression.



A young man, who is addicted to gaming, is seen sitting at a desk, playing a video game.

Gaming addiction is a growing problem among young people. It is a condition where a person becomes addicted to playing video games, and it can lead to various health and social problems.

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htspotlight

WORLD REFUGEE DAY

A group of five people are posed in a room. On the left, a woman in a bright yellow sari stands. Seated next to her is an older man with a grey beard in a light-colored kurta, sitting on a blue plastic chair. Behind him is a younger man in a patterned shirt. To the right, an older man with a long white beard and a younger man with a dark beard, both in white kurtas, are seated on a wooden bench. The background features a wooden shelf unit holding various items, including a woven basket and some books.

In search of an elusive home

[illegible]

are adamant and stop interacting with people who talk about family planning issues," said Rajuddin, an individual social worker.

While Rajuddin claims village residents tellow social workers to work in Akera, locals tell a different story.

"We are not even aware of any schemes provided by the government so we have never applied for any such new official jobs,"

Bissar has approached the district administration repeatedly over the past three years but this too has been a dead end. "I have met almost all officials and have submitted written requests but they have ignored it," said Bissar. "No one has even wanted to see if my child died, and even now, they

ment. This is an impossible task for Blosser, who lives with seven of her children. Only two can work, but they earn irregular daily wages. Blosser, the mother of 18, has no fixed earning. However, she doesn't qualify for the below poverty line (BPL) category.

According to the officials who conducted survey said she does not qualify to fall under BPL category.

gals' group
colleges' studies
Zachary's
new group
last year
gals' efforts
fortuitously
Wendy's
Beverly's
accolades
positive
Beverly's
ground
shame
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con. group
group
Shelley
Shelley
gals' than
group's

► Reproduction
A 1994 survey
found that

[illegible][illegible]

NO HELP FROM THE STATE

Ishak's treatment at the hospital in Alwar, where he was admitted for four months, cost the family Rs 4.5 lakh. They had to sell the camel cart, losing one critical element of earning a livelihood. He passed away in 2014 and ever since, Biswa has slipped deeper

"Someone from the village had helped me and my husband get a pension, as I never had a birth certificate or a document to establish my age. The people who conducted the survey confirmed that we were eligible and

[illegible]

At the beginning of the article, the author states that, "I was a member of the Communist Party of the United States from 1945 to 1954." This is a significant statement, as it indicates that the author was a member of the CP during the period of the Cold War. The author then goes on to discuss the CP's activities and the impact of the Red Scare on the American public. The article is a well-written and informative piece that provides a detailed look at the CP's activities and the impact of the Red Scare on the American public.

The fact that she's been a mother 23 times may make her a popular selfie candidate, but it isn't enough to get her a widow's pension.

"I have approached government officials and local politicians many times in the past year, but no one is ready to help her. I have also written to the chief minister of Haryana to help

For Bhasar, his words are like a death knell. "If the situation remains the same, I will soon become news for dying of starvation," she said.

RESEARCH The researchers found that the more people who use a particular service, the more likely they are to use it again. This is because the more people who use a service, the more likely they are to see it as a valuable part of their daily lives. The researchers also found that the more people who use a service, the more likely they are to recommend it to others. This is because the more people who use a service, the more likely they are to see it as a valuable part of their daily lives.



Organization. She said that the company's management should not be concerned with the company's financial situation, but rather with the company's future. She said that the company's management should be concerned with the company's future, not with the company's financial situation.

...and a little to pay for the rest. Sometimes, it gets difficult. Many are not really well equipped to do so. Many people look for side jobs. The power is regular and increases weekly.



It's worth to shape almost
nothing plastic?
© 2004 by the author. All rights reserved.

the individual's age, sex, and weight. The 100-mmHg threshold is based on a meta-analysis of 10 studies that found that a 5-mmHg reduction in systolic blood pressure (SBP) results in a 50% reduction in stroke risk, a 35% reduction in myocardial infarction risk, and a 33% reduction in total mortality risk.



Print Ads

- Ads highlighting the various content themes for Gurugram
- CTA includes beat-wise reporters names & email address to start conversations

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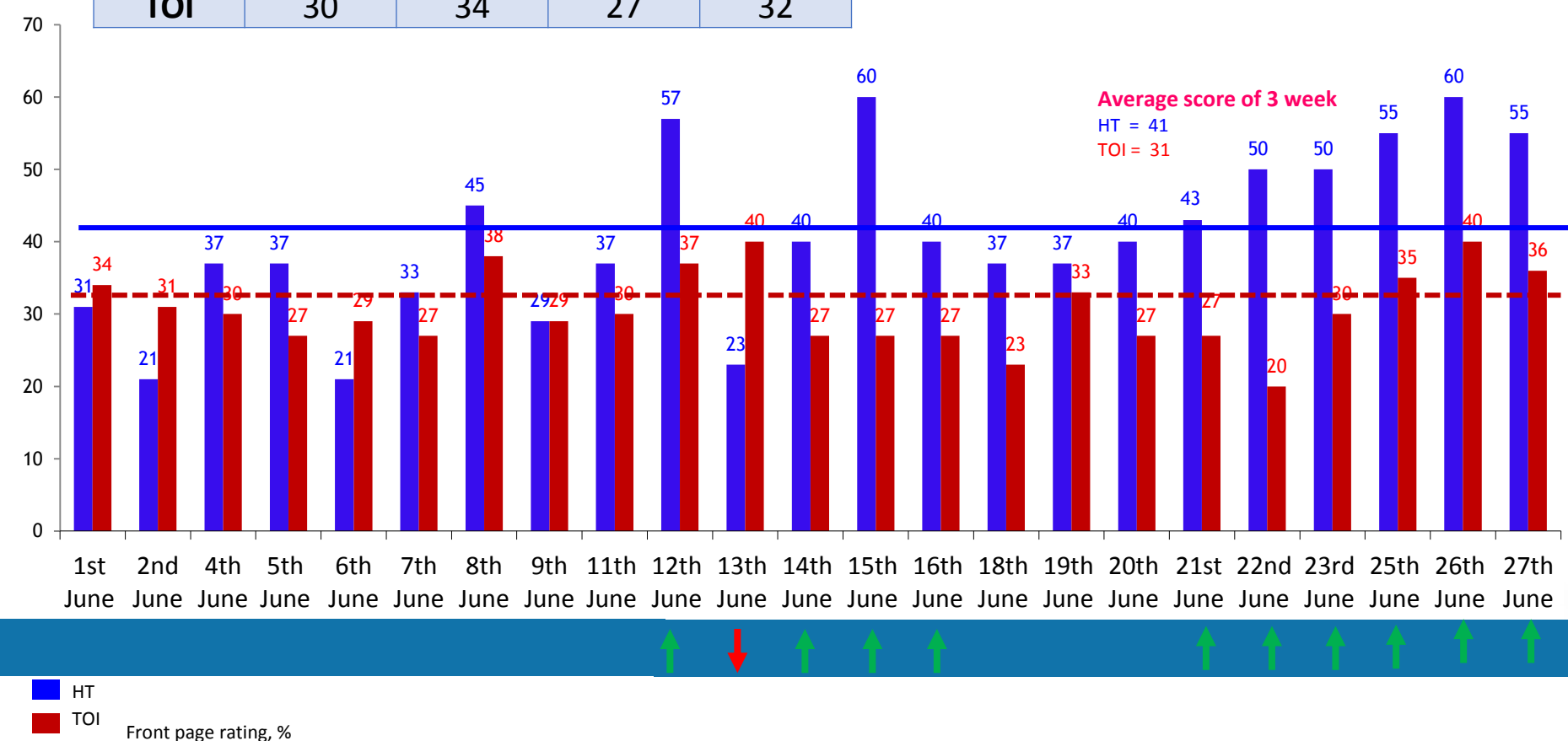
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Product Ratings increasing steadily

DUAL	HT > TOI	HT = TOI	HT < TOI	Net Wins
June 2018 (Till 27 th)	10	12	1	9

	Wk 1 Avg	Wk 2 Avg	Wk 3 Avg	Wk 4
HT	30	39	43	55
TOI	30	34	27	32

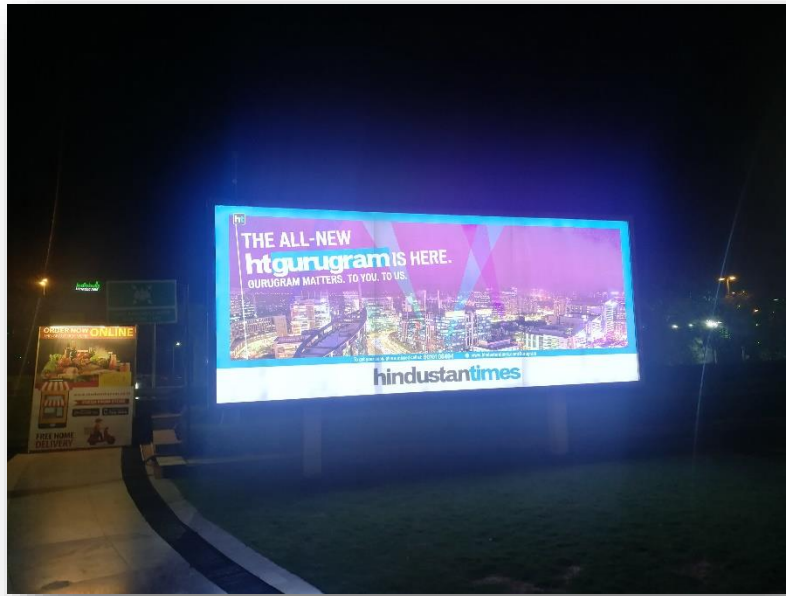


Lead on all major content pillars

Core Content Pillars	Avg Weekly Cols		
	HT	TOI	Diff
Crime	40	37	3
Commuting Infrastructure & Traffic	11	9	2
Communities	3	1	2
Lifestyle & Entertainment	28	7	21
Corruption	0.63	1.4	-0.77
Local Administration / Politics Concerns	36	37	-1
Pollution & Environment	17	14	3
Others	94	72	22
TOTAL	229	179	50



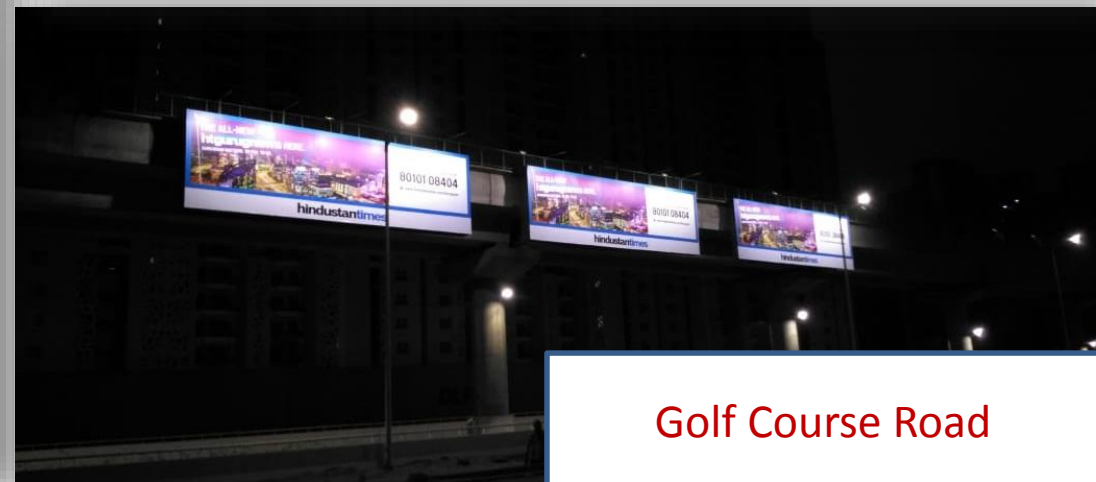
Outdoor campaign across key Gurugram sites



Cyber Hub



Galleria



Golf Course Road



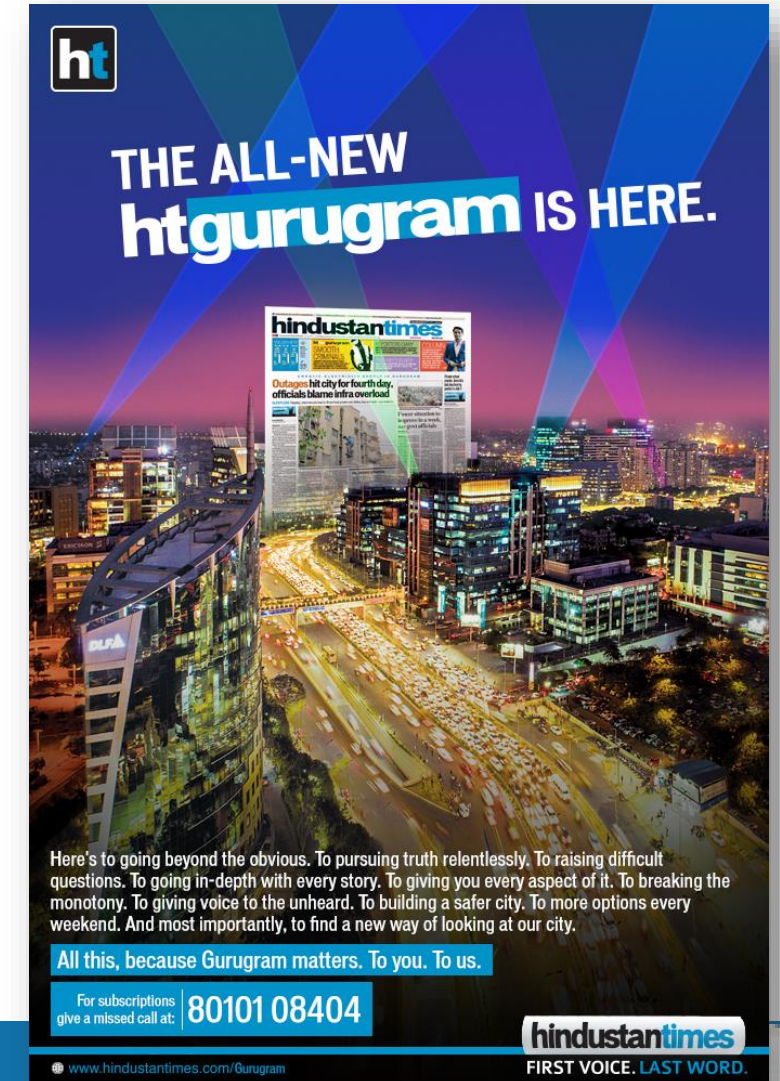
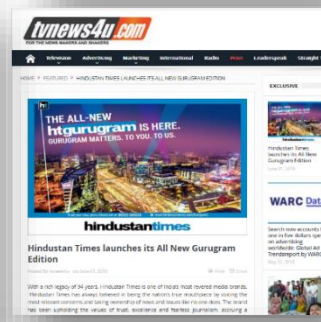
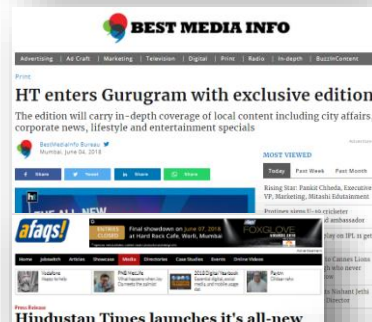
200 Boards across key sites of Gurugram

- 28 Govt Offices
- 70% of Police Stations
- 41% of Govt Colleges
- Hospital, Stadiums & other prominent locations



Roadblock across ALL B2B platforms

Site-captures + PR + Emailers: Reach 15 lakhs



Site-captures

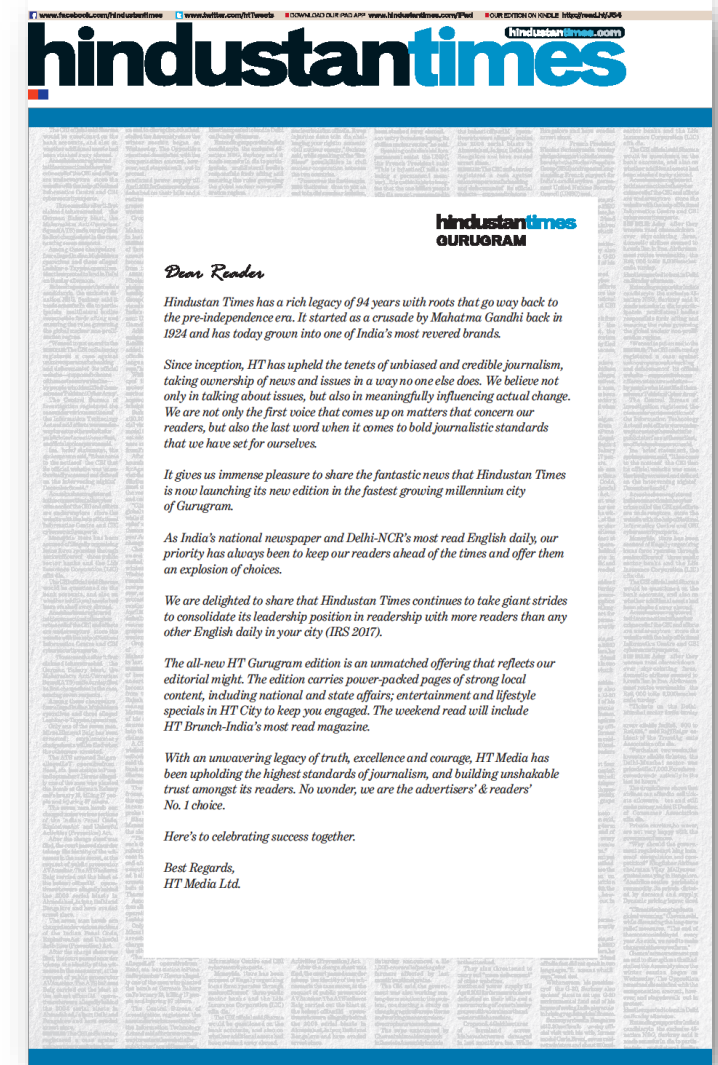
PRs

Emailers

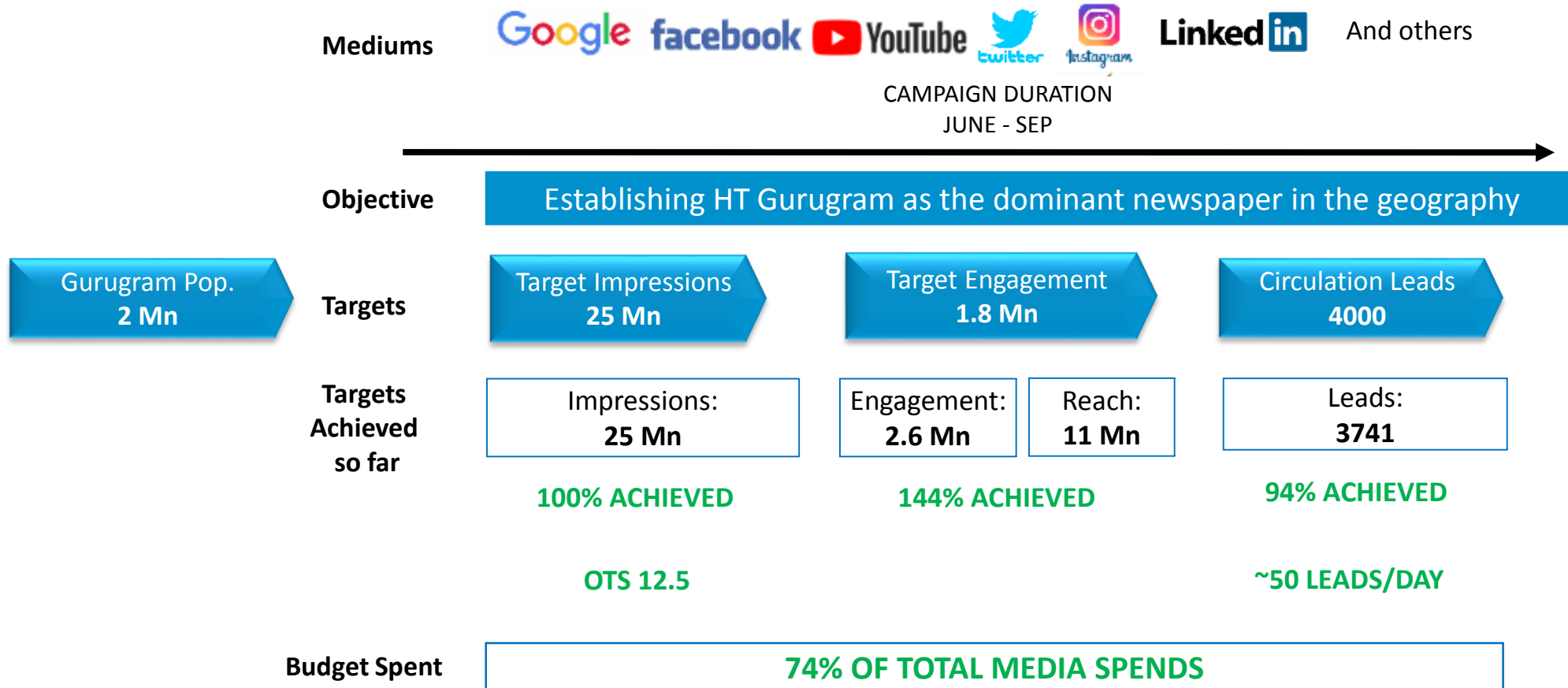
Custom Edition for 800 stakeholders

Advertisers + Influencers

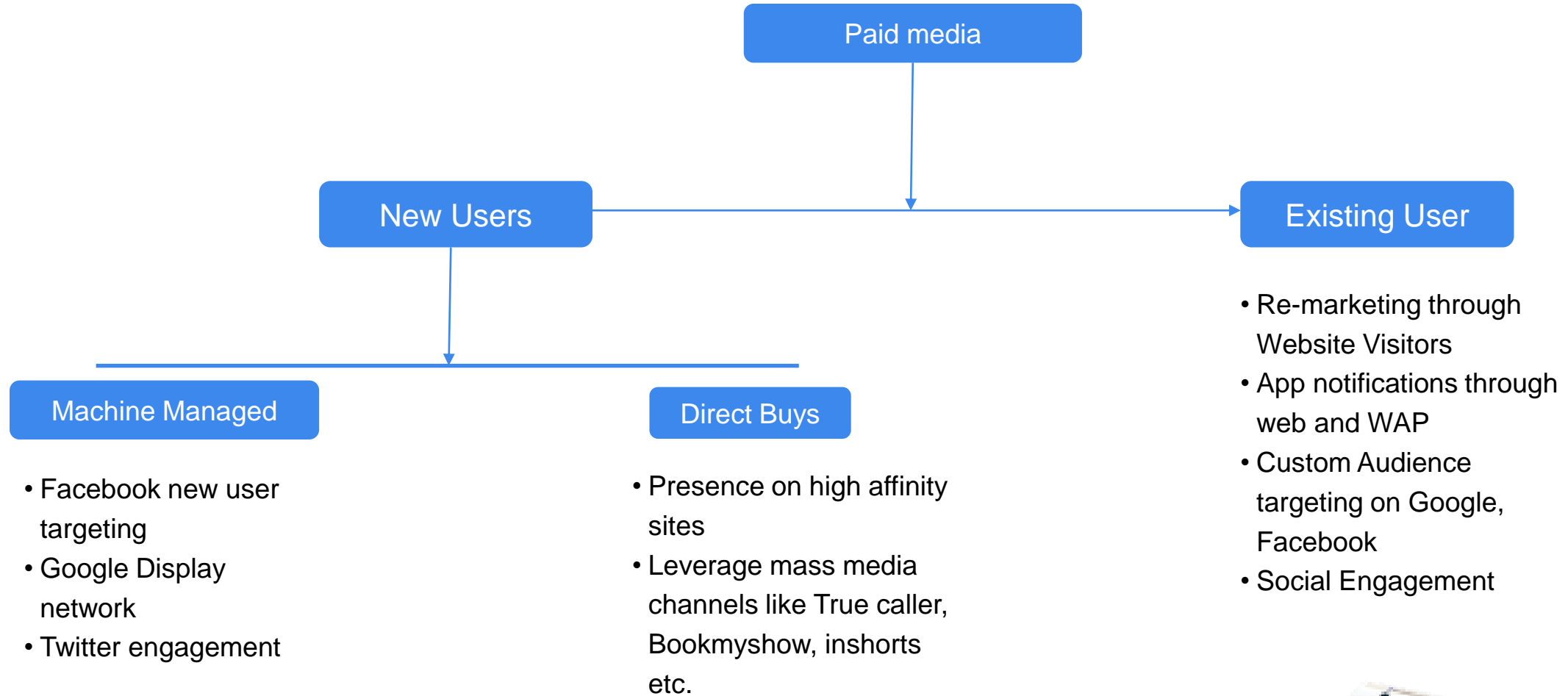
- A special edition is curated for the important stakeholders of HT
 - Priority List of Circulation
 - Delhi-NCR Influencers from Media Marketing
- A 4-pager Jacket including the letter to the reader is enveloped over the June 01 release and sent separately



Digital KPIs Achievements @ 74% Budget



Media Vehicles



HT Gurugram Launch: Digital Overview



HT.com

- Improved Discoverability of HT Gurugram Content on HT.com
- Home page Widget + Banners



GOOGLE DISPLAY

Google ads targeting Gurgaon residents on Google Search + Gmail based on their Interests AND media consumption



PAID SOCIAL

Reaching the right audiences through precise interest & demographic targeting
Also including Beta ad formats



VIDEO

Building awareness through Youtube & other video platforms through ads
6sec Trueview ads + Bumper ads



MOBILE APPS

Reaching discerning users through app & mobile browser targeting
BookMyShow
Snapchat and inMobi



MAILERS

Emailers based on interest
Specifically to Gurgaon audiences including key MM contacts + Trade Media databases



Reaching out to the city – digitally

In-house Banners

- Hindustan Times Website

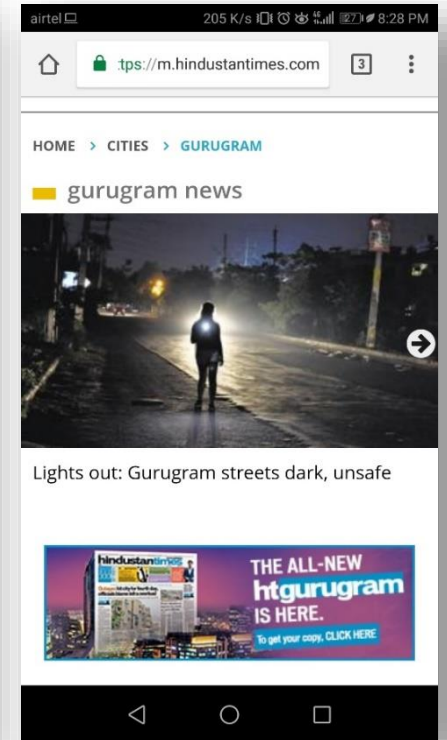
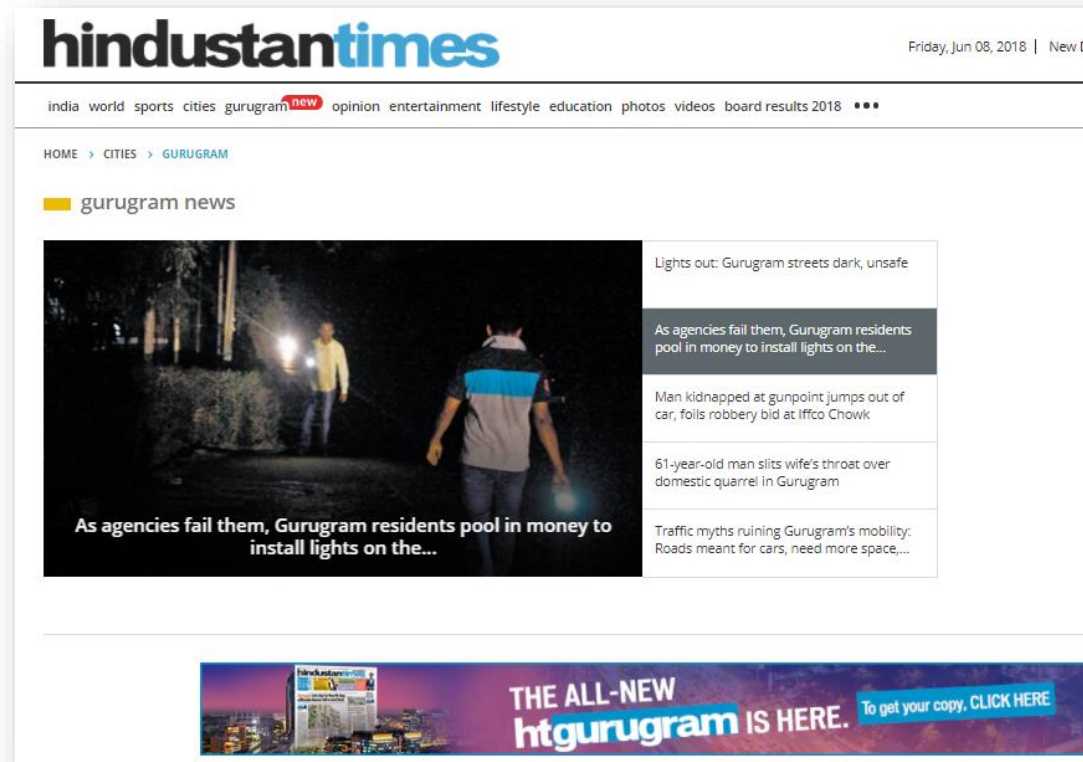
Social Media Platforms

- Facebook
- Instagram
- LinkedIn
- Twitter
- Youtube

In-app Integrations

- Inshorts
- Bookmyshow

Lead Generation Campaign



In-house Website Banners driving subscriptions



Reaching out to the city – digitally.

In-house Banners

- Hindustan Times Website

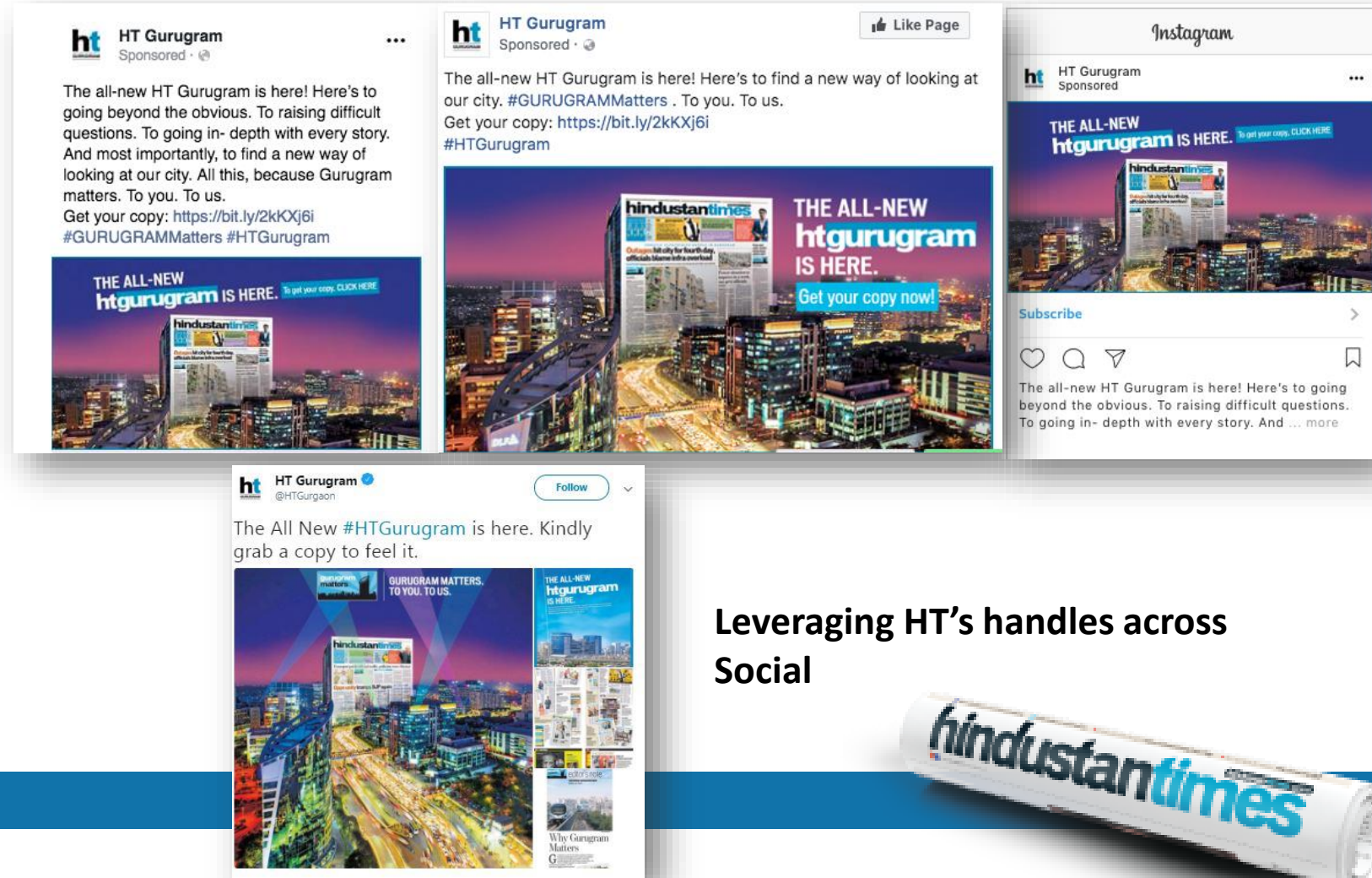
Social Media Platforms

- Facebook
- Instagram
- LinkedIn
- Twitter
- Youtube

In-app Integrations

- Inshorts
- Bookmyshow

Lead Generation Campaign



Leveraging HT's handles across Social

Leveraging strength of Google + Using Prerolls on Youtube

Google Search

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Google Display Network



Communities of Gurugram



The All New HT Gurugram is here



Infra of Gurugram



Leveraging & Recreating Editorial Content



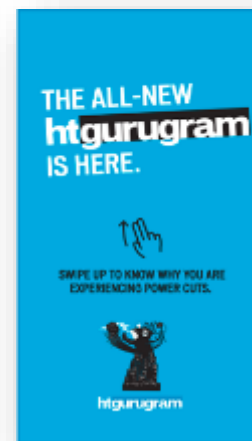
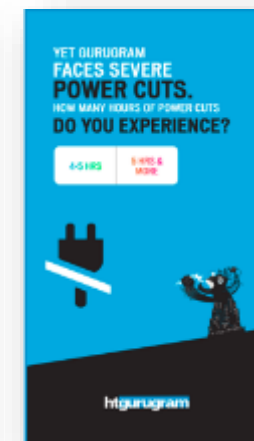
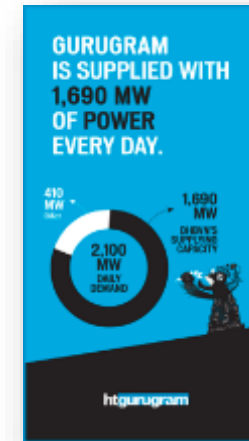
Facebook Top Organic Posts



Facebook Paid Campaign



Power Cut Edit Series



Community-based story



facebook



Leveraging FIFA WC News Cycle for Gurugram



Videos



GIFs



Static Posts



Insta / FB stories

Cross-Promoting HT Friday Jam



Engaging Influencer Columnists





htgurugram







htgurugram



Amit Bhatt

June 27 at 7:07 AM · 🌐

#RushHour

#RaahgiriDay: How a small experiment in Gurgaon became a national rage.

My today's column in Hindustan Times

Prabhat Sarika Rajesh Latika Manas Manish

RUSH HOUR

AMIT BHATT

Our cities should be designed for people, not just motor vehicles

AS PER THE CENSUS 2011, 23% OF PEOPLE WALK TO WORK, 13% CYCLE TO WORK AND ONLY 2% PEOPLE DRIVE TO THEIR WORKPLACE. YET, PLANNERS CONTINUE TO DESIGN CITIES FOR MOTOR VEHICLES, GIVING MORE PEOPLE THE REASON TO SHIFT TO MOTORIZED TRANSPORT (OR BUY PRIVATE VEHICLES). THE RESULT: MORE THAN 50% OF THOSE WHO ARE KILLED IN ROAD ACCIDENTS IN OUR CITIES ARE PEDESTRIANS AND CYCLISTS.

Imagine walking to your home that is cluttered with traffic, crowded with cars, sharing with loading and unloading of goods with people - it's not just a congested road but a chaotic scene. All buildings, shops, parking their vehicles, cycling, and sharing a little of the road of being over-reliant on vehicles. Yes, that's what happened on November 17, 2013, when four out of five of the streets of Gurgaon, around the Cyber City, turned into a pedestrian zone. It was the first day of the Raahgiri Day. According to the Census 2011, 23% of people walk to work, 13% cycle to work and only 2% people drive to their workplace. Yet, planners continue to design cities for motor vehicles, giving more people the reason to shift to motorized transport (or buy private vehicles). The result: More than 50% of those who are killed in road accidents in our cities are pedestrians and cyclists.

The Raahgiri Day initiative was inspired by Bogotá's Ciclovía, in which every Monday and Friday, about 120 km of roads are closed to motor vehicles. During Ciclovía, around 1.5 million people turn up on foot, cycle and enjoy the massive public space. In the Indian context, inspired by the Bogotá example, some private sector members initiated the initiative.

On November 17, 2013, more than 10,000 people turned up for the launch of Raahgiri Day in Gurgaon and every one in Gurgaon was pleasantly surprised. There was a significant increase in the participation with the immediate traffic jammer in Gurgaon, Cyber City, on Nov 17, 2013. This successful launch inspired the people's participation in the campaign.

After first couple of months, Raahgiri was held on Nov 18, 2013, and it was reported as the 10th largest walk in the world. Over 100,000 people participated in the event. In the first couple of months, the initiative was held on Nov 18, 2013, and it was reported as the 10th largest walk in the world. Over 100,000 people participated in the event. In the first couple of months, the initiative was held on Nov 18, 2013, and it was reported as the 10th largest walk in the world. Over 100,000 people participated in the event.



Like

Comment

Share

You and 99 others

19 Shares

ONMYSIDE	NEELA KAUSHIK
ANIMALITY	PRERNA SINGH BINDRA
RUN & BEE	RAJAT CHAUHAN
HERITAGETROVE	SHIKHA JAIN

RUSH HOUR	AMIT BHATT
LOCK, STOCK AND EASEL	ARVIND VIJAYMOHAN
RUSH HOUR	AMIT BHATT
JAPANTOWN	KEIJI NAKAJIMA

Reaching out to the city – digitally.

In-house Banners

- Hindustan Times Website

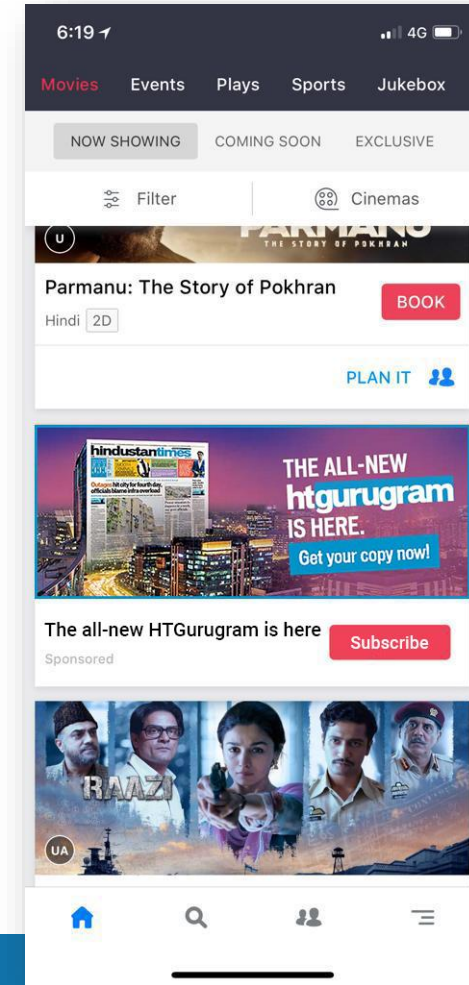
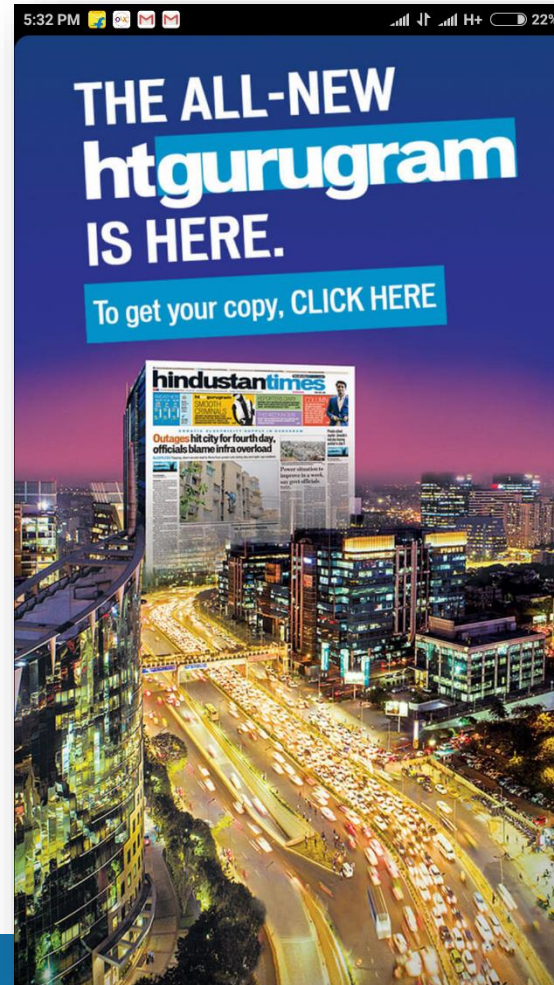
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In-app Integrations

- Inshorts
- Bookmyshow

Lead Generation Campaign



Geo-based targeting on Inshorts & Bookmyshow



Reaching out to the city – digitally.

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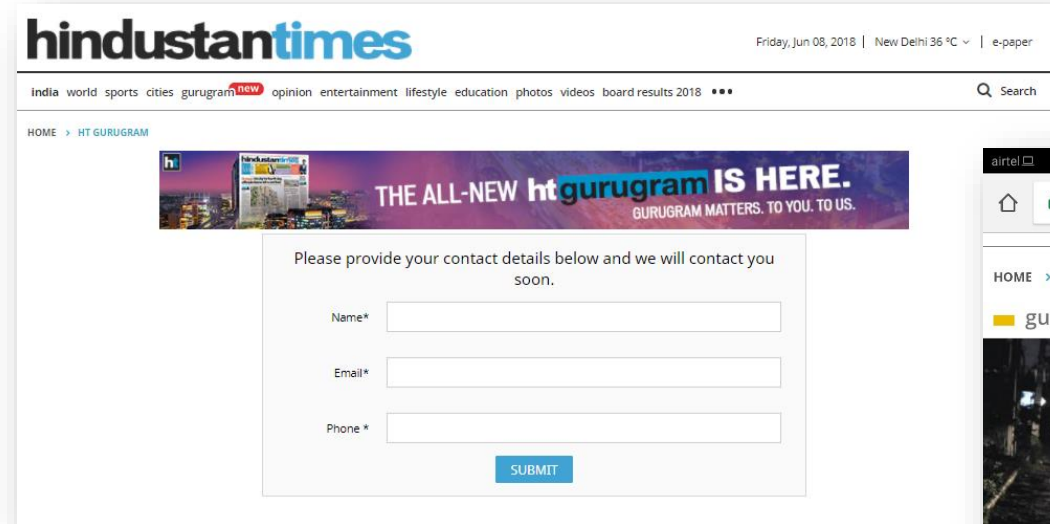
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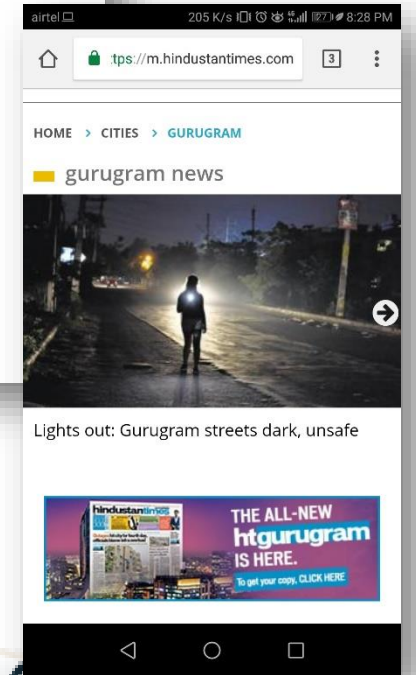
In-app Integrations

- Inshorts
- Bookmyshow

Lead Generation Campaign



In-house Website Banners to drive subscriptions



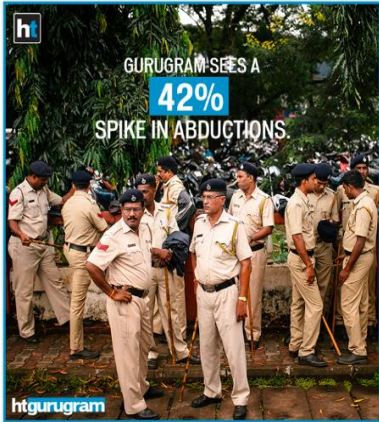
Starting Conversations



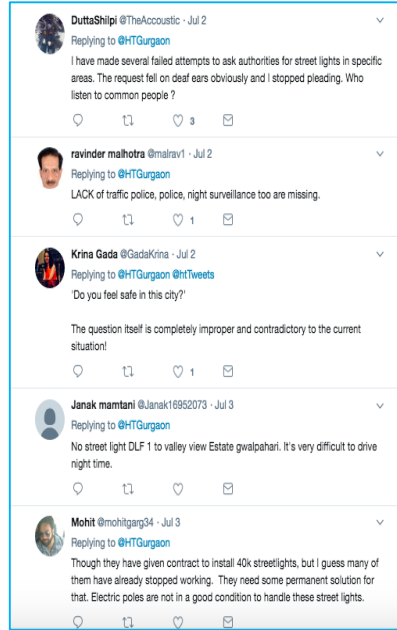
Starting Conversations

Lack of street lights is a major reason behind the rise in crimes in Gurugram. Do you feel safe in this city?

#HTGurugram #GURUGRAMMatters
#CrimeReport #Abductions #Gurgaon
#BeSafe



2:28 PM - 2 Jul 2018



2- way conversations



Citizen Journalism



KPIs achieved on 74% budget consumption

Phase	Targets				Achieved			
	Impressions	Reach	Engagement + Clicks + Views	Leads	Impressions	Reach	Engagement + Clicks + Views	Leads
Phase 1	10,652,274	2,484,284	725,969	1,858	13,102,564	6,875,345	1,167,682	1,653
Phase 2	8,565,735	3,033,318	584,212	3,480	5,503,448	1,895,079	664,130	958
Phase 3	5,779,682	2,559,136	513,668	797	4,113,083	1,938,526	148,479	1,130
TOTAL	24,997,691	8,076,738	1,823,849	6,135	22,719,095	10,708,950	1,980,291	3,741

- Over 300 posts created in 3 months covering various buckets
- Have reached **10.7Million+ audience** in Gurugram generating **3.7K leads** with a **validation ratio of 8%**
- Around **2 Million engagements & views** generated so far
- **Revenue Generated over 1 Cr in first quarter**



92%
People engaged
are Men
80% of them are in the fan
category



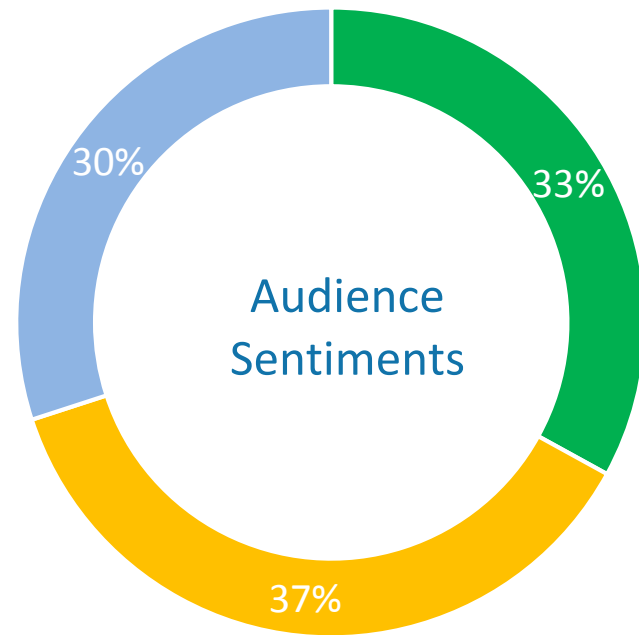
3.37 Million+
Impressions
On Instagram stories



18-24
62% of engaging
audience
25-34 is next with 29% of
engaging audience



Sentiment Analysis



■ Positive ■ Negative ■ Neutral



Source: Keyhole

To become No 1 in Gurugram within 12 months

Identified 120 key condo's and plan to dominate them

- Society Activation
 - Insert Detailers
 - Various brand & event activities
 - Early Delivery through premium societies: Legend, Close North, Close South
- Innovations
 - HT Ambassador with Full Cover Price Offer – Westend Heights
 - Sampling Activity
 - Early Delivery through premium societies: Legend, Close North South
- Domination in new societies / upcoming areas
 - Golf Course Extension roadR
 - Dwarka Expressway

• Overall Impact on Circulation – On Track

PO at Start: 62.5 K | DEC Exit : 70 K+ | May 2019: 74 K

**THE ALL-NEW
HT GURUGRAM IS HERE**

HT Gurugram focuses on the millennium city and offers in-depth coverage on local news, entertainment, sports & lifestyle.
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The unbeatable all-new edition dedicated to Gurugram

GURUGRAM SPECIAL EDITION

SUNDAY MAGAZINE

POWERFUL WEEKEND READS

Saturday Special

Sunday Special

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HT Preferred Partner, Mrs. Shobhna Mehta at 9818670290

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HT Preferred Partner,
Mrs. Shobhna Mehta at 9818670290

Attractive offers available

CONTACT FOR ALL AD TYPES

- BUSINESS**
Ads relating to your new start-up, upcoming business venture, or already established brand
- LEGAL / STATUTORY**
Ads pertaining to name changes, selling/buying of property etc
- CELEBRATION**
Ads commemorating birthdays, anniversaries or any special occasions
- OTHERS (OBITUARY)**
Ads pertaining to all kinds of emergency news

HT GURUGRAM SPECIAL EDITION

IMPACTFUL DAILY READS

POWERFUL WEEKEND READS

SUNDAY MAGAZINE

Saturday Special

Sunday Special

hindustantimes **GURUGRAM'S NO.1 NEWSPAPER**



Gurugram Revenue Going up

L2L:

Special team created for L2L revenues in Gurugram
56 Features done resulting in 36 L of revenue

N2L:

Standalone pricing for N2L
Focused efforts to get additional standalone ads



4 Page Restaurant
Feature



Education

Independence Day

Lifestyle



World Heart Day

Friendship Day
&
Rakshabandhan

Total Target: 15 Cr Annual
Achieved: 5.2 Cr YTD Nov

On Track



Before The Launch

- Gurgaon offering was Delhi Edition + 2 pages of local content inserted after Delhi metro coverage

- Lower daily local content viz a viz competition

	Edit Col GGN	Edit Col Delhi	Total
HT	13	24	37
TOI	20	19	39

- Inadequate edit strength vs competition

	Edit Manpower
HT	7
TOI	21

- No flexibility in local ads placement beyond 2 pages

After The Launch

Local Coverage hierarchy based on reader research

- Crime, Commute and Infrastructure
- Lifestyle and Entertainment
- Community Connect
- Corporates and Real Estate

Core Content Pillars in Jun	Avg Weekly Cols		
	HT	TOI	Diff
Crime	40	37	3
Commuting Infrastructure & Traffic	11	9	2
Communities	3	1	2
Lifestyle & Entertainment	28	7	21
Pollution & Environment	17	14	3
Others	94	72	22

Created standalone Gurugram Bureau with Increased strength of 20

1 Bureau Chief | 1 Dy. Bureau Chief | 13 Reporters |
2 Photographers | 3 Desk

Opened Revenue opportunities across Metro Section & HT City Edition

Gurugram Keys to Success

- **Product & Brand**

- Short-term: Weekly Product Panel Target: +4 wins / week
- Quantum of stories in Core Content Areas

Current: +3 wins
On track

- **Revenue**

- L2L + N2L extraction Target: 15 Cr
- Market Share Target: 50%

Current: 5.20 Cr
Current: 45%

- **Circulation**

- Total Copies Target: 74 K copies (May 19)

Current: 70 K + (Dec 2018)

