

**hindustantimes**

**P A L A T E  
F E S T 2 0 1 8**



**N E W D E L H I**

**PSOI Club, Nehru Park, Chanakyapuri  
14<sup>th</sup>, 15<sup>th</sup> & 16<sup>th</sup> December 2018**







# Contents



Snapshot



On-ground



Digital



Print (Ads and Edit)



Radio



PR



Partners

# Snapshot

## Print Ads: ~15,000 sq.cm

Extensive phase-wise print campaign across English Print - HT Mainbook, HT City DG



## Digital:

Reach: ~6 mn  
Total Engagement: ~2 mn  
Video views: ~1.8 mn



## Editorial: ~9,000sq.cm

HT Main and HT City  
Special coverage on premium positions – Double Spread



## Radio: ~10,000 seconds

of on-air promotion on Fever & Nasha with RJ integrations



## On-ground:

1.25L + footfall in 3 days  
80+ food stalls  
World cuisines & gourmet food



## Bursts:

Distribution of 25,000 pamphlets in TOI households in Lutyens & South Del  
Poster activity in 15 DU colleges



## PR: 40+ Websites

Coverage in 40+ websites across News, Business, Food etc. *including competitors like TOI*



## Bursts & External Media

Coverage on channels like NDTV Good Times



**A highly promoted property across HT Media's assets as well as external media**



# Customized Integrations for Clients

## Print Ads



## Edit Coverage



## Digital



## On-Ground



Engagement through activities & contests

# Contents



Snapshot



On-ground



Digital



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PR



Partners

## Food Stalls at Palate Fest

4700 BC Popcorn	Gelato Vinto	Kylin	Shalini's Kitchen
Al Yusuf	Giani	Lite Bites	Sinful Bites
Amara	Green Snack & Co.	Mahesh Candies	Sleepy Owl
Ami's Food Café	Haldiram's	Maka Maka	Sugar Loft
Amici	Havells	Mandara Orchard	Sugarama
Amy's Bakehouse	Healthcare at Home	Monginis	Sushi Junction
Andreas Eatery	House of Candy	Movenpick	Taj
Baking Bad	House of Tigers	Muskotia Farms	Teacupsfull
Beruska Desserts	HT	Neung Roi	The Butternut Company
British Bakers Street	ICE	Nooshe Joon	The Great Kabab Factory
Bun Intended	Imagine Cold Pressed	Ooh La La	The Hillcart Tales
CHICK this out	Instapizza	Palate Juice	The Lalit
Cravings	ITC Master Chef	Parvatiya Preserves	Trend
Dimsum Vs. Sushi	Italiano	Pita Pit	Uncle Jack's
Dolce Gelato	Jom Jom Malay	Pretty Baked	Vadapav Junction
Dragon Wagon	Kaffa Cerrado	Pudding & Pie	Vamos Momos
Emami	Keventers	Roseate	Veda
Enoki	Kofuku	Royal China	Whole Foods
Fat Lulus	Koyla Kebab	Sain Milks	Wok Man
Fratelli Vineyards	Krispy Kreme	Sandoz	Wonderland Foods

**80+ Food Stalls**





**1.25 Lac+ Footfall over 3 days**

## Day 1 – Chef Harpal Singh Sokhi



**Demo class and audience interaction by Harpal Singh Sokhi**



## Day 2 – Taapsee Pannu



**Celeb Session with Taapsee Pannu on food & health.**



## Day 3 - Chef Aditi Govitrikar



**Vikas Khanna talks about food, recipes & interacting with fans**

## Master Chefs at Demo Zone



**Chef Vicky Ratnani**

**Chef Nishant Choubey**



# Live Band Performances



**Daler Mehndi**



**Jasmine Sandlas**



**Various genres across 3 day**



# Live Band Performances



**Tulsi kumar**



**Tarkash**



Entertainment Zone/Stage

**hindustantimes**

# Contents



Snapshot



On-ground



Digital



Print (Ads and Edit)



Radio



PR



Partners



# Digital

## KPI Scorecard:

Reach: 6 mn  
Engagements\*: 2 mn  
Video views: 1.8 mn

\*Likes, shares, comments & video views on posts  
Engagement

## *Dedicated Social Media Platforms*



717  
posts

6,550  
followers

836  
following

Promotions

Edit Profile

### HT Palate Fest

Food & Beverage Company

HT Palate Fest is India's biggest food & music festival.

The fest has been internationally acknowledged by INMA as the best event in South East Asia.

[www.inma.org/blogs/main/post.cfm/inma-reveals-global-media-awards-winners-new-york-times-nabs-top-honour](http://www.inma.org/blogs/main/post.cfm/inma-reveals-global-media-awards-winners-new-york-times-nabs-top-honour)

Followed by poojamaalhotraa



New



#HTPalateF...



Food @htp...



PalateMum...



HTPala

Email

Share



# Celebrity Posts



**Posts from Jasmine Sandlas, Daler Mehndi, Aditi Govitrikar & more!**

# Contents



Snapshot



On-ground



Digital



**Print (Ads and Edit)**



Radio



PR



Partners



# Promotion: Ads & Coverage

DATE DAY	1st Dec Sat	6th Dec Thu	7th Dec Fri	8th Dec Sat	9th Dec Sun	10th Dec Mon	11th Dec Tue	12th Dec Wed	13th Dec Thu	14th Dec Fri	15th Dec Sat	16th Dec Sun	19th Dec Wed
ADS													
Main book	FP		QP				QP			FP		POP	
	1726		400				400			1726		612	
City				FP				FP			FP		,
				1726				1726			1726		
COVERAGE													
Main book								QP 400			QP 400		
City				HP	HP			HP		FP	HP	FP	DS
				830	830			830		1726	830	1726	3452
Coverage pegs				Palate is Back	Entertainm ent & Music			Palate Ov erview		Must do see at Palate	Day 1 @ Palate	Day 1 & 2	Fullpost- event

## KEY

DS - Double Spread FP - Full Page

HP - Half Page

QP - Quarter Page

BA - Block Ad

Size in sq.cm

# Palate Ads

## Week 1: Launch



**Jacket**  
**Main Book**  
**03-Dec-2018**



# Palate Ads

## Week 2: Burst

**Quarter Page**  
**Main Book**  
**04-Dec-2018**

**Half Page  
Main Book  
07-Dec-2018**

INDIAN EXPRESS, NEW DELHI  
 2000-01-20 09:00:00 AM  
 www.indianexpress.com

htnation

hindustantimes times  
 2000-01-20 09:00:00 AM

# Village on edge after clash

**BULANDSHAHAR** Protesters over cow slaughter claim lives of an inspector and a local resident

By  
 ...

**Delhi** **Interfaith** **clashes** **in** **Bulandshahr** **over** **cow** **slaughter** **have** **claimed** **the** **lives** **of** **an** **inspector** **and** **a** **local** **resident** **in** **the** **city** **of** **1.5** **million** **people** **on** **Saturday** **after** **clashes** **between** **protesters** **and** **police** **over** **the** **issue** **of** **cow** **slaughter** **in** **the** **city** **of** **1.5** **million** **people** **on** **Saturday** **after** **clashes** **between** **protesters** **and** **police** **over** **the** **issue** **of** **cow** **slaughter** **in** **the** **city** **of** **1.5** **million** **people** **on** **Saturday** **after** **clashes** **between** **protesters** **and** **police** **over** **the** **issue** **of** **cow** **slaughter** **in** **the** **city** **of** **1.5** **million** **people** **on** **Saturday** **after** **clashes** **between** **protesters** **and** **police** **over** **the** **issue** **of** **cow** **slaughter** **in** **the** **city** **of** **1.5** **million** **people** **on** **Saturday** **after** **clashes** **between** **protesters** **and** **police** **over** **the** **issue** **of** **cow** **slaughter** **in** **the** **city** **of** **1.5** **million** **people** **on** **Saturday** **after** **clashes** **between** **protesters** **and** **police** **over** **the** **issue** **of** **cow** **slaughter** **in** **the** **city** **of** **1.5** **million** **people** **on** **Saturday** **after** **clashes** **between** **protesters** **and** **police** **over** **the** **issue** **of** **cow** **slaughter** **in** **the** **city** **of** **1.5** **million** **people** **on** **Saturday** **after** **clashes** **between** **protesters** **and** **police** **over** **the** **issue** **of** **cow** **slaughter** **in** **the** **city** **of** **1.5** **million** **people** **on** **Saturday** **after** **clashes** **between** **protesters** **and** **police** **over** **the** **issue** **of** **cow** **slaughter** **in** **the** **city** **of** **1.5** **million** **people** **on** **Saturday** **after** **clashes** **between** **protesters** **and** **police** **over** **the** **issue** **of** **cow** **slaughter** **in** **the** **city** **of** **1.5** **million** **people** **on** **Saturday** **after** **clashes** **between** **protesters** **and** **police** **over** **the** **issue** **of** **cow** **slaughter** **in** **the** **city** **of** **1.5** **million** **people** **on** **Saturday** **after** **clashes** **between** **protesters** **and** **police** **over** **the** **issue** **of** **cow** **slaughter** **in** **the** **city** **of** **1.5** **million** **people** **on** **Saturday** **after** **clashes** **between** **protesters** **and** **police** **over** **the** **issue** **of** **cow** **slaughter** **in** **the** **city** **of** **1.5** **million** **people** **on** **Saturday** **after** **clashes** **between** **protesters** **and** **police** **over** **the** **issue** **of** **cow** **slaughter** **in** **the** **city** **of** **1.5** **million** **people** **on** **Saturday** **after** **clashes** **between** **protesters** **and** **police** **over** **the** **issue** **of** **cow** **slaughter** **in** **the** **city** **of** **1.5** **million** **people** **on** **Saturday** **after** **clashes** **between** **protesters** **and** **police** **over** **the** **issue** **of** **cow** **slaughter** **in** **the** **city** **of** **1.5** **million** **people** **on** **Saturday** **after** **clashes** **between** **protesters** **and** **police** **over** **the** **issue** **of** **cow** **slaughter** **in** **the** **city** **of** **1.5** **million** **people** **on** **Saturday** **after** **clashes** **between** **protesters** **and** **police** **over** **the** **issue** **of** **cow** **slaughter** **in** **the** **city** **of** **1.5** **million** **people** **on** **Saturday** **after** **clashes** **between** **protesters** **and** **police** **over** **the** **issue** **of** **cow** **slaughter** **in** **the** **city** **of** **1.5** **million** **people** **on** **Saturday** **after** **clashes** **between** **protesters** **and** **police** **over** **the** **issue** **of** **cow** **slaughter** **in** **the** **city** **of** **1.5** **million** **people** **on** **Saturday** **after** **clashes** **between** **protesters** **and** **police** **over** **the** **issue** **of** **cow** **slaughter** **in** **the** **city** **of** **1.5** **million** **people** **on** **Saturday** **after** **clashes** **between** **protesters** **and** **police** **over** **the** **issue** **of** **cow** **slaughter** **in** **the** **city** **of** **1.5** **million** **people** **on** **Saturday** **after** **clashes** **between** **protesters** **and** **police** **over** **the** **issue** **of** **cow** **slaughter** **in** **the** **city** **of** **1**

[illegible]





**Range Reality of India's Biggest Food & Drink Festival**

**Dates: 1st, 2nd & 3rd December 2016**  
**Time: 12.30 pm to 10 pm**  
**Venue: Delhi Park, Wang Mang, Connaught Place**

**Foodies**

At Hindustan Times Palate, along with the finest cuisines from around the world, you will also find the following:

- Live Entertainment
- Kids Entertainment
- Street Food
- Live Music
- DJ Music
- Live Shows
- Live Performances
- Live Shows
- Live Performances
- Live Shows
- Live Performances

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**Live Entertainment**



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THE HINDUSTAN TIMES, NEW DELHI  
 FRIDAY, JANUARY 20, 2018

hindustantimes **SPORT** **21**

# France stun Olympic champs Argentina; Spain knocked out

**BIGGEST UPSET** World No 20 will jump in 4 goals in first two quarters before sealing 5-3 win, stays in contention

**hockey**  
**worldcup**  
 INDIA/REPORT

**hockey**  
**worldcup**

**hockey**  
**worldcup**

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**worldcup**

**hockey**  
**worldcup**

France's Boris Eder (left) celebrates with teammates after scoring a goal.

France's Boris Eder (left) celebrates with teammates after scoring a goal. The French team, led by captain Matthieu Muscat, defeated Argentina 5-3 in a thrilling match at the Hockey World Cup in India. The victory kept France in contention for a medal, while Argentina's hopes of a repeat performance were dashed.

## POOLA

Rank	Team	Points
1	Spain	12
2	France	9
3	Argentina	6
4	India	3
5	China	0
6	South Korea	0

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Pakistan furious as key player gets one-match ban

**Saudi Arabia**

Pakistan furious as key player gets one-match ban

Pakistan furious as key player gets one-match ban

Pakistan furious as key player gets one-match ban

Pakistan furious as key player gets one-match ban

Pakistan furious as key player gets one-match ban

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Oltmans shouldn't have left us before World Cup: Pak

The Pakistan Hockey Federation's president, Nadeem Khan, speaking at a press conference.

## Saudi Miss

Pakistan's Nadeem Khan (left) speaks at a press conference.

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Pakistan's Nadeem Khan (left) speaks at a press conference.

# Skipper Manpreet Singh eyes a shot at redemption

**Saudi Arab**

**Saudi Arab**

**Saudi Arab**

[illegible]



# Palate Ads

## Week 2: Burst

Full Page  
HT City  
08-Dec-2018

**hindustantimes**  
**PALATE**  
Binge Healthy at India's Biggest Food & Music Festival

Dates: 14<sup>th</sup>, 15<sup>th</sup> & 16<sup>th</sup> December 2018  
Time: 11:30 am to 10 pm  
Venue: PSOI Club, Nehru Park, Chanakyapuri

**r#healthying**  
Giving a healthy twist to Palate, here's introducing its theme for this year - r#healthying. We invite you to binge on your favourite delicacies from all across India in a healthy way. And, we have this healthy bingeing stage all set for you with exclusive menus, masterclasses on healthy cooking & celeb conversations on eating healthy. Get ready to binge healthy at the country's biggest culinary extravaganza.

**Food Stalls**  
At Yousof | Baking Bad | Big Wong | Bombay Brasserie  
Choko Is | Fat Lulu's | Fine Foods | Gelato Vento  
House of Tigers | ITC Maurya | Jom Jom Malay  
Kara Soul Kitchen | Khas | Koya Kabab | Embassy of Mexico  
Nemaste Asia | Olives from Spain | Orient Heritage  
Punjab Grill | Taj Palace & Taj Mahal, New Delhi  
The Great Kabab Factory | Waffle King | Wheelies  
Wok to Walk | Wonderland Foods | Zambor  
and many more...

**Live Performances | 6 pm onwards**  
14<sup>th</sup> December, Friday  
15<sup>th</sup> December, Saturday  
16<sup>th</sup> December, Sunday

**Star in the City**  
15<sup>th</sup> December, Saturday  
16<sup>th</sup> December, Sunday

**Master Chefs**  
14<sup>th</sup> December, Friday  
15<sup>th</sup> December, Saturday  
16<sup>th</sup> December, Sunday

Search HT Palate Fest on Google Maps

Free Entry

Quarter Page  
Main Book  
09-Dec-2018

**hindustantimes**  
**PALATE**  
Binge Healthy at India's Biggest Food & Music Festival

Dates: 14<sup>th</sup>, 15<sup>th</sup> & 16<sup>th</sup> December 2018  
Time: 11:30 am to 10 pm  
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**Master Chefs**  
14<sup>th</sup> December, Friday  
15<sup>th</sup> December, Saturday  
16<sup>th</sup> December, Sunday

Search HT Palate Fest on Google Maps

Free Entry





# Palate Ads

## Week 2: Burst

**Quarter Page**  
**Main Book**  
**12-Dec-2018**

**Full Page  
HT City  
13-Dec-2018**

[illegible]



# hindustantimes

# PALATE

Binge Healthy at India's Biggest Food & Music Festival

Dates: 14<sup>th</sup>, 15<sup>th</sup> & 16<sup>th</sup> December 2018  
Time: 11.30 am to 10 pm  
Venue: PSOI Club, Nehru Park, Chanakyaपुरी

### Food Stalls

Al Youssef | Balia Ruth | Baking Bad | Beary Coffee  
Big Wang | Biryani by Life Bite Food | Bombay Braserie  
Bonjour Chocolates | Caramel | Checho's | Diamond Dolly  
Briyani of Mexico | Fat Cat Bites | Fat Guy's Kitchen | Fat Lala's  
Giant | Gostao Wiro | House of Candy | House of Tigers  
India Masala House | Indian Republic | Canteen by Veda  
JSC Maurya | Joint Cafe | Kharke Kitchen | Kharvata  
Kissa Good Kitchen | Kiva | Kyoiko Kebab | Lemoni  
Miu Gelato | Mrs. Kaur's | Namaste Asia | Number 7  
Nut & Borels | OKD by The L.A.T | Olives from Spain

One Degree East Cafe | Orient Heritage | Pirova  
Punjab Grill | Radox Cantina & Kitchen | Saffron | Sugar Loft  
Taj Palace & Taj Mahal, New Delhi | Tacosgoshali  
The Hikkart Telen | The Bread Company | The Dots Bakehouse  
The Great Kabab Factory | The Green Snack Co.  
The Jai Factory | The Pot Alchemist | Tiger Trails  
Vadapier Junction & More | Vibe by The L.A.T | Wander  
Waffle King | We Dool | Wheelz | Whole Foods | WNF Cafe  
Wok to Wok | Wonderful Foods | Zandar | ZEDs Kitchen  
*and many more...*

### Live Performances (6 pm onwards)



**Surbhi**  
14<sup>th</sup> December, Friday



**Rakhi**  
15<sup>th</sup> December, Saturday



**DJ Vik**  
15<sup>th</sup> December, Saturday



**Jasleen Parisi**  
15<sup>th</sup> December, Saturday



**DJ Gauri Sethi**  
15<sup>th</sup> December, Sunday



**Daler Mehrotra**  
15<sup>th</sup> December, Sunday



**Jasleen Parisi**  
15<sup>th</sup> December, Sunday

### Star in the City

Search HT Palate Fest on Google Maps

Free Entry

### Master Chefs



**Nehal Choudhary**



**Dr. Ashi Gumber**



**Rajesh Singh Sethi**



**Sandeep Choudhary**



**Siddhant Siro**

Supporting Partners:











# Palate Ads

## Week 2: Burst



**Jacket**  
**Main Book**  
**14-Dec-2018**

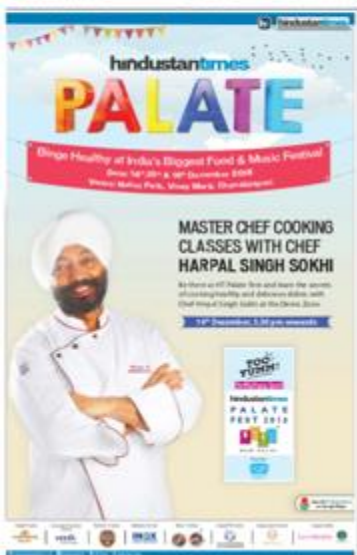


# Palate Ads

## Week 2: Burst



Quarter Page  
HT City  
14-Dec-2018



Big stars choosing wrong scripts bothers Arshad



Full Page  
HT City  
15-Dec-2018

**hindustantimes**  
**PALATE**  
Binge Healthy at India's Biggest Food & Music Festival

**Dates: 15<sup>th</sup> & 16<sup>th</sup> December 2018**  
11.30 am to 10 pm | Nehru Park, Vinay Marg, Chanakyapuri

**Free Entry**

**3 days of FOOD. FUN. ENTERTAINMENT.**

Explore delicious cuisines, including Pan Asian, Indian, Italian, Mexican, Lebanese, American and more with over 70 amazing food stalls at HT Palate Fest.

**Star in the City**  
15<sup>th</sup> December, Saturday

**Live Performances | 6 pm onwards**

**Performers:**  
Tazpreet Parmar (15<sup>th</sup> December, Saturday)  
DJ NYK (15<sup>th</sup> December, Saturday)  
Tulsi Kumar (15<sup>th</sup> December, Saturday)  
Daler Mehndi (16<sup>th</sup> December, Sunday)  
Jasmine Sandlas (16<sup>th</sup> December, Sunday)

**Master Chefs:**  
Nishant Choubey  
Dr. Aditi Govitrikar  
Gautam Chaudhry  
Sabyasachi Gorai

**Partners:**  
Aashirvani, Veeva, Inox, Sabyasachi, etc.

# Palate Ads

## Week 2: **Burst**

Full Page  
Main Book  
16-Dec-2018

**3 days of FOOD. FUN. ENTERTAINMENT.**

Dates: 14<sup>th</sup>, 15<sup>th</sup> & 16<sup>th</sup> December 2018  
Time: 11.30 am to 10 pm  
Venue: Nehru Park, Vinay Marg, Chanakyapuri

**Healthy Binging**

Giving a healthy twist to HT Palate Fest, here's introducing its theme for this year - healthybinging. We invite you to binge on your favourite delicacies from all across India in a healthy way. And, we have this healthy binging stage all set for you with exclusive menus, masterclasses on healthy cooking & celeb conversations on eating healthy. Get ready to binge healthy at the country's biggest culinary extravaganza.

**Food Stalls**

Al Yousof | Baking Bad | Big Wing | Bombay Brasserie  
Caramel | Choko Is | Fat Lab's | Fine Foods | Gelato Vito  
Giani | House of Tigers | TTC Maurya | Joint Cafe  
Kissa Soul Kitchen | Koya | Koya Kabobs | Embassy of Mexico  
Normande Asia | Olives from Spain | Orient Heritage  
Panjab Grill | Taj Palace & Taj Mahal, New Delhi  
The Great Kabab Factory | Waffle King | Wheellys  
Wok to Walk | Wonderland Foods | Zambor  
and many more...

**Live Performances | 6 pm onwards**

**Star in the City**

14<sup>th</sup> December, Friday: **Shreya**  
15<sup>th</sup> December, Saturday: **Shreya**  
16<sup>th</sup> December, Sunday: **Shreya**  
17<sup>th</sup> December, Sunday: **Shreya**  
18<sup>th</sup> December, Sunday: **Shreya**  
19<sup>th</sup> December, Sunday: **Shreya**

**Master Chefs**

14<sup>th</sup> December, Friday: **Shreya**  
15<sup>th</sup> December, Saturday: **Shreya**  
16<sup>th</sup> December, Sunday: **Shreya**  
17<sup>th</sup> December, Sunday: **Shreya**  
18<sup>th</sup> December, Sunday: **Shreya**  
19<sup>th</sup> December, Sunday: **Shreya**

Search HT Palate Fest on Google Maps



# Brand Integration

## Sponsor Ads

**Your recipe for fame!**

Send us your unique recipe using Veeba instant and dressings, and get a chance to share recipe along with Star Chef Addi Ganeshtar at the N7 Palace Fest (13-18 December, 2016). What's more, get featured in Hindustan Times and win a delicious Veeba hamper.

**1** Cook up a dish using Veeba instant and dressings.

**2** Mail us a picture of the dish along with your recipe & contact number at [veeba\\_india@gmail.com](mailto:veeba_india@gmail.com)

**3** Winners will be featured in N7 on 18 December.

**4** The winner gets to cook along with Star Chef Addi Ganeshtar at the N7 Palace Fest.

**VEEBA**  
Aaj Kiya Khaoge?



## Sponsor Ads

Half Page  
HT City  
California  
walnuts  
09-Dec-2018

**09-Dec-2018**

[illegible]



## Sponsor Ads

**Half Page  
HT City**

**Too Yumm**  
**09-Dec-2018**

WEDNESDAY, DECEMBER 28, 2011  
 WEDNESDAY, DECEMBER 28, 2011

# HELP A LOVED ONE BATTLE ANXIETY

Getting them to accept the idea of seeking help is a difficult process; a listening ear goes a long way and one feels that they are understood

**By Dr. Anu**  
 One of the most common mental health disorders that affect people is anxiety. It is a condition that causes a person to feel a sense of fear or apprehension, even when there is no obvious cause for it. Anxiety can manifest itself in a variety of ways, from mild nervousness to full-blown panic attacks. It can also lead to other mental health problems, such as depression. If you or someone you know is struggling with anxiety, it is important to seek help from a mental health professional. They can provide you with the tools and support you need to manage your anxiety and live a healthy, happy life.

## BE EMPATHETIC

When someone is struggling with anxiety, it is important to be empathetic. This means listening to them without judgment and letting them know that you are there for them. You should avoid making any assumptions about their condition or trying to 'fix' them. Instead, focus on providing them with the support and understanding they need. This can help them feel less alone and more comfortable seeking help.

## TAKE THEM SERIOUSLY

It is easy to dismiss someone's anxiety as just a phase or a sign of weakness. However, anxiety is a real and serious condition that can have a significant impact on a person's life. If you take their anxiety seriously, you are more likely to encourage them to seek help. This can be a turning point for them, leading to a more stable and healthy future.

## BE PATIENT

Recovery from anxiety is often a slow and gradual process. It is important to be patient and understand that there may be setbacks along the way. Encourage your loved one to keep going and remind them that you are with them every step of the way.

YOU WANT THEM TO GET BETTER BUT THEY DON'T WANT TO. HOW CAN YOU HELP THEM? DR. ANU SAYS, "IT'S ABOUT LISTENING TO THEM AND BEING THERE FOR THEM."

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ANYONE ANYWHERE

PRESENTS  
**KARARE DATES**

**LOVE A LOT, FIKAR NOT!**  
• AT HT PALATE FEST •

TOO YUMM! is all set to play cupid and give you a chance to meet your special someone this winter. Come, be a part of this much-awaited speed dating session where you get to meet like-minded single people.

Be there at **antisocial**  
Hauz Khas  
Date & Time: 11<sup>th</sup> Dec, 6 pm

Culture Partner  
**S(+)CIAL**

**BAKED NOT FRIED**

Snacks only for 18-24 yrs. min. 400 calories

**Half Page  
HT City**

**Mother Dairy  
Cheese  
09-Dec-2018**



**MOTHER DAIRY**  
CHEESE

# CHEESE FESTIVAL

## AT HT PALATE FEST

Rest your cheery temptations to peace and have fun with cheese at Delhi's biggest food festival this year. With a plethora of fun and pleasurable activities involving cheese at its core, you are sure to gladden your taste buds and your heart alike!

**MOTHER DAIRY CHEESE MASTER SESSION BY MASTERCHEF GAUTAM CHAUDHARY**  
DECEMBER 15TH, 6 PM

**MOTHER DAIRY CHEESE CHEF DUO HUNT**  
DECEMBER 16TH, 12 PM





**IN CINEMAS NOW**

★★★★★  
Kedarnath is everything that a beautiful love story should be. Then some more... lyrical, moving, tender, evocative and provocative...  
—*THE HINDUSTAN TIMES*

★★★★★  
Sara Ali Khan is the discovery of the year.  
—*THE STATESMAN*

★★★★★  
Commendable!  
—*THE HINDUSTAN TIMES*

★★★★★  
Sara & Sumit: Scale the Mountain Trail with their effortless natural performance!  
—*DECCAN HERALD*

★★★★★  
Sara Ali Khan is brilliant and a breath of fresh air  
—*TIMES NOW NEWS*

★★★★★  
Futuristic cinematography  
—*TIMES OF INDIA*

★★★★★  
Sara Ali Khan is spry and spirited, beautiful cinematography  
—*IBNL*

★★★★★  
Breathtaking shots, Sumit is natural, charming and nuanced  
—*NEWS18*

★★★★★  
Crackling chemistry  
Sumit Singh Rajput is brilliant  
—*WEEKLY MAILER*

★★★★★  
Kedarnath dazzles you with its scenic imagery and it's trash panning  
—*THE ARABIAN*

★★★★★  
Great location, Sara Ali Khan is confident, unadorned and beautiful.  
—*SPOTBONNE*

**Kedarnath**

Directed by ABHIRAM KAPUR  
Produced by KIRAN, SURENDA & PRAJAY RAJPOOT  
A RUP & KUT IN THE SKY PICTURES Production

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# Brand Integration

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Mother  
Dairy Cheese  
11-Dec-2018

LIFESTYLE **htcity** 05

*It's not a secret crush if he stares at you all the time, and you know about it*

**SERIOUSLY CYRUS**

**A SECRET CRUSH HAVI ON YOU**

**YOU CAN BE THE**  
**Chefs ka Sartaj**

**LAST DAY FOR ENTRIES**

**INSTITUTE OF BANKING & FINANCE**

**PG Diploma in Banking & Finance**  
with International Trade Finance

**BECOME A BUSINESS BANNER**

**DATE & TIME: 15th December, 6pm**  
PSOI Club Nehru Park, Chanakyapuri, New Delhi

LIFESTYLE **htcity** 05

*It's not a secret crush if he stares at you all the time, and you know about it*

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**BECOME A BUSINESS BANNER**

**DATE & TIME: 15th December, 6pm**  
PSOI Club Nehru Park, Chanakyapuri, New Delhi

**MOTHER DAIRY CHEESE**

**Cheese Master Session**

**AT HT PALATE FEST**

From interesting recipes on cheese-matching, to learning the nuances of cooking delectable cheese dishes this workshop is surely a paradise for a cheese-loving soul. Don't miss the chance for this incredible experience.

**DATE & TIME: 15th December, 6pm**  
PSOI Club Nehru Park, Chanakyapuri, New Delhi

**MASTER CHEF GAUTAM CHAUDHRY**

**Cheese cubes**  
**Cheese slices**  
**Cheese spread**

Quarter Page  
HT City  
Aashirvaad  
Select  
11-Dec-2018

**MOTHER DAIRY CHEESE**

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**MASTER CHEF GAUTAM CHAUDHRY**

**Cheese cubes**  
**Cheese slices**  
**Cheese spread**



## Sponsor Ads

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**HT City**  
**INOX**  
**12-Dec-2018**

[illegible][illegible][illegible][illegible]



# AASHIRVAAD<sup>®</sup> SELECT

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## AASHIRVAAD SELECT'S MASTERCLASS

at Delhi's #1 Events Firm on 14<sup>th</sup> Dec '18




**GEHOON KA SAMAJ**

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 **Product Name:** Aashirvaad Select, Super Select

 **Product Name:** Aashirvaad Select, Super Select

 **Product Name:** Aashirvaad Select, Super Select

**Masterclass Details**

**DATE:** 14<sup>th</sup> Dec '18

**TIME:** 10:00 AM - 12:00 PM

**LOCATION:** Delhi

**REGISTRATION:** Free

[illegible]

**Quarter Page**  
**HT City**  
**Aashirvaad**  
**Select**  
**12-Dec-2018**



# Brand Integration

## Sponsor Ads

**LIFESTYLE htcity 05**

### ALI FAZAL FEELS A WEB SHOW IS NO LESS THAN A FILM

The actor says it's content over screen size these days

Ali Fazal, who has been in the limelight for a while now, is not just a film actor but also a web series actor. He has been in several web series and has been praised for his performances. He says that the content of a web series is more important than the screen size. He has been in several web series and has been praised for his performances. He says that the content of a web series is more important than the screen size.

### These Gurugram students are targeting Summer Paralympics 2024

Two students from Gurugram are targeting the Summer Paralympics 2024. They are both athletes and are working hard to qualify for the event. They are both athletes and are working hard to qualify for the event.

### 'Meeting De Niro is always a highlight'

A meeting with Robert De Niro is always a highlight for many actors. It is a chance to learn from one of the best in the business. It is a chance to learn from one of the best in the business.

Half Page  
HT City  
Mother  
Dairy Cheese  
13-Dec-2018

**MOTHER DAIRY CHEESE**

### FUN BHI FILLING BHI

### CHEESE CHEF DUO HUNT

It takes time to hunger and it's your time to see the cooking game with your partner at Hindustan Palate Fest 2018. Share with us the recipe of your best recipe with Mother Dairy cheese as its main ingredient.

THREE teams to be given a chance to participate in a live cook-off at Palate. Winner Duo to be felicitated with Mother Dairy hamper.

Email your recipes at [motherdairy.palate@gmail.com](mailto:motherdairy.palate@gmail.com)

**Cheese cubes**  
**Cheese slices**  
**Cheese spread**

Quarter Page  
HT City  
California  
Walnuts  
12-Dec-2018

**ENTERTAINMENT htcity 07**

### LOVE IS IN THE AIR FOR CHERYL?

The singer supposedly has a crush on actor Michael B Jordan

### Chris Pratt on weight loss and intermittent fasting

### Margot was terrified to play Queen Elizabeth I

### Foster takes up Woman at War remake

### Javier and Salma join the cast of Sally Potter's next movie

### Jodie to return as Dr Who in 2020

### Chef Hunt

**California Walnuts**

**Chef Hunt**

Palate Fest 2018



# Brand Integration

## Sponsor Ads

MY CITY **htcity** 09

**A SURREALIST ODE TO NATURE**

Be one with nature in this exhibition, featuring art that shifts focus on the need for conservation of life

**"I feel lucky to be able to perform at Jagjit's favourite venue, Siri Fort"**

**Karishma**

From the single thought of a surreal art exhibition, Karishma has created a masterpiece. The artist, who is a visual storyteller, has created a series of surreal art pieces that focus on the need for conservation of life. The exhibition, titled 'A Surrealist Ode to Nature', is a visual journey through the artist's imagination. The art pieces are a mix of traditional and modern, with a focus on nature and the environment. The exhibition is a must-see for anyone who loves art and nature.

**CATCH IT LIVE**

When Karishma is in the mood, she is in the mood. She is a visual storyteller, and her art is a reflection of her inner world. She is a visual storyteller, and her art is a reflection of her inner world. She is a visual storyteller, and her art is a reflection of her inner world.

**TOO YUMM!**

**KARARE**

PRESENTS

**Master Chef Sabyasachi Gorai**

DATE & TIME: Dec 14th, 8pm  
VENUE: PVR Club Sector Park, Connaught Place  
SESSION: BLOGGERS MEET UP QUICK & HEALTHY RECIPES

**MASTER CHEF Sabyasachi Gorai**

Half Page  
HT City  
**Too Yumm**  
13-Dec-2018

Quarter Page  
HT City  
**INOX**  
12-Dec-2018

10 **htcity** LIFESTYLE

**FOOD APP IN A PICKLE, NETIZENS GROSSED OUT**

As the video of a food delivery man eating from an order goes viral, we ask if it would prompt people to stop ordering or if they view it as an aberration?

**HARSH CONDITIONS, BUT FEW CHEATS: DELIVERY BOYS**

The harsh conditions of the job have made delivery boys a common sight on the streets. They are often seen in the rain, in the sun, and in the cold. They are often seen in the rain, in the sun, and in the cold. They are often seen in the rain, in the sun, and in the cold.

**TAMPER-PROOF PACKAGING ESSENTIAL: RESTAURANTEURS**

The tamper-proof packaging is a must for restaurants. It is a must for restaurants. It is a must for restaurants. It is a must for restaurants. It is a must for restaurants.

**AN ISOLATED INCIDENT: CUSTOMERS**

The isolated incident is a common sight. It is a common sight. It is a common sight. It is a common sight. It is a common sight.

**REQUIRE MORE CHECKS: ONLINE CATERERS**

The requirement for more checks is a common sight. It is a common sight. It is a common sight. It is a common sight. It is a common sight.

**BEN IS BACK**

**Raymond**

Wedding & Festival Collection

SALE

Extra Fine Pure Wool, Silk, Linen & Cotton blends

SUIT LENGTH Rs. 1350/-

**INOX LIVE the MOVIE**

WATCH A MOVIE AND GET LUCKY TO MEET TAAPSEE PANNU

AT HT PALATE FEST

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SALE

Extra Fine Pure Wool, Silk, Linen & Cotton blends

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## Brand Integration

## Sponsor Ads

**Quarter Page**  
**HT City**  
**Hershey's**  
**15-Dec-2018**

**Quarter Page**  
**HT City**  
**Mother Dairy**  
**Cheese**  
**15-Dec-2018**

[illegible]

THE FUTURE OF THE NEW LEADERSHIP IN INDIA: A SPECIAL REPORT BY HT CITY ON 10.12.2018

### AN ARTSY GLIMPSE OF BANGLADESH IN THE CAPITAL

A vibrant new exhibition at the National Gallery of Modern Art (NGMA) in New Delhi, titled 'Bangladesh: A Journey of Art and Culture', showcases the rich artistic heritage of Bangladesh. The exhibition features a collection of contemporary and traditional artworks, including paintings, sculptures, and textiles, reflecting the country's diverse cultural landscape. The NGMA is a premier art institution in India, dedicated to promoting modern and contemporary art. This exhibition is a must-see for art enthusiasts and those interested in the cultural ties between India and Bangladesh.

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**2** DAYS OF BEST SOFA DEALS EVER

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WORLD CLASS CHEESE | **htcity** 09

## Cheese Master Session

### AT HT PALATE FEST

Join an interesting session on cheese tasting, to begin the journey of creating delicious cheese dishes. This workshop is a great opportunity for cheese lovers to learn from experts and share their experiences.

**DATE & TIME: 15th December, 6pm**  
PSOI Club Nalru Park, Chakrapur, New Delhi

**MASTER CHEF RAJESH CHANDRA**

Join the session and learn from Master Chef Rajesh Chandra, who will share his expertise on cheese and its uses in cooking. The session will be held at the PSOI Club Nalru Park, Chakrapur, New Delhi, on 15th December at 6pm.

# IS YOUR SLEEPING PARTNER CHEATING ON YOU?

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Visit Springwel store today, try our high on quality mattress and we bet you'll see the difference for yourself.

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- DURABLE** - Multiple beds also used for sleeping performance as that your health is not compromised

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Springwel is a leading manufacturer of mattresses and pillows in India. We have a wide range of products to suit different budgets and preferences. Our mattresses are made with high-quality materials and are designed to provide maximum comfort and support. We also offer a variety of pillows to enhance your sleep experience. Visit our website or contact us for more information.



# Brand Integration

## Sponsor Ads

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HT City  
**Veeba**  
15-Dec-2018

**spary**  
ADD SPARK TO YOUR LIFE  
POWER WALKING

**NEWS 18**  
INDIA'S ONLY TECH & AUTO AWARDS ARE BACK!  
**TECH AND AUTO AWARDS**  
17th DECEMBER, 2018 NEW DELHI

Catch a MasterClass with the MasterChef.

**VEEBA**  
Aaj Kya Khaoge?

Quarter Page  
HT City  
**INOX**  
15-Dec-2018

**LIFESTYLE htcity**  
Off fun, starry style and dazzling smiles  
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TODAY B.I.S. HALLMARK 22-22CT. GOLD RATE **29900/-**  
8% Making Charges only on all items

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TAKE A WEEKEND TRIP DOWN MEMORY LANE WITH THE BEST CLASSIC MOVIES OF ALL TIME  
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**PALATE FEST 2018**  
**AQUAMAN**



## Brand Integration

### Sponsor Ads

Quarter Page  
HT City  
Hershey's  
16-Dec-2018

Half Page  
HT City  
Veeba  
16-Dec-2018

INDUSTRIAL TRENDS NEW DELHI  
SUNDAY, DECEMBER 10, 2017

LIFESTYLE **htcity** **htc**  
Entertainment & Promotional Features

# Lab-grown diamonds the new forever for engagement rings

**A** diamond is not always natural. In fact, it can be grown in a lab. And now, lab-grown diamonds are becoming a popular choice for engagement rings. These diamonds are chemically identical to natural diamonds, but they are grown in a controlled environment. This means they are free from any inclusions or imperfections that might be found in natural diamonds. Lab-grown diamonds are also more affordable than natural diamonds, making them a great option for couples looking for a high-quality diamond ring without breaking the bank.

According to the American Gem Society, the lab-grown diamond market is expected to grow significantly in the coming years. This is due to the increasing awareness of lab-grown diamonds and the fact that they are now being used in high-end jewelry. Lab-grown diamonds are also becoming more popular among celebrities, which has helped to boost their popularity. If you are looking for a diamond ring, lab-grown diamonds are definitely worth considering.

Photo by Anshu, 08-10-2017

# HONOURING THE BEST IN F&B INDUSTRY

**Dining Hub**

The year-end dinner is a time to celebrate the achievements of the industry. It is a chance to bring together the best of the industry and honor them for their contributions. The dinner is a great opportunity for networking and for celebrating the success of the industry. It is a time to look back on the year and to look forward to the future. The dinner is a great way to bring the industry together and to celebrate the best of the industry.

Dr. Anshu, Dr. Anshu, Dr. Anshu and Dr. Anshu

START OUT WITH THIS STEP BY STEP GUIDE TO CREATE YOUR OWN BUSINESS

	ITEM IN STOCK	ITEM IN STOCK	ITEM IN STOCK	ITEM IN STOCK
Item 1	100	1000	1000	1000
Item 2	100	1000	1000	1000
Item 3	100	1000	1000	1000
Item 4	100	1000	1000	1000

Photo by Anshu, 08-10-2017

*Time for Santa fervour  
and Christmas carols*

**D**id you know that the Christmas season is the most popular time to visit the Florida Keys? The average number of visitors to the islands peaks in December, with the highest number of visitors arriving in the state capital of Miami. The average number of visitors to the islands peaks in December, with the highest number of visitors arriving in the state capital of Miami. The average number of visitors to the islands peaks in December, with the highest number of visitors arriving in the state capital of Miami.

Holistic treatment may fix all your knee problems without surgery

**S**ome of the most interesting and important work in the world is being done in the field of human resources. The work is being done by a group of people who are working together to develop a new way of thinking about the human resources of the world. This new way of thinking is based on the idea that the human resources of the world are not just a collection of people, but a collection of people who are working together to create a better world. This new way of thinking is based on the idea that the human resources of the world are not just a collection of people, but a collection of people who are working together to create a better world.

Pantone's colour of the year 2019: Living coral

**P**resident Barack Obama's performance in his first term as president has been widely praised. But one key area where he has been criticized is his handling of the economy. Obama's economic policies have been widely criticized for being too risky and too expensive. Obama's economic policies have been widely criticized for being too risky and too expensive. Obama's economic policies have been widely criticized for being too risky and too expensive.

[illegible][illegible]

ENTERTAINMENT WEEKLY 13

ENTERTAINMENT **htcity**

# MARRIAGE HAS BEEN MAGICAL AND SPECIAL: DEEPIKA

Deepika Padukone is basking in the afterglow of her wedding to beau, actor Ranveer Singh

**Deepika celebrated anniversaries. With her first birthday since she eloped, last year, her wedding anniversary, and, December is a festive period. [and so on].**  
**As a newlywed, the actress is also celebrating her first Christmas.**

**J**ust one month after her wedding to actor Ranveer Singh, Deepika Padukone is basking in the afterglow of her nuptials. The actress, who eloped with the actor in November, is celebrating her first Christmas as a married woman. The actress, who is also celebrating her first birthday since she eloped, is also celebrating her first anniversary. The actress, who is also celebrating her first anniversary, is also celebrating her first anniversary. The actress, who is also celebrating her first anniversary, is also celebrating her first anniversary.

*Tinaa Dutta is happy with her single status!*

These three stars are the most famous in the Indian film industry, and they are all single and happy.

## singlelife

**Deepika Padukone** is a rising star in the Indian film industry. She is known for her roles in 'Om Shanti Om' and 'The Great Indian Kitchen'.

**Tinaa Dutta** is a rising star in the Indian film industry. She is known for her roles in 'Om Shanti Om' and 'The Great Indian Kitchen'.

**Deepika Padukone** is a rising star in the Indian film industry. She is known for her roles in 'Om Shanti Om' and 'The Great Indian Kitchen'.

**Tinaa Dutta** is a rising star in the Indian film industry. She is known for her roles in 'Om Shanti Om' and 'The Great Indian Kitchen'.

## 'Getting better roles is a constant battle'

Actor Arjun Kapoor is known for his roles in 'Om Shanti Om' and 'The Great Indian Kitchen'.

## Yours

**Arjun Kapoor** is a rising star in the Indian film industry. He is known for his roles in 'Om Shanti Om' and 'The Great Indian Kitchen'.

**Deepika Padukone** is a rising star in the Indian film industry. She is known for her roles in 'Om Shanti Om' and 'The Great Indian Kitchen'.

[illegible]



# Editorial Coverage

# Editorial Coverage

## Pre-Event

Half Page  
HT City  
08-Dec-2018



Half Page  
HT City  
09-Dec-2018





# Editorial Coverage

## Pre-Event

Half Page  
HT City  
12-Dec-2018



## During Event



Full Page  
HT City  
14-Dec-2018

Half Page  
HT City  
15-Dec-2018





# Editorial Coverage During Event

Full Page  
HT City  
16-Dec-2018



# Editorial Coverage

## Post-Event



Double Spread  
HT City  
19-Dec-2018



# Brand Promotions

# Sponsor Coverage





**LIFESTYLE htcity 07**  
Entertainment & Promotions in Pictures

**For sumptuous and aromatic tikkas and rolls**

Good food, great drinks and peppy music at this luncheon

On a recent afternoon, the city was abuzz with the news of a special luncheon organized by the Hindustan Times. The event, held at the Grand Hyatt, was a celebration of the magazine's 10th anniversary. The luncheon was a grand affair, with a menu that included sumptuous tikkas and rolls. The event was also a musical treat, with live performances by some of the city's top artists. The atmosphere was festive and the food was delicious. The event was a great success and a wonderful way to celebrate the magazine's milestone.

**Orange juice, greens, fruits may lower memory loss risk**

A study has found that consuming orange juice, green leafy vegetables, and fruits may help reduce the risk of memory loss. The study, conducted by researchers at the University of California, found that people who consumed these foods regularly had a lower risk of memory loss compared to those who did not. The researchers believe that the antioxidants and vitamins found in these foods may be responsible for the protective effect. This finding is particularly important as memory loss is a common concern among the elderly. Encouraging the consumption of these healthy foods could be a simple way to reduce the risk of memory loss.

Half Page  
HT City  
Too Yumm  
14-Dec-2018

**QUICK, YUMMY AND WHOLESOME SNACKS**

Instead of grabbing a packet of snacks that make you feel guilty, binge on items that are as lip-smacking as they are healthy

**TOO YUMM! KARARE BAKED NOT FRIED**

For those who love a good snack, Too Yumm! Karare offers a healthy alternative. The snacks are baked, not fried, and are made from high-quality ingredients. They are quick and easy to prepare, making them a perfect choice for busy lifestyles. The variety of flavors and textures makes them a delicious treat for everyone. Too Yumm! Karare is a brand that cares about your health and taste. They offer a range of products that are both nutritious and delicious. Whether you're looking for a quick snack or a healthy meal, Too Yumm! Karare has you covered. Try them today and see the difference for yourself.

Quarter Page  
HT City  
California  
Walnuts  
19-Dec-2018

**LIFESTYLE htcity 05**  
Entertainment & Promotions in Pictures

**The Palate Fest saw a nutty twist**

The Palate Fest, a popular food and wine festival, saw a nutty twist this year. The festival featured a variety of dishes made with nuts, including nut-based desserts, nut oils, and nut-infused beverages. The event was a great success, with many attendees praising the unique flavors and textures of the nut-based dishes. The festival also featured live music and other entertainment, making it a fun and festive event for everyone. The Palate Fest is a great way to celebrate the diversity of food and drink, and this year's nutty twist was a perfect addition.

**Making food exciting with these spreads**

Making food exciting with these spreads. The article features a variety of spreads that can be used to elevate any dish. From nut-based spreads to fruit-based spreads, there are many options to choose from. The spreads are easy to make and can be used in a variety of ways. They are a great way to add flavor and texture to your food. The article also includes recipes for each spread, making it easy for anyone to try them at home. Making food exciting with these spreads is a simple way to add a new dimension to your cooking.

**Botling up emotions as a teen not good**

Botling up emotions as a teen not good. The article discusses the importance of expressing emotions and the potential consequences of bottling them up. It explains that teenagers are often faced with a variety of challenges and emotions, and it is important for them to find healthy ways to express these feelings. Bottling up emotions can lead to stress, anxiety, and other mental health issues. The article offers advice on how to deal with emotions and encourages teenagers to seek support when needed. Expressing emotions is a key part of emotional health and well-being.

**SWEATER & JACKETS SALE**

60% off  
By Ananya, Kishu, Anshika

BUY FROM ANYWHERE COMPARE WITH US

**Rama Krishna**

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**iba**

India's first & best Natural Certified & Vegan cosmetics range.

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DOES NOT AFFECT HAIR FALL  
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KEEPS HAIR STRONG  
LONG LASTING HAIR COLOR  
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HEALTHY HAIR



# BRINGING TASTE AND HEALTH TO THE PLATE

Day 3 of Hindustan Times Palate Fest 2018 witnessed a cooking masterclass by actor and doctor Aditi Govitrikar who tossed up yummy and healthy salads using luscious dressings

Specialists

Fresh ingredients are the key to healthy eating. Actor and doctor Aditi Govitrikar, who is a health enthusiast, shared her secrets of staying healthy and fit. She emphasized the importance of using fresh, seasonal ingredients and avoiding processed foods. She also highlighted the benefits of incorporating healthy fats like those found in avocados and nuts into one's diet.



The green and red salad that Aditi Govitrikar prepared was a healthy and delicious treat. She shared her recipe for a vibrant green salad with avocado, cherry tomatoes, and a zesty dressing. She also demonstrated how to make a refreshing red salad with beets and pomegranate seeds.



I chose to make a salad today because I thought they're easy, quick and full of colours. Otherwise, we stick to only whites, yellows and reds, and other colours are always incorporated in our meals.

Aditi Govitrikar, actor and doctor, shared her secrets of staying healthy and fit. She emphasized the importance of using fresh, seasonal ingredients and avoiding processed foods. She also highlighted the benefits of incorporating healthy fats like those found in avocados and nuts into one's diet.

## Healthy and bingeing come together at this festival



The fest also saw fun blogger and speed-dating sessions, along with a masterclass by chef Sabyasachi Ghosal. The event was a great opportunity for food lovers to try new recipes and meet other food enthusiasts. The masterclass by chef Sabyasachi Ghosal was a highlight, where he shared his expertise in creating delicious and healthy dishes.



The theme of the festival was 'Healthy and Bingeing', which encouraged people to enjoy their food without guilt. The event was a great opportunity for food lovers to try new recipes and meet other food enthusiasts. The masterclass by chef Sabyasachi Ghosal was a highlight, where he shared his expertise in creating delicious and healthy dishes.



The Palate Fest 2018 was a great success, with many people enjoying the food and drinks. The event was a great opportunity for food lovers to try new recipes and meet other food enthusiasts. The masterclass by chef Sabyasachi Ghosal was a highlight, where he shared his expertise in creating delicious and healthy dishes.

Half Page  
HT City  
Veeba &  
Too Yumm  
19-Dec-2018

Half Page  
HT City  
Aashirvad  
Select, Inox &  
Mother Diary  
19-Dec-2018

# WHEAT KING MEETS KITCHEN QUEEN

At the fifth edition of Hindustan Times Palate Fest, Aashirvad Select Atta was a crowd-puller at the masterclass conducted by chef Harpal Singh Sokhi and Chets ka Santaj Contest

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## Extraordinary movie viewing experience



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## Culinary innovations, here's to adding twist to your dishes



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# Contents



Snapshot



On-ground



Digital



Print (Ads and Edit)



Radio



PR



Former partners

# Radio

*~ 10,000 seconds of on-air promotion*

**RJ mentions & show integrations**  
(morning & evening prime time shows)

## FEVER & NASHA

10 to 20 spots per day spanning across 10 days



Palate Promo Spot 1



Palate Promo Spot 2





# Radio

## Live Nasha station at HT Palatefest

RJ Akriti hosts **live evening drive-time Nasha show from 5 to 7 pm** at Palate including bytes from audience, restaurants, chefs and performing bands



# Contents



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Partners



**The Times of India****Business Standard****India Today****The Sunday Guardian****Outlook****DNA****Statesman****PTI****Mid Day****LBB****So Delhi****The Hindu BusinessLine****The New Indian Express****Desi Martini****Whats Hot****Bollywood Trending****Web India 123****WN.com****Travel Mail****Daily World****NRI Press****Punjab Update****India News****Techtenarena****Nyooz.com****Go City Guides****First Post****Party Owl****The Asian Age****Nerve.in****Shafaqna****Rozana Spokesman****News Mobile****Window To news****Ketchup****EventStreet****Indian Show Biz****TNH Global****Hotel Times**

**40 top websites** across categories (Business, Entertainment, Lifestyle etc)  
**Our competitors** also covered HT Palate Fest!

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Partners



# Partners 2018

**Presented By**



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**PALATE  
FEST 2018**

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**Proud partners of HT Palate 2018 from various categories**



*THANK YOU!*

