

Press Release

Stockholm, May 12, 2009

Stitching gives major Indian newspaper publisher competitive advantages.

The Hindu, the leading Indian English-language daily newspaper, with a circulation of 1.3 million copies and over 5 million readers, is using Tolerans in-line stitchers for the production of six tabloid products at the printing centre in Maraimalai Nagar, about 45 km from its Chennai headquarters.

“Stitching definitely adds values to our product, and combined with trimming, we can produce magazine-like products directly off the press,” says Mr. Kasturi Balaji, Director at *The Hindu*. “With the stitched products we have established a differentiation from our competitors who don’t stitch.”

Mr. Balaji continues, “It gives our products a better position and a higher value to readers and advertisers, a position we are glad to have achieved—especially since the competitive edge we are getting significantly overcompensates for the additional cost of stitching.”

The six products per week that *The Hindu* stitches today are *Sportstar*, *Cinema Plus* (a 16-page tabloid), *NXG* (a 16-page tabloid focusing on the new generation), *Metro Plus Weekend* (also 16 pages) *Smart Buy*, and *Ergo*, an 8-page tabloid catering to IT professionals that is distributed five days a week. *Sportstar* is a weekly magazine for which stitching is a necessity because it is sold separately on newsstands. *Smart Buy* is distributed with the business paper Business Line. *Ergo* is a free newspaper. The other products are distributed with the main section of *The Hindu* newspaper.

“If a tabloid product is to have some kind of lasting value and must stay together for a few hours, then I am quite happy to recommend stitching for every publisher in that situation,” says Mr. Kasturi Balaji.

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TOLERANS

The World Leader in In-line Stitching

About Tolerans

Tolerans AB is the global leader in advanced in-line stitching systems for newspapers and commercial printers. In business since 1947, the Swedish company has installed more than 1,700 stitchers in 70 countries.

Tolerans stitchers make newspapers and commercial print easy to navigate, give them a longer life span and secures recycling. Stitching also provides a better packaging of supplements, and increases value for readers and advertisers.

Read more about Tolerans and stitching at www.tolerans.com.

About *The Hindu*

The Hindu was originally started in 1878. Headquartered at Chennai (formerly called Madras), it was published weekly in the beginning and started publishing daily in 1889.

The American Newspaper Publishers' Association has awarded *The Hindu* its World Press Achievement Award. An excerpt from the citation reads, "Throughout nearly a century of its publication *The Hindu* has exerted wide influence not only in Madras but throughout India. Conservative in both tone and appearance, it has wide appeal to the English-speaking segment of the population and wide readership among government officials and business leaders. *The Hindu* has provided its readers broad and balanced news coverage, enterprising reporting and sober and thoughtful comment...It has provided its country a model of journalistic excellence... "