



ICONIC

The Times Of India

DELINEATING INDIA AND THE WORLD

The year 1838 marked a spectacular era of coming together of media and message across the globe. While, in one part of the world, Samuel Morse demonstrated the working of the first electric telegraph, Queen Victoria was being formally crowned in the other part. Back home, Bankim Chandra Chatterjee phrased the iconic Vande Mataram slogan.

With the British East India Company losing monopoly over the Indian soil,

seizing the opportunity a British syndicate of 11 firms, 2 barristers and a doctor founded 'The Bombay Times & Journal of Commerce'. The initiative was very well received by the masses and the novel bi-weekly publication soon turned into a daily affair. Moving ahead, the paper absorbed The Bombay Standard in 1859 and acquired another local publication 'The Telegraph and Courier' in 1861. On September 28, 1861 the immensely popular broadsheet publication was rechristened as 'The Times of India'.

THE UNOFFICIAL MASTHEAD OF INDIA

True to its name, the newspaper has stood testimonial to all the transformational times that India has surpassed, making it the oldest English-language newspaper in circulation across the country. Reports of the National Emergency, the first-ever train from Bombay to Thane, setting up of Bank of Bombay in 1840, the launch of the Bombay Stock Exchange, India's glorious World Cup win in 1983, conflicts

with Pakistan and China, news about international community and global issues, etc. have found due coverage in the broadsheet publication.

The Times of India is published by the media group Bennett, Coleman & Co. Ltd. (BCCL), which is the world's 10th-largest old-style publishing house. The company, along with its other group of companies, known as The Times Group, also publishes Ahmedabad Mirror; Bangalore Mirror; Bangalore Times; Delhi Times; The Economic Times; Ei Samay, (a Bengali daily); the Maharashtra Times, (a Marathi-language daily broadsheet); Mumbai Mirror; the Navbharat Times, (a Hindi-language





THE TIMES OF INDIA



newspapers worldwide with its digital versions of Internet and mobile editions that are up for grabs 24x7.

FAMED STRIDES

The column 'Letters to The Editor' has had some of the most eminent personalities writing back to the leading daily, including Pandit Jawaharlal Nehru, Mohandas Karamchand Gandhi, Sardar Vallabhbhai Patel and Indira Gandhi. Times View has impacted the political and social scenario in India countless number of times compelling the governments to take a stock of the situation, change policy, and review laws in greater public interests.

TOI has also launched a bevy of initiatives such as The Times of India Social Impact Awards, Teach India, Lead India, Aman ki Asha, Times Scholars, City of Angels and Know Your Rights, as well as edition-specific campaigns for women, children and the elderly.

daily broadsheet); and Pune Mirror.

TOI has now grown from a single edition of a few 1000 copies to some 50 editions with a circulation close to a whopping 5 million, which is the largest in the world for any English newspaper by a long margin. The 178-year-old newspaper has fully synchronized with the latest technological advancements and is counted among the top 10 online

QUANTUM LEAPS

- Six presses of TOI have won International Newspaper Color Quality Club (INCQC) award given by the World Association of Newspapers and News Publishers.