



HYDERABAD

DIGITAL MEDIA SERVICES

25 digital platforms, advertiser slots,
Telangana-wide visibility

WHY HDMS EXISTS



In today's media environment, most brands **struggle** to be **noticed**. Mainstream media is overcrowded, digital platforms are **algorithm-driven**, and **advertisers** are forced to compete for attention with hundreds of other brands.

Hyderabad Digital Media Services (HDMS) was created to change this.

HDMS is a controlled, multi-platform digital media network that offers **assured, repeat, and visible brand presence** across Telangana, without clutter and **without dependency on unpredictable algorithms**.

Launched in **January 2025**, HDMS operates a growing network of **five news websites** and their social media ecosystems, delivering daily visibility where Telangana reads, watches, and engages.

CREDIBILITY THAT PROTECTS YOUR BRAND



HDMS is led by **Shaik Ahmed Ali**, a **senior journalist and political communication strategist** with over **30 years** of experience across **print, television, and digital media**.

His professional journey includes leading media organisations such as:

- The Times of India
- Deccan Chronicle
- Star News
- Network-18 (CNN-IBN, CNBC Awaaz, IBN-7)
- Urdu TV
- Indian News Network (INN)

This experience ensures that HDMS operates with:

- Strong editorial discipline
- Political and governance insight
- Multilingual capability (English & Urdu)
- Fast, accurate, news-grade publishing

For advertisers, this means your brand appears in trusted news environments — not noisy content feeds.

ONE NETWORK, 25 DIGITAL PLATFORMS



HDMS operates **five independent** yet interconnected **digital news platforms**, each with its own editorial identity and dedicated social media presence.

Our platforms:



HyderabadNewsHunt.com
English | Hyderabad & Telangana



CharminarNews.in
Urdu | Old City, Minority & Telangana affairs



TheTelanganaPost.in
Digital-first | Governance & people-centric stories



TelanganaExpress.in
Breaking news | Constituency-level updates



NewsAge.in
News & analysis

Each platform is supported by **Facebook, Instagram, X (Twitter), and YouTube** and the Total digital reach: **25 owned platforms**

One advertiser, One booking, Visibility across the entire network

FLAGSHIP PLATFORMS & AUDIENCE IMPACT



WHERE YOUR BRAND ACTUALLY GETS SEEN

HyderabadNewsHunt.com (English)



- 108,000 active users
- 106,000 new users
- Strong repeat readership during political and civic developments

CharminarNews.in (Urdu)



- 113,000 active users
- 164,000 new users
- High engagement across Old City and minority audiences

Across both platforms:

- Individual stories crossed one lakh views
- Key sections generated tens of thousands of reads consistently



What this means for advertisers:

Your brand is placed alongside content that people actively read, trust, and discuss — not scroll past.

SOCIAL MEDIA REACH & ENGAGEMENT



WHERE VISIBILITY THAT REPEATS DAILY

HDMS content is amplified continuously across social platforms, ensuring that advertising messages are encountered repeatedly, not just once.

Network highlights:



5.3+ million Instagram views



High-engagement X (Twitter) conversations



8+ lakh Facebook views



Strong replies, reposts, bookmarks, and profile visits

This is discussion-driven engagement — not inflated impressions.

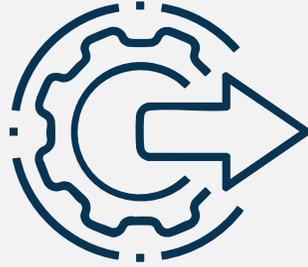
Your brand benefits from frequency, repetition, and recall, which is how real visibility is built.

HIGH-VOLUME PRODUCTION CAPACITY



YOUR BRAND DOES NOT WAIT FOR CAMPAIGN DATES

HDMS is built for daily publishing and amplification, not occasional bursts.



Daily output across the network:

- 200+ news stories
- 400+ social media posts
- 50+ videos



Key strengths:

- multilingual content (English & Urdu)
- real-time political and civic updates
- independent editorial identity for each platform

BEYOND ADVERTISING – HDMS SERVICES



MORE THAN ADS. COMPLETE COMMUNICATION SUPPORT

HDMS also functions as a full-spectrum political media and digital communications agency, offering:



- Political communication & press management
- Content development & constituency reports
- Digital strategy & engagement planning
- Video production & storytelling
- Branding, creatives & campaign material
- End-to-end media management

This dual capability allows leaders and institutions to align messaging with news and public discourse, beyond conventional advertising.

NEWER PLATFORMS (TRANSPARENCY NOTE)



TRANSPARENCY BUILDS TRUST

TelanganaExpress.in, NewsAge.in, and TheTelanganaPost.in were launched on August 15, 2025



TelanganaExpress.in

Breaking news | Constituency-level updates



NewsAge.in

News & analysis



TheTelanganaPost.in

Digital-first | Governance & people-centric stories

As these platforms are in the audience-building phase, their website analytics have been excluded from this brochure for transparency.

Early social and video traction, however, indicates strong future scalability.

EARLY ADVERTISER SLOTS ARE LIMITED



Hyderabad Digital Media Services is opening a time-bound window for early advertisers to secure visibility across its digital network.



Once categories are filled, bookings will be closed. This is an opportunity to enter before the network scales further and pricing moves up.

Join early. Stay visible. Grow with the network.

LET'S TALK VISIBILITY



+91-93916 96514



info@hydigitalmedia.com



www.hydigitalmedia.com



Mehdipatnam, Hyderabad
– Telangana, 500028



THE FASTEST GROWING MEDIA NETWORK OF TELANGANA



HYDERABAD
DIGITAL MEDIA SERVICES



Hyderabad
newshunt.com

HyderabadNewsHunt.com
English | Hyderabad & Telangana

چارمینار نیوز
charminarnews.in



CharminarNews.in
Urdu | Old City, Minority & Telangana affairs



The Telangana Post

TheTelanganaPost.in
Digital-first | Governance & people-centric stories



TELANGANA
EXPRESS

TelanganaExpress.in
Breaking news | Constituency-level updates



newsage.in

NewsAge.in
News & analysis