



Mint launches Ahmedabad Edition

New Delhi, 13 July 2010

Mint, HT Media's business daily in exclusive partnership with The Wall Street Journal, launched its Ahmedabad edition today.

Ahmedabad now becomes Mint's sixth printing location after Delhi, Mumbai, Bangalore, Kolkata and Chennai. Mint is also available in Chandigarh and Pune. With the launch of this edition, Mint will now be available not just in Ahmedabad, but also in the cities of Baroda, Rajkot, Surat and Gandhinagar.

The new edition provides discerning readers in Gujarat the credible, unbiased, jargon-free reporting and in-depth analysis of business news that was overwhelmingly embraced by both Mint readers and advertisers across the country. With its accent on clarity, stand-out design, exclusive section on markets in Mint Money and on international business news with the WSJ section, Mint has become the business newspaper of choice for decision makers across the country. Proof of this comes from the fact that 3 out of 4 readers of Mint choose not to read another business daily.

Mint in Ahmedabad will be printed as two books with Mint Money, the exclusive section on Markets, Investing and Personal Finance, built as a convenient section. Mint Money, with its comprehensive coverage of markets news, in-depth analyses and exhaustive listings of stocks and mutual fund schemes, will serve as a valuable section to our readers in Gujarat who value news and analysis on markets and investing.

Mint now further strengthens its position as the No. 2 business daily in the country with over two lakh readers and an enviable readership share of 25%. With this launch, advertisers in Mint can now reach out to the community of decision makers across government and corporates in Gujarat. Mint continues to find favour with premium advertisers who value Mint for its high-profile unduplicated readership, premium and contextual content environment and array of innovative advertising options and events. The addition of Mint's Ahmedabad edition further strengthens HT Media's portfolio in the West.