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The Mint on the Decade- iPad App launched

Mint, a business paper from Hindustan Times in association with The Wall Street Journal was launched in 2007 with the premise of bringing “Clarity in Business News”, a need strongly articulated by business news readers in the country. The effort at Mint has been to bring clarity through every aspect of the newspaper – the experienced editorial team, the unbiased and credible analysis, the exclusive WSJ partnership, the path breaking design, and the rich reproduction.

The numbers bear testimony to the high acceptability and strong bond that Mint has among its readers. Today, over 2Lac readers make Mint a strong No. 2 player with a 25% readership share in the key markets of Delhi, Mumbai and Bangalore. With editions in Kolkata, Chennai, Chandigarh, Pune and Ahmadabad, Mint reaches the who’s who of corporate India nationally. Mint has also been voted as India’s No. 1 Media Brand by advertisers.

Mint celebrates its fourth anniversary on the 1st of Feb 2011 and to mark this, keeping in pace with the evolving technical environment Mint becomes the first Indian Business daily to launch an iPad application. The application which is unique in its ways is in the form of a decade ender and is named Mint on the Decade.

Mint on the Decade is a free interactive application available on the iPad which presents the highlights of the last decade in the form of rich images, videos & panorama. Its covers the major events and occurrences in the field of art, politics, sports, business and more.

“We believe mint readers are smart and usually ahead of the curve. With this in mind, we have put together articles from our own writers and editors, as well as from external experts in the form of an iPad app. Interestingly, unlike other products that go from print to web, this issue was created and designed for the iPad, leveraging digital publishing technology from Adobe, and then repurposed for print as our special anniversary issue” says R. Sukumar, Editor, Mint.

The application has been powered by technology from Adobe, a world-leader in providing advanced and innovative digital publishing solutions. “Adobe is proud to be partnering with Hindustan Times, providing the digital publishing platform that underpins India’s first iPad app from a business daily,” said Mr David Wadwhani, Sr Vice President, Creative and Interactive Solutions at Adobe. “Mint on the Decade is a great example of how forward-looking publishers like Hindustan Times are creating engaging digital experiences that change the way readers interact with the publications they trust and rely on.”

To create awareness about the app with the relevant audience, Mint has launched a focused Marketing campaign targeting the tech savvy news consumer. The campaign that has just gone live will be present across mediums including Print and Internet. The application would be available for free on the App store; a brief demo of the application would also be available on livemint.com/iPad