

## **Hindustan Times Renames its Weekly Education Supplement**

24th August, 2011

The HT Media Group has renamed Hindustan Times' has revamped and further strengthened its weekly education supplement. Originally Earlier called HT Horizons, it will now be known as HT Education.

The Education sector is one of the most dynamic sectors in the Hindustan Times' portfolio. It is one of the biggest drivers of readership, and thus This constantly changing sector has a strong impact on readers, as well as advertisers.

Based upon extensive consumer research, the product was initially revamped in June 2009 and found strong resonance with students, parents, and the teacher community.

Great content - career advice, admission and scholarship alerts, college profiles, expert counseling, as well as annual initiatives like Campus Calling, education fairs, and special supplements and guides – has sustained Hindustan Times' relevance with young people around the country. The supplement was renamed HT Education in order to distill the value proposition for readers and connect with them clearly and simply.

On the occasion of the launch, Vasantha Angamuthu – Editor, Special Projects,Mr said. Shantanu Bhanja – Vice President, Marketing said, “As a thought-leader in the market, Hindustan Times has always spearheaded change, and often changed the very paradigms of the industry segments we operate in. The brand promise of HT Education is guiding students towards the right education and career decisions through strong content and communication.”

Echoing those thoughts, Vasantha Angamuthu – Editor, Special Projects added Mr. Shantanu Bhanja – Vice President, Marketing added, “HT Education is an extremely reader-centric product, and now with a straightforward name that has a strong connect with the category. We are optimistic sure that this change will further boost our readership and increase market share.”