

## HT is No. 1 in Delhi-NCR again

You could call it a Perfect 10. Hindustan Times has been declared the No. 1 English language daily in Delhi for the 10th time in a row, according to the latest round (Q2, 2012) of the Indian Readership Survey (IRS) released by the Media Research Users' Council on Monday. With a daily

readership (Average Issue Readership or AIR) of 22.09 lakh in Delhi-NCR, HT has 75,000 more readers than its closest competitor, The Times of India (TOI).

What's more, HT has reaffirmed its status as the first-choice newspaper among the more educated and affluent households of Delhi-NCR, with a 2.32-lakh lead over TOI in SEC A (socio-economic classification A), a lead that's jumped by over 30% since the last IRS round.

These results reconfirm that you place values like credibility and integrity above everything else. They also reaffirm for us your faith in our brand of journalism.

Our constant endeavour remains to empower you and take up issues that matter the most to you — from bijli-sadak-paani to matters of national importance, such as inflation and corruption.

And to make every effort to bring to you a newspaper that informs, entertains and simplifies the complex world around us.

Through our 'Delhi First' series, we have knocked at the doors of our administrators and raised issues that matter to you. Our 'You Read, They Learn' initiative, a project that has already made it possible for 4,291 underprivileged children to go to school, is an attempt to make a difference to the people around us.

In Mumbai, HT remains the clear No. 2 English daily with an AIR of 7.88 lakh, ahead of DNA and Mumbai Mirror. It has continued its journey on the growth trajectory, adding 72,000 readers in the last one year. With this round, HT has maintained its position as the No. 2 English broadsheet daily of Mumbai for the eighth time in a row, and reaches more than five lakh readers who don't read TOI.

Mint, HT Media's business daily, continues to hold its No. 2 position nationally, with 2.35 lakh daily readers. In addition, Mint has a strong unduplicated reach, with four out of five readers not reading any other business daily.

Hindustan, the group's Hindi daily, consolidated its No. 2 position among all newspapers in India with a total readership of 3.88 crore.