

Delhi-NCR votes for HT yet again

New Delhi – 2 April, 2013

While the Delhi state elections are a few months away, its citizens have already made a choice. They have voted Hindustan Times the No. 1 English language daily in the Capital for the 12th time in a row, as per the latest round (Q4, 2012) of the Indian Readership Survey (IRS) released by the Media Research Users' Council on Thursday.

With a daily readership (average issue readership or AIR) of 21.83 lakh in Delhi-NCR, HT now has a lead of 94,000 readers over its closest competitor, The Times of India (TOI). HT also reaffirmed itself as the first-choice newspaper among the more educated and affluent households of Delhi-NCR, with a 2.21-lakh lead over TOI among SEC A. What's more, HT has registered a healthy 4.3% growth in readership in NCR, while TOI has lost 2.5% of its reader base.

The Hindustan Times newsroom strives for editorial excellence and quality journalism. And while numbers alone are not necessarily the best yardstick of a truly good newspaper, we firmly believe that our success in Delhi-NCR is a reflection of the faith you place in our brand of journalism. We have constantly endeavoured to inform, entertain and empower you. Through our 'HT For Delhi'/'HT For Noida and Ghaziabad'/'HT For Gurgaon' initiatives, we knock at the doors of our administrators and raise the issues that matter to you every day.

In Mumbai, HT remains the clear No. 2 English daily with an AIR of 8.17 lakh. It once again emerged the fastest-growing English daily in the city, and now has a lead of over 50,000 copies over the next English daily broadsheet.

Mint, HT Media's business daily, continues to hold its No. 2 position nationally, with 2.24 lakh daily readers. It has maintained its dominant presence in metros and continues to enjoy the best readership profile.

Hindustan, the group's Hindi daily, remained steady at its No.2 position in the latest Indian Readership Survey (IRS Q4 2012) results basis its total readership score of 3.91 crore readers. The average issue readership for the newspaper now stands at 1.22 crore, up by 4 thousand from the last round. Meanwhile, Hindustan's key competitors Dainik Jagran, Dainik Bhaskar and Amar Ujala have suffered a decline in readership in the same period. The past three years mark a consistent period of readership growth for the newspaper. Hindustan's readership has grown steadily for the last 17 IRS rounds & it continues to remain the fastest growing newspaper in the country. Hindustan now has 46.2 lakh average issue readership in Uttar Pradesh & Uttarakhand and is the only daily growing in the last one year in the states of Uttar Pradesh & Uttarakhand.

About HT Media Limited

HT Media Limited is one of India's foremost media companies, and home to three leading newspapers in the country in the English, Hindi and Business news segments – 'Hindustan Times' (English daily), 'Hindustan' (Hindi daily, through a subsidiary) and 'Mint' (business daily). 'Hindustan Times' was started in 1924 and has a more than an 85-year history as one of India's leading newspapers. The Company also has four FM radio stations - "Fever 104 FM" in Delhi, Mumbai, Bengaluru and Kolkata. The Company has also made a foray into the Internet space through its subsidiary Firefly e-Ventures Limited and has launched successful portals www.Shine.com, www.HTCampus.com, www.Desimartini.com. These are in addition to the existing websites livemint.com, livehindustan.com and hindustantimes.com.

For more information about HT Media Limited, visit the Company's website at www.htmedia.in