

Hindustan Times, the fastest growing national English daily

October 1, 2011

In **Delhi NCR**, continues to be a very strong No. 1 – 6th time in a row, with a lead of more than 1.75 lakh in Total Readership (TR). HT also leads in Average Issue Readership (AIR) by 80,000 and among SEC A by more than 1.25 lakh readers.

In Mumbai, HT continues to be the fastest growing English Daily, growing in 11 out of the last 12 rounds of the IRS. In fact, HT has grown by 21% (to a 7.2 lakh readership) since it entrenched itself as the No. 2 English Broadsheet in Mumbai, four IRS rounds ago.

Hindustan Consolidates its No. 2 Position

Hindustan continues to grow dramatically and has grown now for 9 consecutive rounds in AIR. With this round, *Hindustan* further strengthens its No. 2 position, with its lead versus *Dainik Bhaskar* increasing to 36 lakh in TR.

Hindustan continues to be the fastest growing newspaper in UP and Uttarakhand. It also maintains its clear dominance in Bihar and Jharkhand.

Mint, the fastest growing business daily of India

Mint continues to be the fastest growing business daily in India.

In IRS 2011 Q2, it has seen a significant jump in readership in Mumbai.

With this, it has the best readership profile of all business dailies, with 56% of readers coming from SEC A1.