

IRS 2013

* Hindustan now India's No. 2 Daily

* HT continues to lead in Delhi-NCR, strengthens No. 2 position in Mumbai

* Mint consolidates position as No. 2 business newspaper

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HT Media Group's Hindi daily, Hindustan, has become India's No. 2 newspaper after dislodging Dainik Bhaskar, as per the latest round of the Indian Readership Survey (IRS). These findings were released by the Media Research Users' Council and Research Studies Council of India on January 28.

Hindustan's average issue readership now stands at 1.42 crore, up by 20 lakh readers from the last round. In UP, Hindustan has unseated Amar Ujala to become the No. 2 paper with 72 lakh readers, while consolidating its No. 1 position in Bihar and Jharkhand and No. 2 in Delhi. It has also become No. 1 in Uttaranchal.

The Group's flagship newspaper, Hindustan Times, has once again emerged the No. 1 daily in Delhi and the national capital region, and continued its remarkable march in Mumbai.

HT's Delhi-NCR combined readership stands at 22.65 lakh, while TOI is at 16.51 lakh. Among the more educated and affluent households (NCCS A, or New Consumer Classification System A), HT has a lead of nearly six lakh readers over TOI. HT's readership in the capital is 16.39 lakh, while its nearest competitor, The Times of India, is at 13.94 lakh.

In Mumbai, HT has continued to take giant strides. Less than nine years after launching in the city, it enjoys a healthy readership of 13.62 lakh, resulting in its reach now crossing 60% that of TOI, and six times that of its one-time rival DNA, which also set foot in Mumbai in 2005. What's more, as many as seven lakh readers in Mumbai have opted to read HT as their only English newspaper.

With a sample size of over 2.35 lakh, the new readership survey - conducted by global market research agency AC Nielsen - is one of the most robust readership studies in the world. For the first time, the entire interview was conducted on double-screen CAPI (Computer Aided Personal Interview) to ensure top-quality and secure data collection with the effective use of technology.

"We are really pleased with the performance of all our Group's publications in this round, since the new IRS results bears testimony - through the large strides made across publications and markets - to all the hard work that have been put in by us over the years. It reflects the results of the daily efforts put in by our outstanding Editorial pool in bringing to our readers the most relevant and the most balanced news, the significant investments made in increasing our copies and expanding in geographies, the constant innovation that we have kept doing, and our strong commitment to both our consumers and our customers," said Rajiv Verma, CEO of HT Media Ltd.

Mint, the group's financial daily, has consolidated its No. 2 position with a readership of 3.1 lakh. In fact, 81% Mint readers do not read any other business daily, making it a critical vehicle for brands to advertise in.

"This round also settles once and for all our strong positions as the clear No 2 newspaper nationally with Hindustan and as the clear No 2 in Mumbai with HT, knocking strongly on the No 1 in just eight years," Verma added.

About Hindustan Times

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 paper). 'Hindustan Times' was inaugurated in 1924 by Mahatma Gandhi and has a 90-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