

Launch of `MintAsia` in Singapore

April 6, Singapore

HT Media Ltd. launched one of India's first global newspapers – 'MintAsia', Asia's weekly window into Indian business and economy, in Singapore, today. It is an unbiased and clear minded weekly with in-depth analysis and sharp insights that will keep the global audience abreast of developments shaping the Indian economy and markets.

Talking about the idea behind the launch of this paper in Singapore, Mr. Rajiv Verma, CEO HT Media Ltd., said, "When we conceptualized Mint, we were always very clear that it would be a regional media brand and I am delighted that, with this launch in Singapore of MintAsia, we have started on that journey. This is amongst the first for an Indian media company."

The paper was unveiled at the IIMPact alumni event in Singapore on 6th April, 2013, by Dr. Raghuram Rajan, Chief Economic Advisor to the Government of India and Mr. R Sukumar, Editor, MintAsia.

At the unveiling, Dr. Raghuram Rajan, said, "Congratulations to Mint. It is an excellent newspaper. I enjoy reading it and I hope now your much wider audience will get to read the intellectual journalism at work in India. So do well and again congratulations."

The content of the paper will be distributed into various sections including Banking & Finance, Policy & Corporate Affairs, and Opinions & Views of experts across industries and a Lifestyle section, offering insights into the Indian business market.

R Sukumar, Editor, MintAsia, while talking about the content of the paper, said, "Singapore is one of the world's foremost financial centres and many decisions regarding investments in India happen here. With our unique Web First approach and a weekly print offering, both backed by an integrated newsroom we will try and cater to the India-specific information needs of the discerning Singapore reader."

MintAsia will come out every Friday and will also be available on stands at a cover price of 6SGD.

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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