

Mint Launches integrated news room, revamps Livemint.com

September 17, 2011

Keeping pace with the evolving technical environment and getting ready for the changing media landscape, **Mint**, the Business daily from HT Media Ltd. has launched an integrated news room catering to print and digital platforms. The news room works on the '**web first**' approach treating digital as the lead medium for the brand. This means that Mint reporters file all their stories on Livemint.com throughout the day and Mint journalists do exclusive stories and columns for the web and other digital platforms. The Mint newsroom is the first integrated newsroom in the country, an indication of HT Media's serious intent in the digital domain.

Along with this, Mint has also revamped its website www.livemint.com which was launched with the News Paper in 2007. Livemint.com now has fresh magazine look with enhanced navigation and engagement options available to the user. The omnipresent floating navigation bar makes it very easy for the user to switch between pages while also giving a preview of the content available in the various sections. Enhanced interlinking through related articles, in-story links and keywords offers a comprehensive reading experience to the user. Context specific links are present on every page, from Stock data for companies featured in our articles to showcasing other stories from the section on relevant pages. Search has been refined as well, so that users can easily find stories and multimedia content through a single query.

"Mint's new website is a reflection of the way our readers are increasingly consuming news and interacting with us. It is also powered by what to my mind is India's first integrated newsroom" says R Sukumar, Editor, Mint

To create awareness about this change amongst the relevant audience, Mint has launched a focused Marketing campaign targeting the tech savvy news consumer. The campaign that has just gone live will be present across mediums including TV, Print and Internet.

The new Livemint has been appreciated by users as well as experts in the industry, getting a record number of page views on the first day. Experts have reviewed the redesign as a welcome change which is in line with Mint's editorial strategy, offering relevant content in a clean and user friendly manner.

Mint, a business paper from Hindustan Times in association with The Wall Street Journal was launched in 2007 with the purpose of bringing "Clarity in Business News", a need strongly articulated by business news readers in the country. The effort at Mint has been to bring clarity through every aspect of the newspaper – the experienced editorial team, the unbiased and credible analysis, the exclusive WSJ partnership, the pioneering design, and the rich production quality.

The numbers bear testimony to the high acceptability and strong bond that Mint has among its readers. Today, over 2.5 lakh readers make Mint a strong No. 2 player with a 25% readership share in the key markets of Delhi, Mumbai and Bangalore. With editions in Kolkata, Chennai, Chandigarh, Pune and Ahmadabad, Mint reaches the who's who of corporate India nationally. Mint has also been voted as India's No. 1 Media Brand by advertisers.