

Mint, India's second largest business daily launches Mint Indulge

September 09, 2011,

HT Media's business daily, launched its Luxury and Lifestyle quarterly publication Mint Indulge today.

A complimentary read for Mint's readers across India, Mint Indulge focuses on the passions & indulgences of India's top business leaders and serve as their best buying guide for the season. Apart from the best in class content, the inaugural issue will have an international look and feel making it a rich and visually appealing read.

Exquisite gadgets and mobile devices take the center stage in the inaugural issue along with other indulgences like International clothing, watches and other accessories. The readers can also look forward to suave luggage choices, premium food and beverages and golf equipment.

"Mint Indulge showcases the most aspirational international brands which look at India as a promising market to drive the next growth wave for them. The category has gained traction in the last few years and Mint proves to be the best vehicle for these brands to reach their target audience", adds Hemant Somani, COO, Mint.

About Mint

Mint, a business paper from Hindustan Times in association with *The Wall Street Journal* was launched in 2007 with the premise 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 pathbreaking design, and the rich reproduction.

The numbers bear testimony to the high acceptability and strong bond that *Mint* has among its readers. According to the Indian Readership Survey (IRS Q1, 2011), 222,000 readers make *Mint* a strong No. 2 player. *Mint* has a 27% readership share in the key markets of Delhi, Mumbai, Bangalore and Kolkata. With editions also in Chennai, Hyderabad, Ahmedabad, Chandigarh and Pune *Mint* reaches the who's who of corporate India nationally. *Mint* has also been voted as India's No. 1 Media Brand by advertisers.