

# Mint 1990s - iPad App launched

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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 path breaking design, and the rich reproduction.

The numbers bear testimony to the high acceptability and strong bond that Mint has among its readers. Today, over 2.5 Lac 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.

As India completes 64 years on Independence, Mint, keeping in pace with the evolving technical environment, launches a special feature for its iPad users, the ‘Mint 1990s’. This is the second feature from Mint on the iPad in the last six months- the first one being the Mint on the decade- which was launched within a week on the iPad coming to India.

The Nineties were a character-altering decade for independent India, and yet the most unchronicled. Works of contemporary history are scarce in our country. So the 1990s remain largely unexamined.

The app. decodes the decade of Infosys, Mars bars, Pokhran, SRK and MTV. Was economic freedom a panacea for all ills? How does an open capitalist economy retain the principles of a welfare state? It has been 20 years since globalization opened our horizons. It was a time when we leapfrogged into an open economy and suddenly had a plethora of choices. In this special issue, Mint, gets the user to revisit this momentous decade to understand its merits, its chaos and what we could not see then.

“We believe Mint readers are ahead of the curve. We have articles from our own writers and editors, as well as from other experts. This issue was specially designed for the iPad, leveraging digital publishing technology from Adobe,” says Sanjukta Sharma, editor of this special issue.

To create awareness about the app with the relevant audience, Mint has launched a focused Marketing campaign targeting the gadget savvy news consumer. The campaign that has just gone live will be present across mediums including Print and Internet. The application would be available for free on the App store, by simply searching for Mint 1990s or following the web link: <http://itunes.apple.com/in/app/mint-1990s/id463250893?mt=8>