

With Moradabad launch, Hindustan now pan UP and Uttarakhand

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Hindustan Media Ventures Limited (HMVL) today has launched its 10th edition in the state of UP from Moradabad. With this, Hindustan completes its footprint across the two states of Uttar Pradesh and Uttarakhand. It is now printed from 18 centres across the states of UP, Uttarakhand, Bihar, Jharkhand & Delhi.

Commenting on the launch, Benoy Roychowdhury (ED, HMVL) said, “Moradabad is a unique region of Uttar Pradesh that has placed India on the global map through its exports of over Rs. 2200 crore of brass artifacts annually. Through the launch of our Moradabad edition, Hindustan now serves the entire footprint of Uttar Pradesh and Uttarakhand – two progressive and prosperous states with a rich cultural heritage.”

Sharing his views on the launch, Amit Chopra (CEO, HMVL) said, “With our launch in Moradabad, we mark the completion of our journey of expansion that began in 2005. We now serve this economically powerful and culturally rich zone. As in our other markets, Hindustan will work to create reader delight through a high-quality newspaper and continuous engagement. We will become partners in progress for the citizens of the region. I am confident that Hindustan will emerge as the preferred newspaper for the people in this region.”

Rajan Bhalla, (Head-Marketing, Strategic Businesses – HT Media) says, ‘The core proposition of Hindustan is ‘Tarakki ko chahiye naya nazariya’ – central to our brand and activation campaigns. We approached Moradabad with this very distinct perspective. Our Election Campaign “Aao Rajneeti Karein” reflects our commitment towards the state of UP and creating positive social impact.”

Hindustan’s Moradabad edition has started with a strong 1.1 Lakh circulation, a number that is unsurpassed in that zone. Moradabad launch comes on the back of the recent Aligarh edition launch which continues to progress by leaps and bounds; setting new benchmarks of journalism and reader connect.

About Hindustan Media Ventures Limited

Hindustan Media Ventures Limited (HMVL) is the publisher of the leading Hindi newspaper – Hindustan, Hindi magazines Nandan & Kadambini and the news website livehindustan.com. Hindustan, which is the fastest growing daily in the country has presence in the states of UP, Uttarakhand, Bihar, Jharkhand & Delhi, with a Total Readership of 3.75 crore.

The company is a subsidiary of the HT Media Group - a diversified media group with interests in Radio, print & online media.