

Mint launches Hyderabad Edition

April 19, 2011

Mint, HT Media's business daily, launched its Hyderabad edition today.

With this launch, Mint now has seven printing locations in Delhi, Mumbai, Bangalore, Kolkata, Chennai, Ahmedabad and Hyderabad; and is also available in Chandigarh and Pune.

The new edition provides discerning readers in Hyderabad the credible, unbiased, jargon-free reporting and in-depth analysis of business news that was overwhelmingly embraced by both readers and advertisers of Mint across the country. With its accent on clarity, stand-out design, exclusive section on markets and personal finance in Mint Money and on international business news with the WSJ section, Mint has become the business newspaper of choice for decision makers across the country.

With this launch, Mint further strengthens its position as the No. 2 business daily in the country. It already has over two lakh readers and an enviable readership share of 24%. Mint continues to find favour with premium advertisers who value Mint for its high-profile unduplicated readership, premium and contextual content environment and array of innovative advertising options and events. The addition of Mint's Hyderabad edition further strengthens HT Media's portfolio in South India.