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**Presseinformation / Press Release**

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HT Media, India

## Dependability and performance tip the scales

With its publications *Hindustan Times* and *Hindustan*, HT Media is one of the big players in India's daily newspaper market. The two publications alone add up to a daily total circulation of 2.3 million copies, enabling the publisher to reach 12.4 million readers. To provide the best possible service to a readership spread across the entire subcontinent, the company operates a total of 21 printing centres. At the printing facility in Greater Noida in the northern state of Uttar Pradesh, the course had already been set for expanding capacity in 2011 in order to satisfy the rising demand for daily newspapers in the capital New Delhi. The company has installed two 80,000-generation presses in addition to the three existing newspaper presses. Thanks to the positive experience gained during the longstanding collaboration with Ferag, the management team at HT Media has again decided in favour of a solution from the Swiss mailroom specialist. It was mainly the constant, high output achieved in combination with the existing presses at a maximum printing speed of 90,000 copies an hour, plus the dependability of the technology in day-to-day operations, that tipped the scales in its favour.

At both folder deliveries on the new presses, the daily newspapers are gripped and transported using the UTR Universal conveyor to the two MultiStack stackers on each mailroom line. On arrival there, conveniently sized bundles of the daily newspapers are produced, tuned to the respective

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route. Prior to sealing and cross-strapping, an underwrapper is fed to the bundles and a top sheet is printed inline with all relevant information pertaining to distribution. So as to offer their customers new advertising formats, both lines have also been equipped with an application module to apply MemoSticks to the front page of the newspapers. When working with Ferag, in addition to the well-engineered technology HT Media also appreciates the strong, local service organisation.

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HT Media is one of the big players in the Indian newspaper market.

Please send **proof copies** to

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