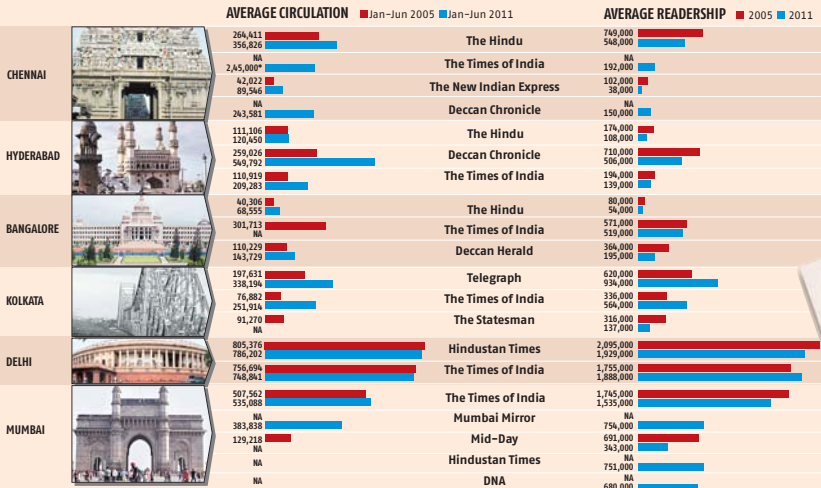


PAPER WARS

The Times of India destroys competition, or so they say. A look at how the newspaper has fared in various markets



WE CONGRATULATE THE COMPETITION FOR FINALLY WAKING UP TO THE TIMES OF INDIA

Four years ago, Chennai woke up to the Times of India. Finally, our competition has, too. We've enjoyed their new campaign reacting to our success in Chennai. We now look forward to them emulating our approach to connecting with readers, led by a new editor and CEO who've cut their teeth at the Times of India. We wish them good morning and good luck.

WAKE UP CHENNAI

BECAUSE GOVERNMENT MALFUNCTIONS MATTER MORE THAN WARDROBE MALFUNCTIONS.

THE HINDU

Average circulation
 Jan-Jun 2005 Jan-Jun 2011
 Average issue readership
 2005 2011

Total English newspapers (all India) 6,263,491 10,743,681 17,396,000 17,806,000

Source - Audit Bureau of Circulations, Hansa Research and IRS

The 2005 *HT* and *TOI* Delhi data is for Jul-Dec; *claimed; NA - is not available either because the publication was not available in the city in that year or because it is not a member of ABC or because its figures were not accepted by the body.