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# Mint

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Mint is an Indian business and financial daily newspaper published by HT Media Group, one of India's largest media and entertainment conglomerates, Mint started its journey with an exclusive collaboration with The Wall Street Journal and was also India's first newspaper to be published in the Berliner format. Mint editorial coverage and style of presentation is noted for its refreshing clarity and accessibility—facets that have redefined Indian journalism.

Mint is an award-winning business publication from India, held in high esteem by the country's business leaders, founders, and policymakers. Mint enables decision makers around the world to make sense of one of the world's fastest growing major economies.

Mint was founded by Raju Narisetti, and was succeeded by Sukumar Ranganathan, who served as editor until 2017. In 2017, former editor of Khaleej Times Vinay Kamat was appointed as editor, replacing Sukumar Ranganathan. In November 2020, Sruthijith Kurupichankandy better known as SK, was appointed editor in chief.

Mint was founded on February 1, 2007, to serve as an unbiased and clear-minded chronicler of the Indian Dream. It aims to be a catalyst for growth and change, partnering with audiences to think ahead.

One of the stars is stable in the weekend magazine, Mint Lounge, which focuses on intelligent lifestyle, fashion, food, books, science, and culture; it has won critical acclaim over the years. Mint Money, it is a personal wealth brand, also has an ardent following for its distinctive market understanding and perspective. Mint also organizes many reputable events all year round, catering to diverse interests and industries such as public policy, marketing, digital innovation, banking, HR, and startups, and so on.

While Mint was founded as a newspaper and a website, its digital footprint has far exceeded its initial print reach. Its iOS and Android apps and website are the pointy tips of the immersive digital experiences, which include market dashboards and data pages, personalized notifications, daily and weekly videos, and podcasts as well as originally crafted newsletters. These have contributed to Mint's evolution as a top digital brand.

In 2020, mint started its digital subscription program that saw us expand their content offerings to serve the needs of the subscribers. Apart from the distinct brand of journalism, we also offer multiple digital subscription bundles, including with The Wall Street Journal and The Economist. Some of the competitors of mint are credit karma, quicken classic, rocket money, YNAB, monarch money, empower.

We can learn from this caselet, from a financial standpoint, Mint newspaper is known for its insightful coverage on market trends, economic analysis, and business news. It provides readers with a fresh, nuanced perspective on financial matters, making it a valuable resource for investors and professionals in the finance industry. Its in-depth analysis, market insights, and coverage of fiscal policies offer readers a comprehensive understanding of the intricate workings of the financial world, empowering them to make informed decisions.

The money management features help consumers pay their bills on time, save for big-ticket items, and monitor their credit scores in one stop. Using Mint is simple and straightforward. Like many apps and programs, Mint initially requires extra steps signing on and connecting your accounts. Syncing accounts like checking, credit cards, and bills are key because this is how Mint works—by curating your finances and providing an overall picture at a glance.

It mainly an online personal finance tool that allows you to track your spending and helps you make a budget. Mint also tracks the performance of investments and sends alerts on any suspicious activity. When you have all of your accounts connected, Mint will provide you an overview of your finances. The next step is to develop a



budget. Based on your finances, Mint will offer a proposed budget for you, but you can adjust that. You can increase or decrease a budget item like “Auto & Transport: Gas & Fuel.”

Financial literacy is the cornerstone of wealth-building; a well-informed investor is empowered to make prudent decisions in any market climate. Mint newspaper often delves into topics such as personal finance, banking, taxation, and regulatory changes, offering a comprehensive view of the financial landscape. It caters to both individual investors and businesses by providing expert opinions, market reviews, and articles on financial planning.

Mint newspaper also emphasizes sustainable and ethical financial practices, addressing topics like environmental, social, and governance (ESG) considerations in investing. The publication aims to provide a holistic view of finance by examining how businesses incorporate responsible practices into their operations and how these factors impact investment decisions.

Moreover, Mint newspaper frequently covers regulatory changes affecting the financial sector, offering readers an understanding of how shifts in policies impact markets, businesses, and investors. This regulatory focus extends to both national and international developments, providing a comprehensive overview of the evolving financial regulatory environment. Staying informed about these changes can be crucial for anyone involved in finance or investing.

“In the world of finance, information is currency. Stay informed, stay ahead – the market waits for no one.” Diversification is the investor's compass; a well-balanced portfolio weathers storms and charts a course toward financial success. Market volatility is the heartbeat of financial opportunities – embrace the fluctuations, but tread with caution. In the intricate dance of supply and demand, financial wisdom lies in recognizing the rhythm and making strategic moves. The economy is a symphony, each sector playing a distinct tune. Investors who master the melody prosper in every economic composition.

In addition, from bull to bear, financial markets are a dynamic tapestry. Successful investors master the art of reading between the market lines. Mint often features expert opinions and perspectives from renowned financial analysts, economists, and industry leaders. These insights provide readers with diverse viewpoints on market trends, investment strategies, and economic forecasts, contributing to a well-rounded understanding of the financial landscape.

As the ink settles on the pages of Mint, may its words linger in your thoughts, a tapestry of insights woven to illuminate the path ahead. In every edition, find not just news but a compass guiding you through the complexities of our world.



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