



India Today Group Digital

INDIA'S ONLY
OMNI-CHANNEL DIGITAL NEWS GROUP

Web | Mobile | Video | Social | Audio | E-Magazines



India Today Group

04

TV Channel Brands

09

Magazines Brands

09

Digital Brands

18

Digital First Brands

207

Million Avg. Monthly TV Reach

16

Million Avg. Quarterly Readership

140.4

Million Avg. Monthly Unique Visitors

725

Million Avg. Monthly Video Views



INDIA TODAY

Business Today

MAIL TODAY
News for the new Indian

COSMOPOLITAN
INDIA

BAZAAR



India Today Group

FOOT PRINTS

INDIA TODAY

1975

Business Today

1992

COSMOPOLITAN

1996



2000

Reader's Digest

2002



2005



2005



2020

ഇന്ത്യാ ടുഡേ

2020

2007



2009

BAZAAR

2015



2017



2018



2019



2021





India Today Group Digital

#1 DESTINATION

for general news consumption on
WEB, APP & VIDEO

140.4M

**Avg. Monthly
Unique Visitors**

1.2B

**Avg. Monthly
Pageviews**

1.01B

**Avg. Monthly
Video Views**

3.07B

**Avg. Monthly
Total Minutes**

6.2M

**Avg. Monthly
App Users**

256M

**Social Media Fan
Base**



India Today Group Digital

AT A GLANCE

List of all properties (Language wise)





India Today Group Digital

HINDI WEBSITE

HINDI MOBILE FIRST VIDEO CHANNEL

ENGLISH WEBSITE

VERNACULAR WEBSITES

News



Opinion



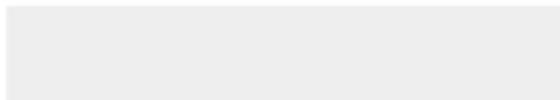
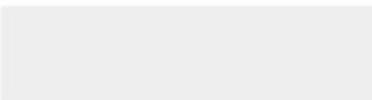
Recipe



Sports/Fitness



Astrology



Business/Tech



Lifestyle/Others



Regional News





India Today Group Digital

HINDI PROPERTIES





aajtak.in

LEADER OF INDIAN DIGITAL MEDIA

World's
No. 1
News Channel
on YouTube



India's
No. 1
News Media Page
on Facebook



India's
No. 1
Hindi News
Twitter Handle



India's
No. 1
Hindi News
Instagram Page



India's
No. 1
Hindi
News Website



India's
No. 1
Hindi News
Mobile Site



India's
No. 1
Hindi News
Mobile App



India's
**Most
Searched**
News Brand on Google





aajtak.in

LEADER OF INDIAN DIGITAL MEDIA

Total : 121.3 Million

Users, May'25



Google Analytic

Total : 75.4 Million

Unique Visitors, May'24



Comscore

Total: 37 Million

Followers, as on May'25



Facebook

24.4 Million

Followers, as on May'25



Twitter

72.9 Million

Subscribers, as on May'25



YouTube

16.2 Million

Followers, as on May'25

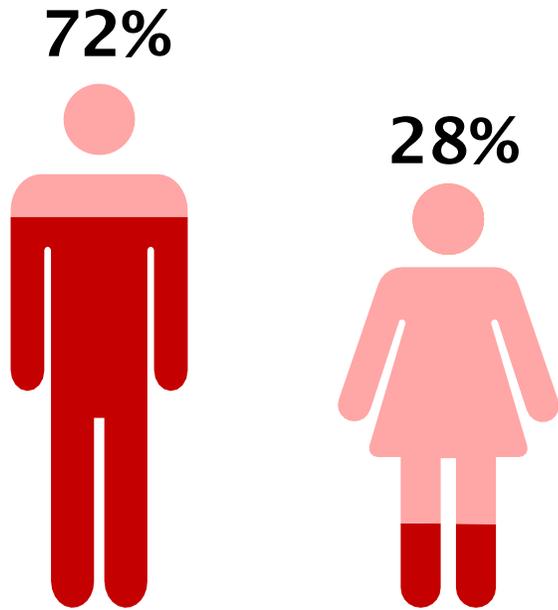


Instagram



aajtak.in

GENDER SKEW



AGE SKEW

Age	Users
18-24	17.7%
25-34	35.8%
35-44	16.2%
45-54	10.8%
55-64	11.2%
65+	8.15%



TOP GEOGRAPHY

1	Uttar Pradesh
2	Delhi
3	Bihar
4	Maharashtra
5	Madhya Pradesh
6	Rajasthan
7	Gujarat
8	Haryana
9	West Bengal
10	Punjab

USERS AFFINITY

1	Food & Dining/Cooking Enthusiasts/30 Minute Chefs
2	News & Politics/Avid News Readers
3	Beauty & Wellness/Frequently Visits Salons
4	Lifestyles & Hobbies/Business Professionals
5	Shoppers/Value Shoppers
6	Media & Entertainment/TV Lovers
7	Travel/Travel Buffs
8	Shoppers/Bargain Hunters
9	Sports & Fitness/Sports Fans
10	Beauty & Wellness/Beauty Mavens



THANK YOU