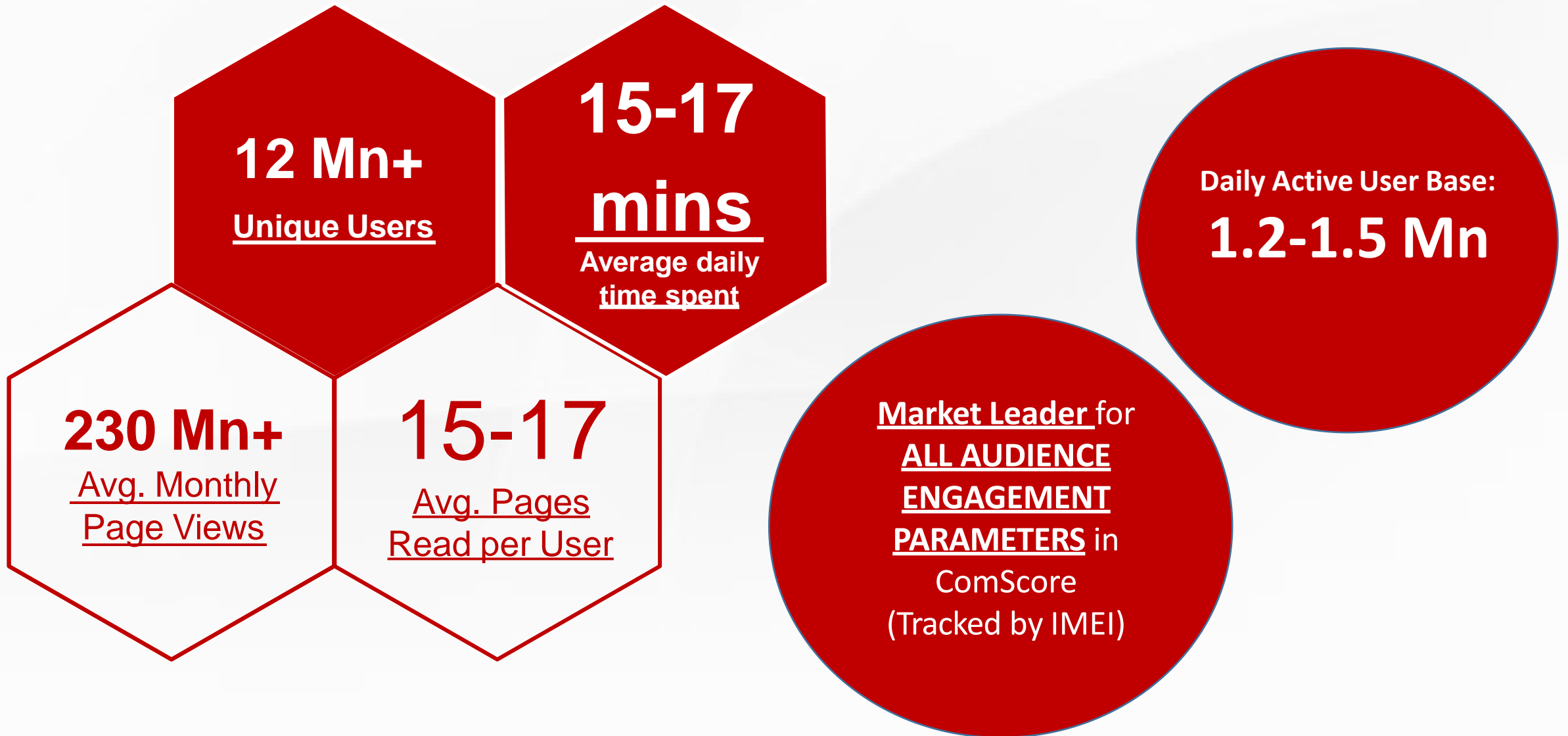


আনন্দবাজার.com

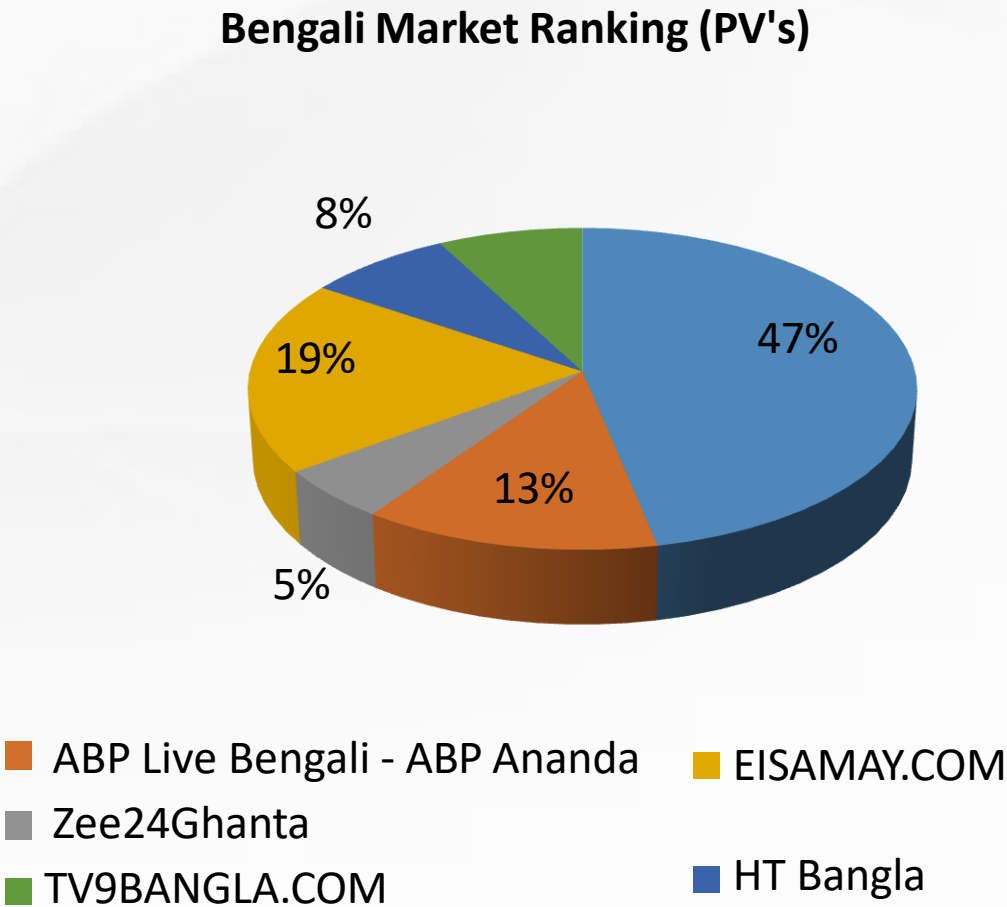
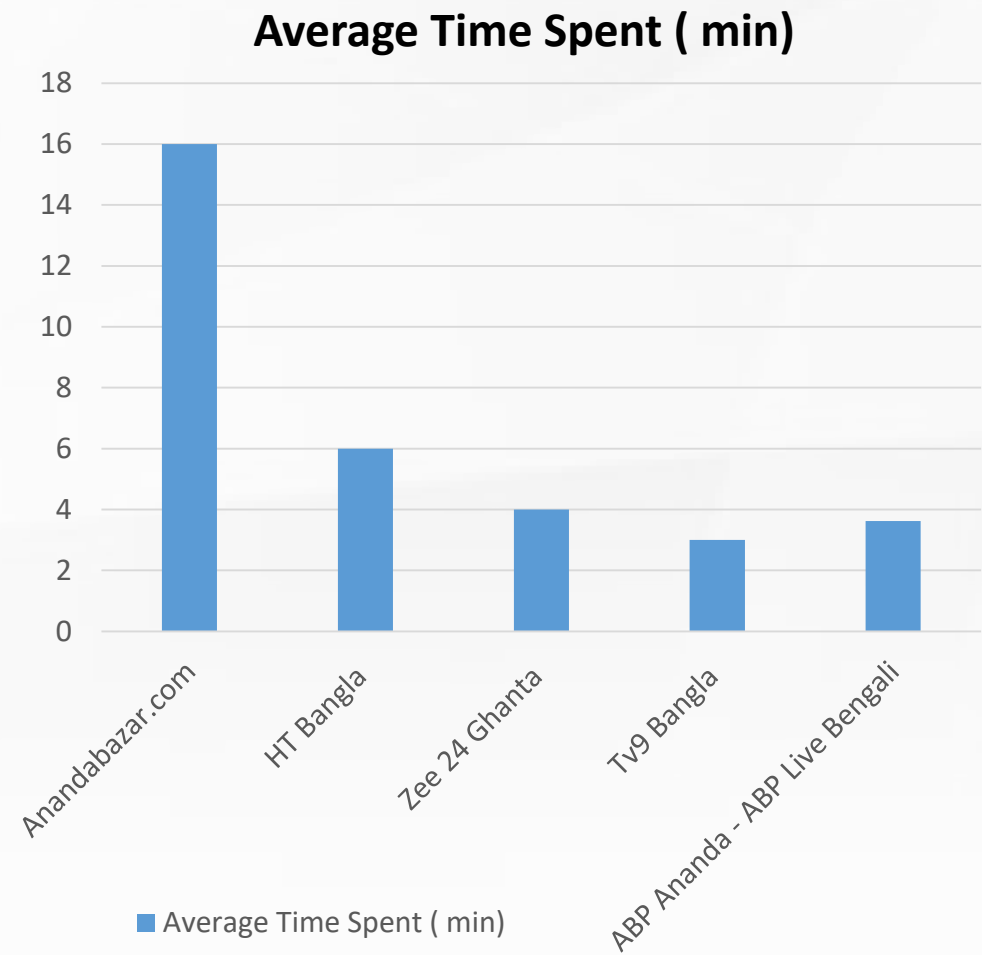


Anandabazar.com's AUDIENCE



Market Leader By a Huge Margin

• 15-17 Avg.Pages Read & 15-17 Mins Avg.Time Spent by User on ANANDABAZAR.COM

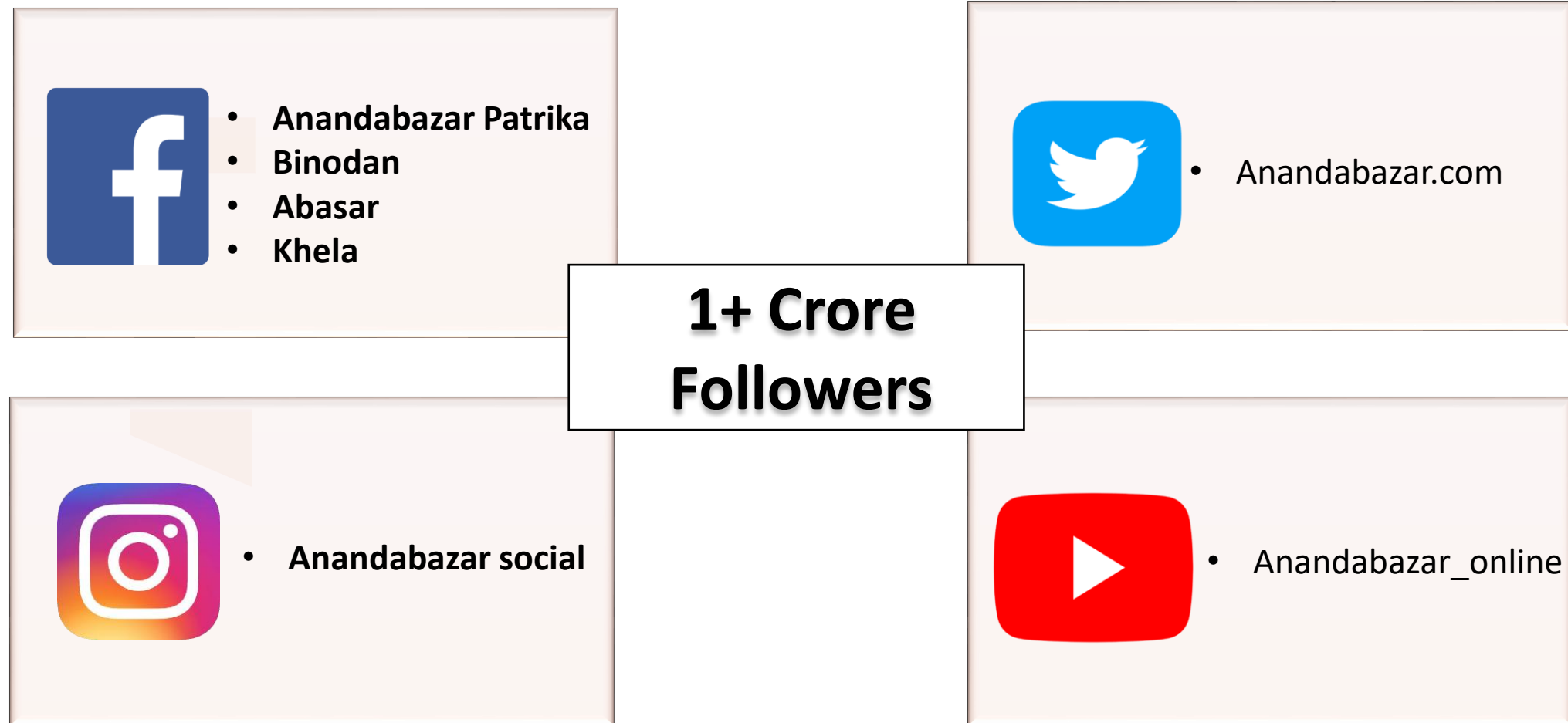


Google Analytic Report – Region wise

Region	Unique Visitors (in Million)	Page Views (in Million)
KOLKATA	4.17 M	75.72 M
WEST BENGAL	7.53 M	146.58 M
INDIA	10.32 M	198.53 M
ALL	12.05 M	232.88 M

SOCIAL MEDIA REACH – Anandabazar.com

আনন্দবাজার.com



Campaigns that created an Impact

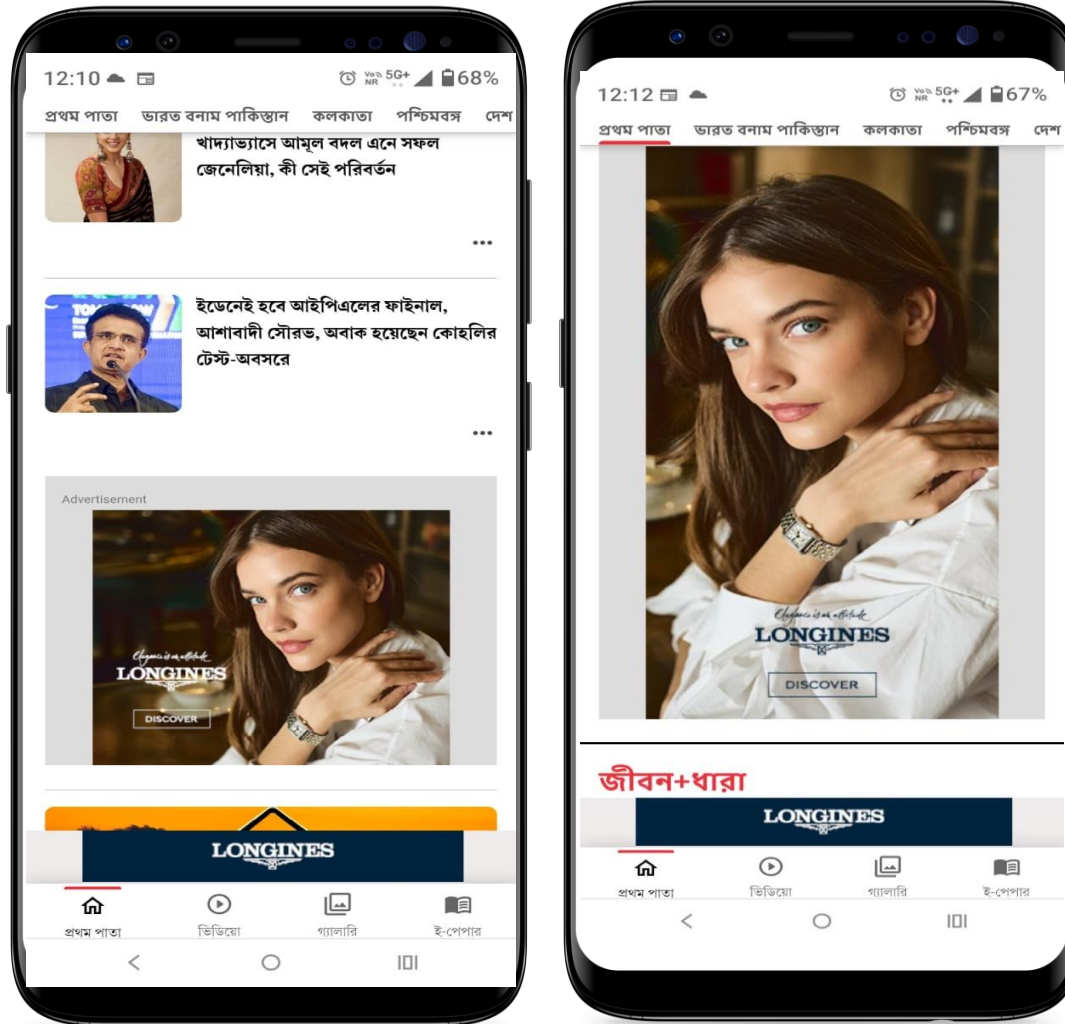
Infinix Campaign – HOT 40i



KPI	Committed	Delivered
Impressions	10Mn	11.5 Mn
CTR	1%	1.35%
Clicks	100000	135000

Swatch Group – Longines

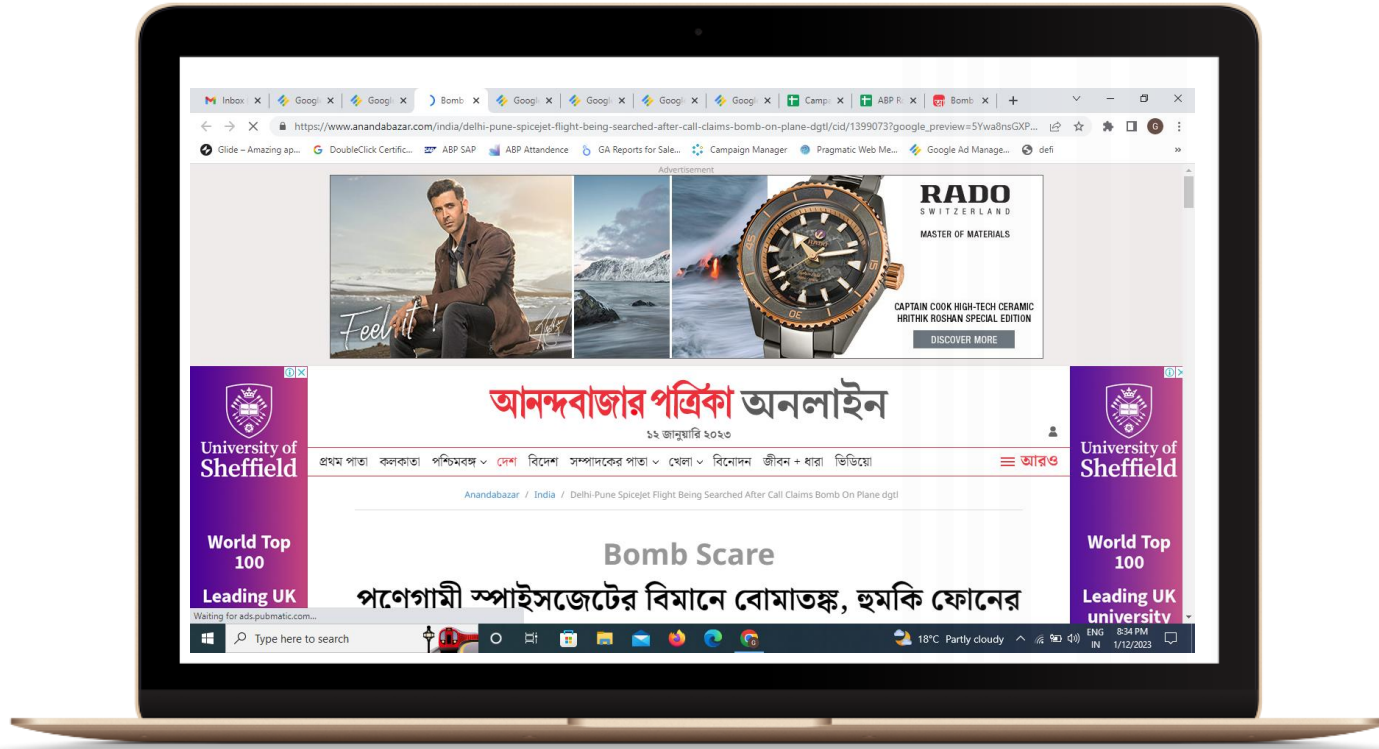
আনন্দবাজার.com



KPI	Committed	Delivered
Impressions	2Mn	2.2Mn
CTR	0.30%	0.36%

Sustained Activity through the year to boost in store sales and traction

Swatch Group –Rado Wedding Campaign



KPI	Committed	Delivered
Impressions	2.5 Mn	2.7Mn
CTR	0.30%	0.41%

Havells – Home Appliances



➤ Impact and Sustenance Campaigns from the entire range

**Campaigns That are not Just
effective but Award Winning**

Remarkable Recognitions

Shobdo
Jobdo – A
Quest to find
the Best
Bengali
wordsmiths

Maaza
Pujo
Parikrama

Cadbury's
Utsaver
Mishtimukh

Won
Bronze –
Let Hues
Not Taint
The news



ADGULLY

Best Use of
Influencers –
Multiplatform

Best Use
of Micro
Influencers

Brand of
the Year

Best Regional
Social Impact
– Shobdo
Jobdo

Best Regional
Brand
Collaboration
Abasoner Big
Boss

Recognitions – 2024

আনন্দবাজার.com



Recognitions – 2024

আনন্দবাজার.com



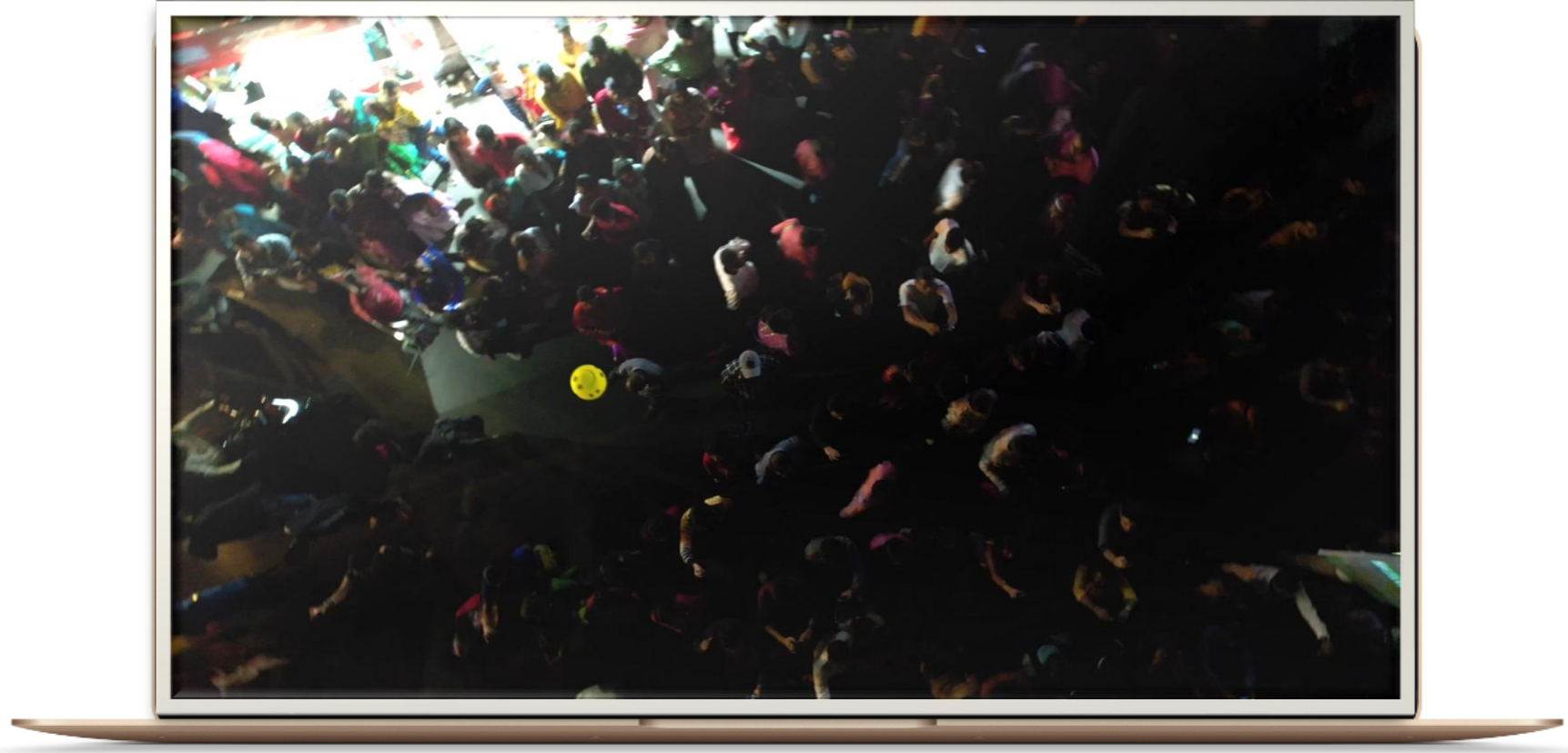
UGC Contest #NIHARPUJORSAAJ with Celebrity & micro influencers

360 Degree Campaign for Eno Chewy Bites

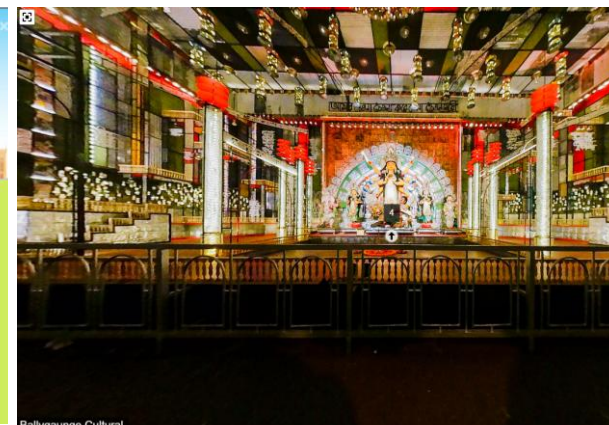
আনন্দবাজার.com



Narayana Hospital- Mone Rekho



Virtual Pujo Pandal Hopping – An Immersive Experience for Users **আনন্দবাজার.com**



Upcoming Propositions

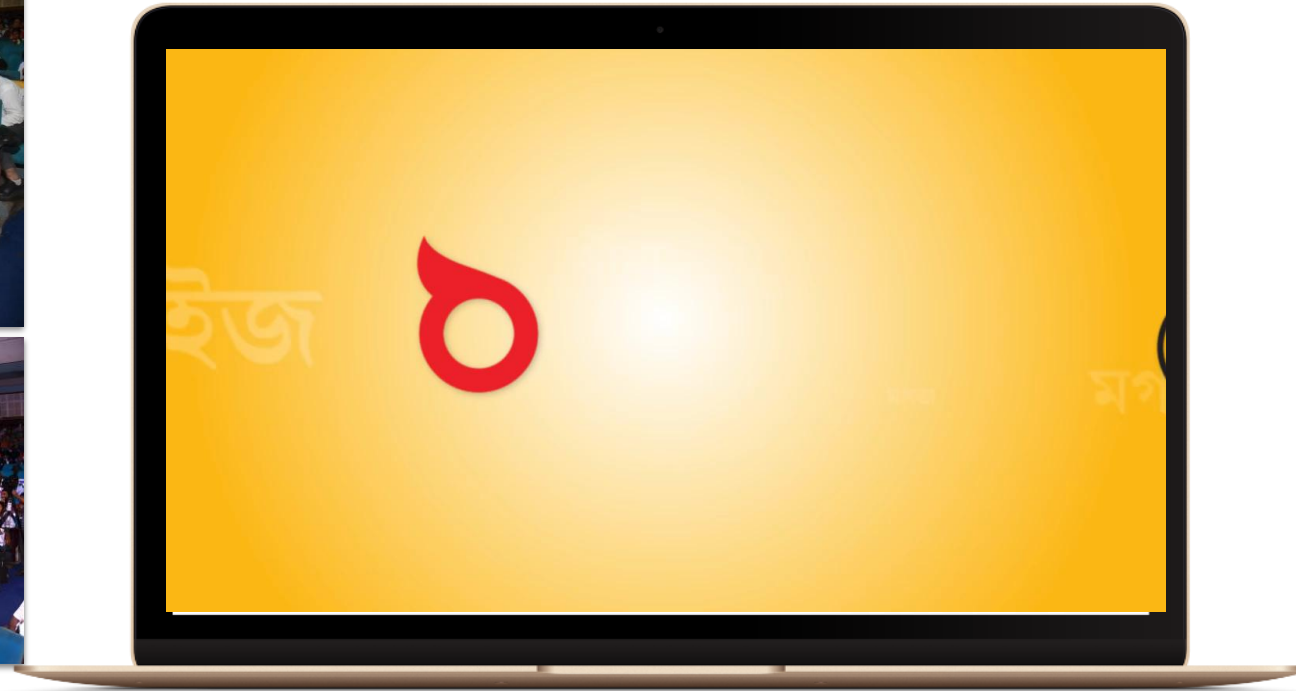
Bochorer Best 2025 – July



Shobdo Jobdo – Inter District School Connect Program – July & Aug



Dabur Hajmola Integration



Durga Puja – Ananda Utsav –Mid Aug - Oct



- 250 Mn+ monthly page views
- 10 Mn+ monthly users
- Strong social media presence with over 10 million+ followers
- Diverse demographic: young professionals, families, expatriates mostly age group of 20-60 years

Abasoner Singhashone – RWA Led Integration



- 190 Mn+ Monthly Page Views
- 8Mn+ Unique users
- 12Mn+ Social Media Users
- RWAs across Kolkata will apply online for participation through specially designed microsite on anandabazar.com. 100 pujos will be shortlisted from 200+ RWAs through online voting.

Sera Sarbojonin – Community Pandals



- **300+ pujo pandals participated**
- **5,00,000+ vote within a span of 2 days**

Recognitions – 2024



Allen Solly



Many more

Bangla
Mane
Anandabazar Patrika

Thank You
