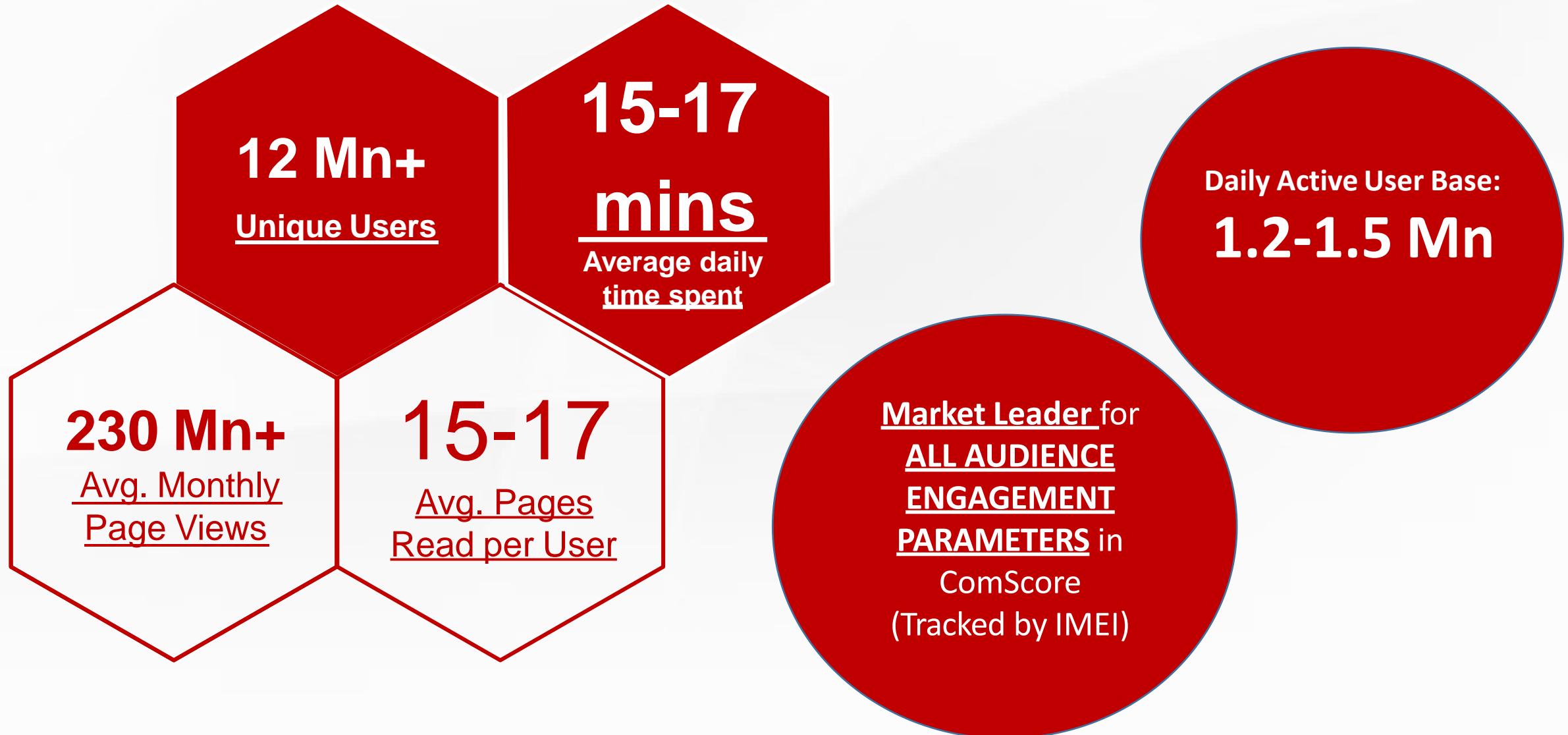




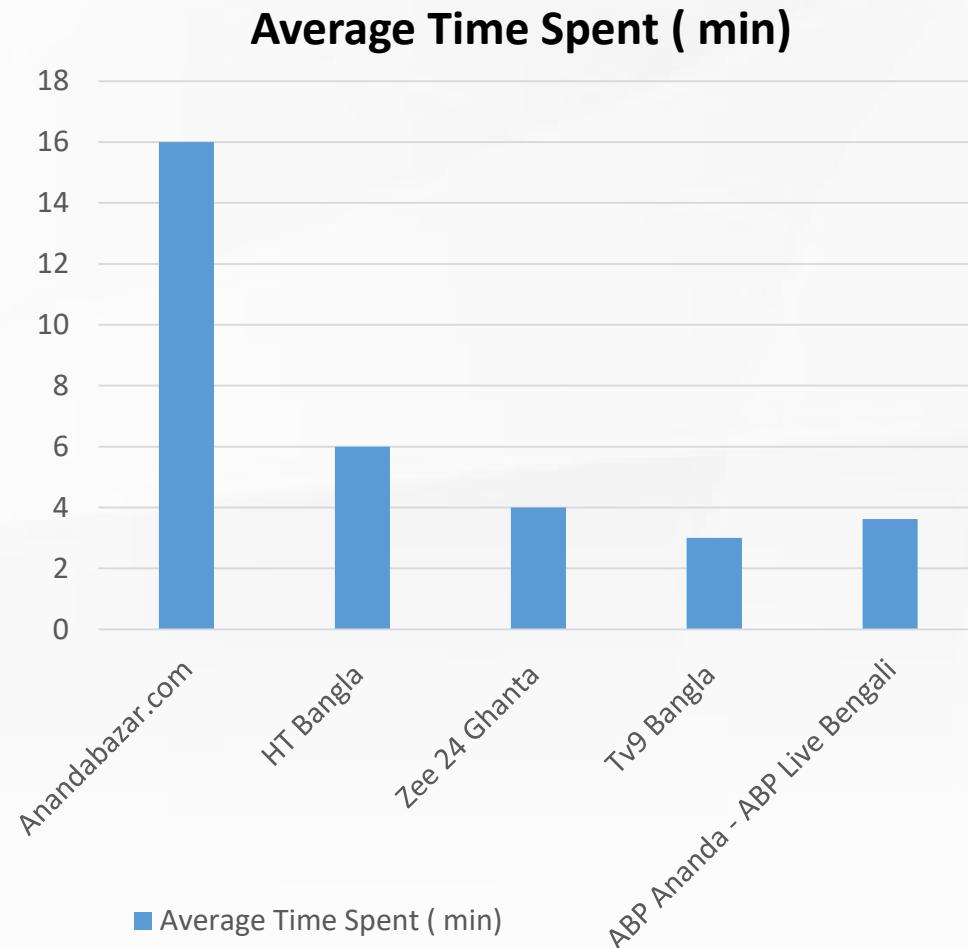
আমন্দবাজার.com



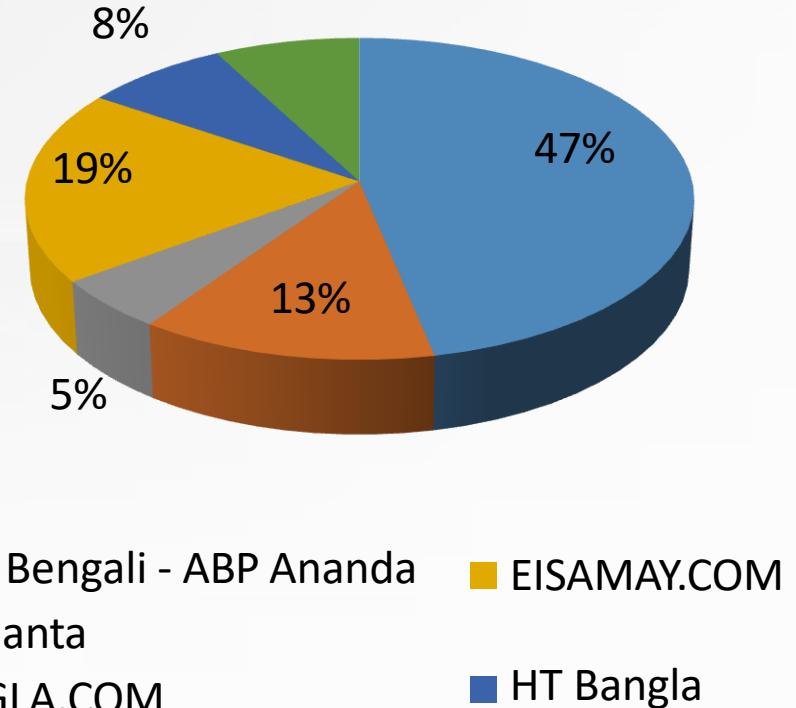
Market Leader By a Huge Margin

আনন্দবাজার.com

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



Bengali Market Ranking (PV's)



Google Analytic Report – Region wise

আনন্দবাজার.com

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

Source: Google Analytics



- Anandabazar Patrika
- Binodan
- Abasar
- Khela



- Anandabazar.com



- Anandabazar social

**1+ Crore
Followers**

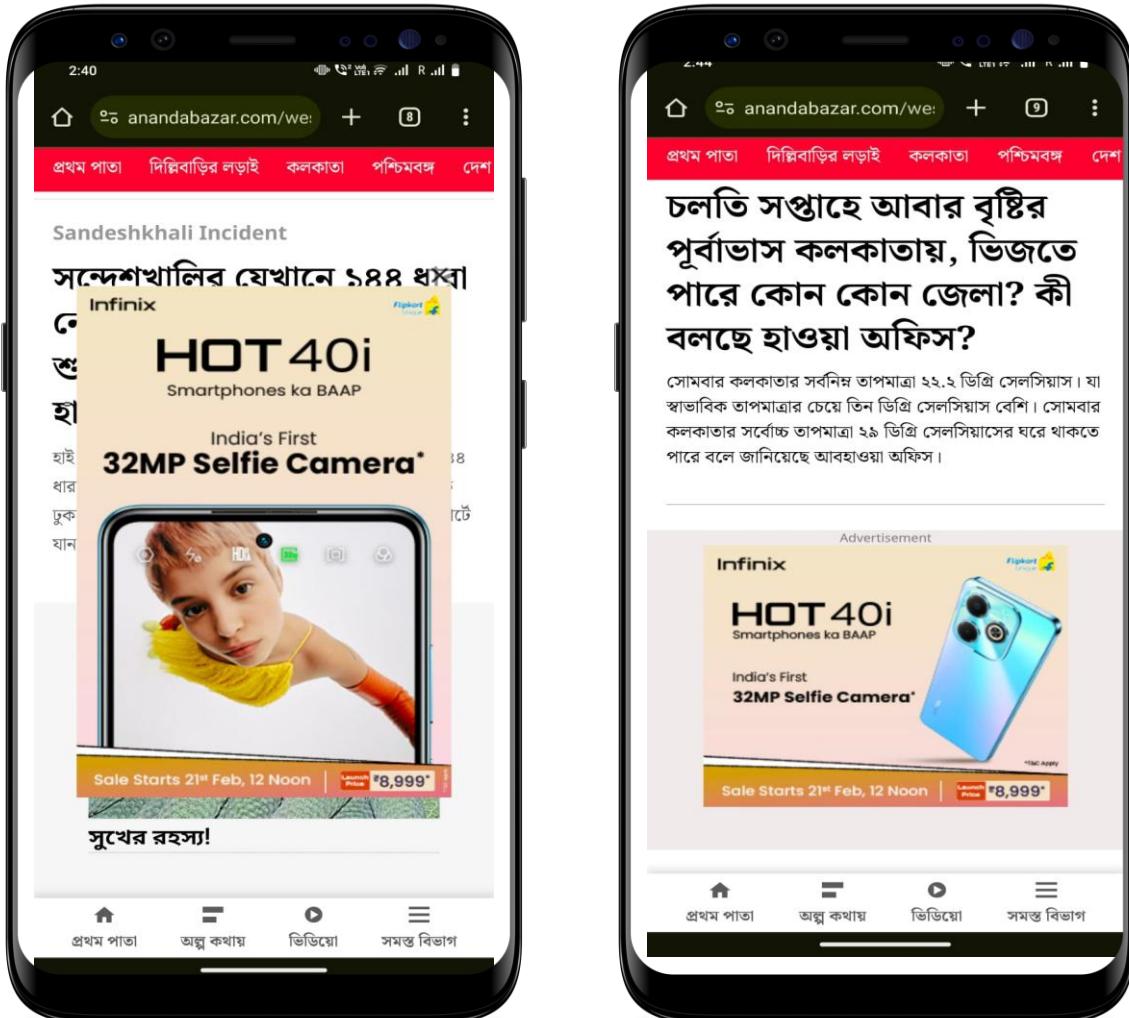


- Anandabazar_online

Campaigns that created an Impact

Infinix Campaign – HOT 40i

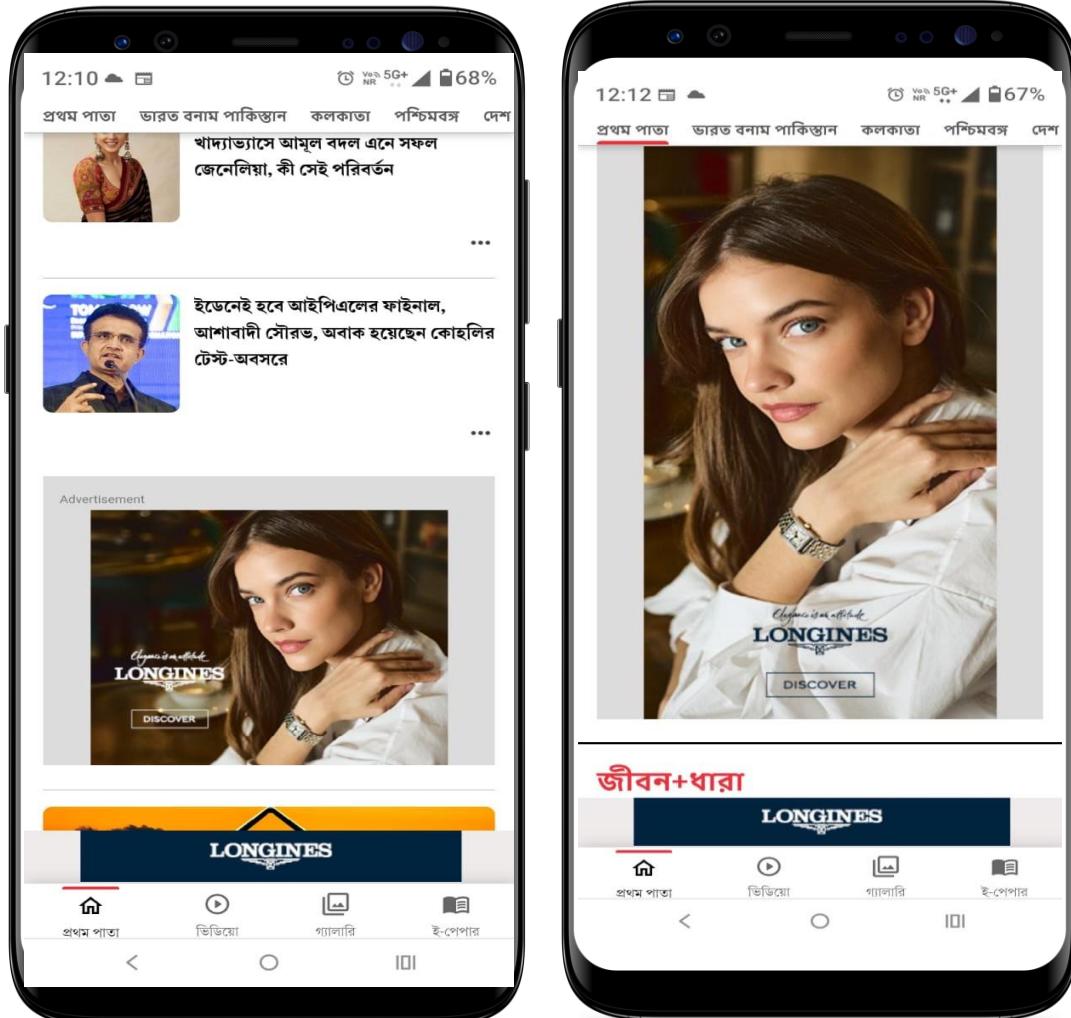
আনন্দবাজার.com



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

Swatch Group – Longines

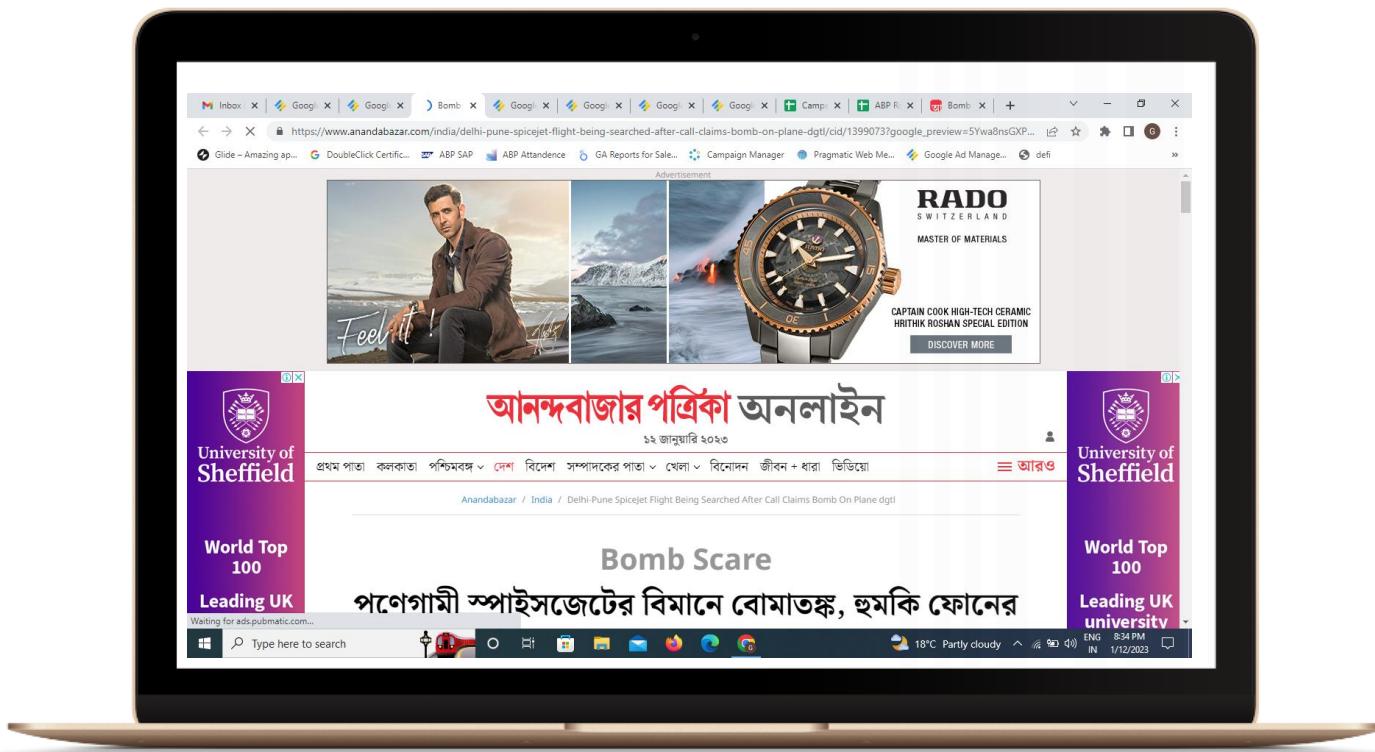
আনন্দবাজার.com



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

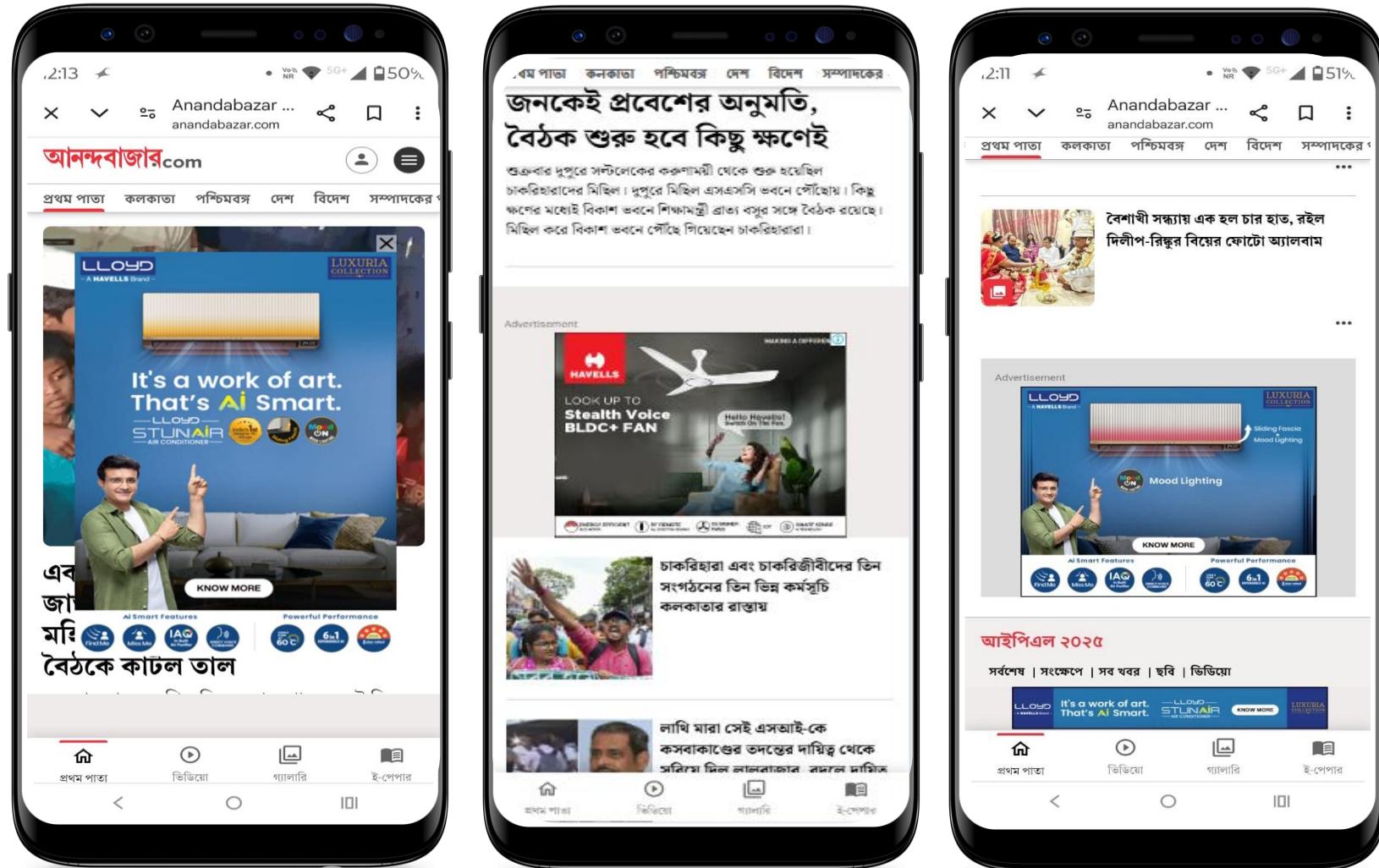
Sustained Activity through the year to boost in store sales and traction

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 Regional
Brand
Collaboration
Abasoner Big
Boss

Best Regional
Social Impact
– Shobdo
Jobdo

Best Use of
Influencers –
Multiplatform

Best Use
of Micro
Influencers

Brand of
the Year

Recognitions – 2024

আনন্দবাজার.com



Recognitions – 2024

আনন্দবাজার.com

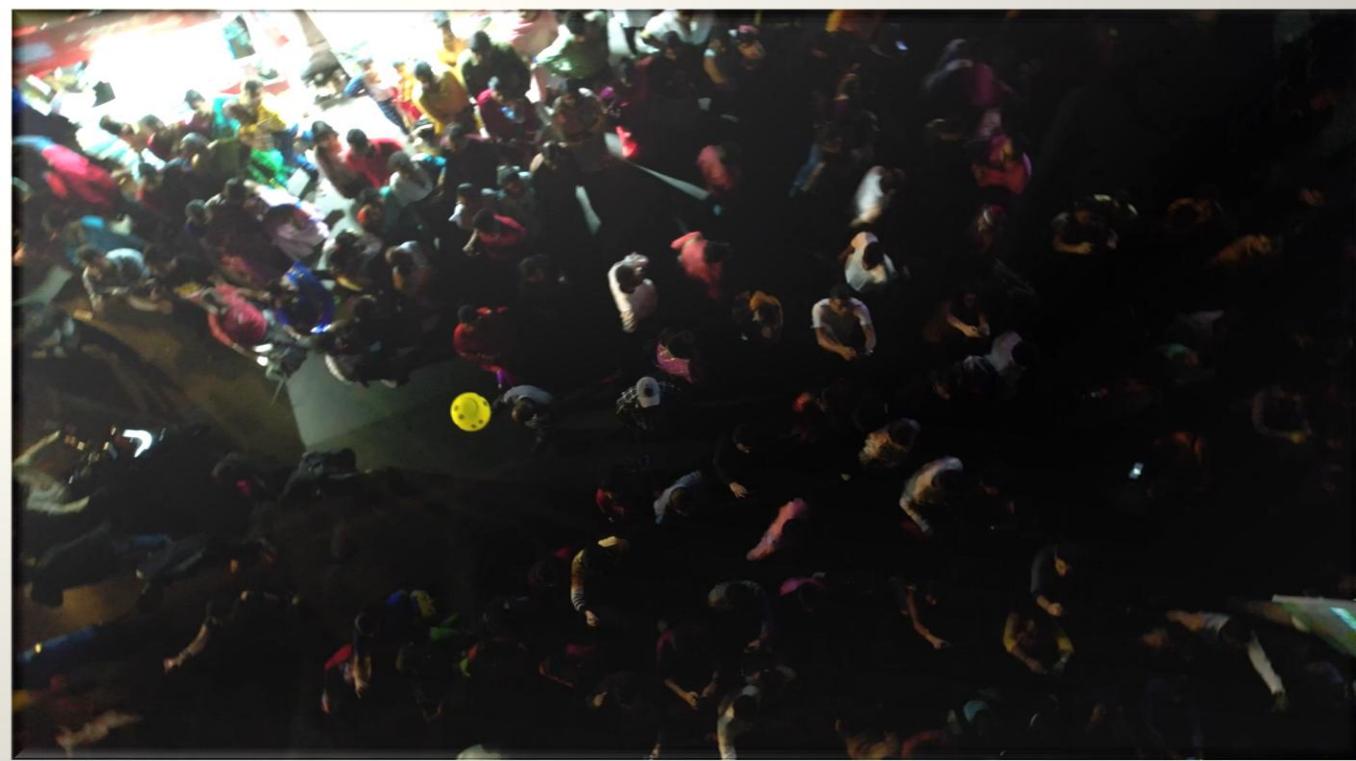


UGC Contest #NIHARPUJORSAAJ with Celebrity & micro influencers

360 Degree Campaign for Eno Chewy Bites

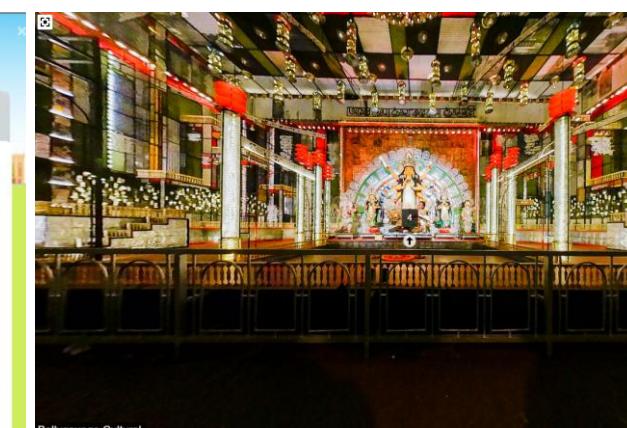


Narayana Hospital- Mone Rekho



Virtual Pujo Pandal Hopping – An Immersive Experience for Users

আনন্দবাজার.com



Upcoming Propositions

Bochorer Best 2025 – July

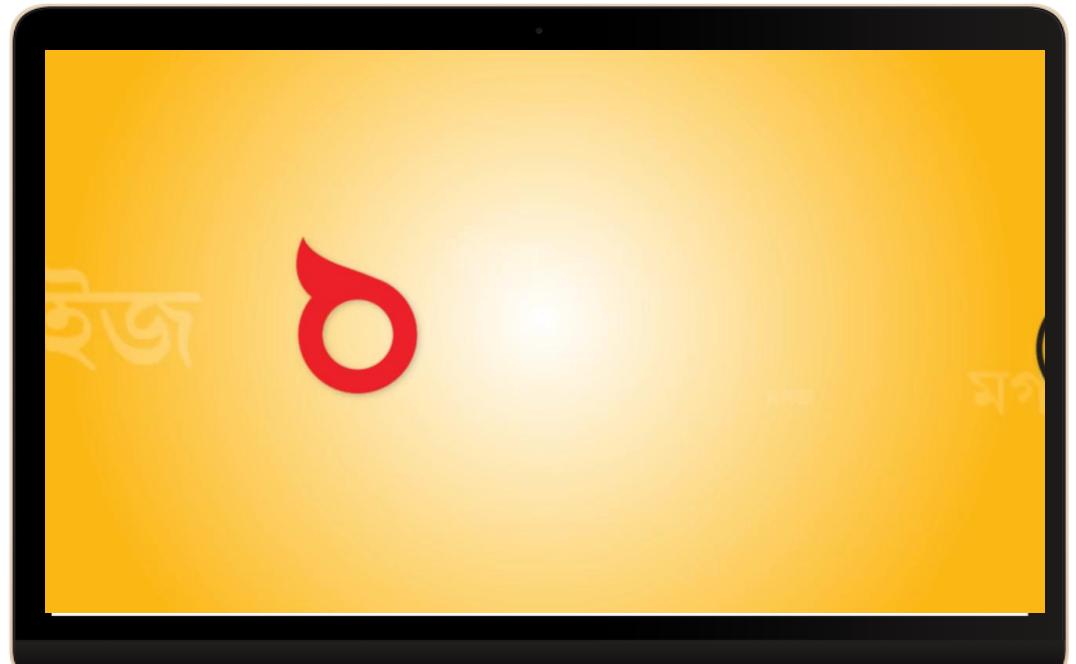


Shobdo Jobdo – Inter District School Connect

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.

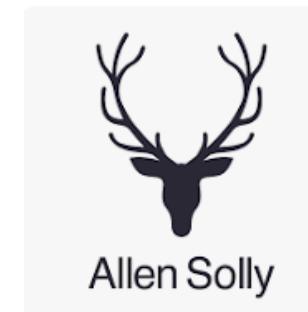


Sera Sarbojonin – Community Pandals



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

Recognitions – 2024



Many more

Bangla
Mane
Anandabazar Patrika

Thank You
