Next Gen Publishing Ltd.

- Incorporated in October 2004.
- Actual Operations started on January 12, 2005.
- Established with a view to offer the finest publication in the field of special interest publications.
- Backed by
  - Shapoorji Pallonji Group – One of India's leading builders.
  - HDFC Ltd. (India's leading Financial Institution)
- Launched the first magazine Smart Photography in March '05.
- Bike India & Car India magazine's launched in August '05.
- Currently 9 magazines exist in NGPL's portfolio.

Next Gen Automotive

www.bikeindia.in

BiKe INDIA

NEXT GEN PUBLISHING

Highly appreciated by the automotive industry and consumers alike

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BiKe INDIA

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Editorial philosophy

- Bike India is written for people with a passion for bikes, it's culture and heritage.
- To deliver the definitive verdict on machinery, performance, accessories & kits.
- International experts to expound their biking views and philosophy.
- In-depth analysis done on the newest bikes by stripping them threadbare & understanding what makes them tick.
- Educates and informs the readers in a bid to make motorcycling a responsible and enjoy able form of personal mobility.

Magazine structure

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BiKe INDIA

IGNITION

FEATURE DESIGN TRENDS

TECHNICAL

FIRST RIDE

FIRST RIDE

OUR BIKES

NEXT GEN PUBLISHING

ROAD TEST

SHOOTOUTS

CLASSIC

SPORTS

Magazine structure

SHOOTOUTS

SPORTS

YOUR RIDE

INTERNATIONAL SPORTS

Digital Association

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Zinio is more than a mobile reading application. It is a platform for creating the digital editions of the magazines you love, delivering the exact same material you get in print – plus exclusive features like video, audio and live links – on your iPad, iPhone, desktop and laptop. Alternatively, all Next Gen Publishing's titles are also available on the Apple News Stand powered by Magzter. We are the first publication house to have our three automotive magazines – Car India, Bike India and CV (Commercial Vehicle) in a digital format. Thus you can read Bike India anytime on your ipad, Mac and PC.

Bike India also supplies editorial content to www.gaadi.com, www.msnindia.com & regional publications.

NEXT GEN PUBLISHING

Our Readers

AFICIONADOS

- Involved reader, the person who breathes and lives bikes.
  - Caters to those who need to feed their thirst for bike knowledge.
  - A magazine for whom bikes are their over-riding passion.
  - Interested in everything to do with bikes - from detailed performance capabilities to what's happening behind the scenes.

AESTHETES

- Bikes are a part of their self-image
  - They are interested in designs and aesthetic aspect of bikes.
  - They are potential AFICIONADOS.

DREAMERS

- Readers who have / are developing interest in bikes and bike culture
  - Are at a superficial level.
  - Are interested in vicarious driving pleasure and bike fantasizing.
  - Will buy the magazine depending on the proposition each month.

OUR READERS

- 78% of Bike India readers are under 45 years.
- 76% of Bike India readers own at least 1 bike.
- 93% of Bike India readers are males.
- 86% of the readers refer to the magazine before making a purchase decision.
- 79% of all surveyed are income earners (Either professionals, self-employed or in service)
- 62% of readers surf the net (www.bikeindia.in) on a daily basis.

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MOTUL

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ASPI BHATHENA

The editor of both our publications (BIKE India and CAR India), Aspi Bhathena is a veteran in the field of motorcycle racing with a career spanning 34 years. He is one of only two Indians to have raced twice in the Isle of Man TT races, winning a bronze replica in his very first attempt.