



# OVER 3 DECADES OF LEADERSHIP IN BUSINESS



## BusinessToday.In

Businesstoday.in brings you the latest on business, markets and economy through engaging formats, stories, podcasts, videos, infographics across web, YouTube and social media.

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105 mn + Page Views

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Average monthly 400 + Videos

100 Livestream Events



Most read business fortnightly in India, essential reading for highly educated youth, corporate professionals and business leaders with exciting cover stories & business specials.

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Magazine- Digital + Physical

Impact Features & Coffee Table Books

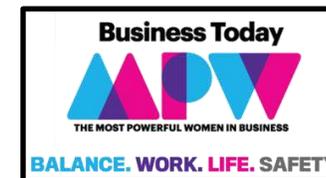
To communicate brand story, make a statement



## Business Today Events

Business Today Events Up Close with Decision Makers, Opinion Leaders, & Investors.

5000+ Influential Participants



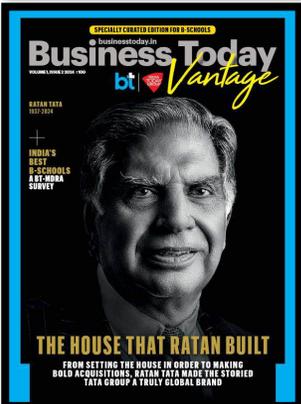
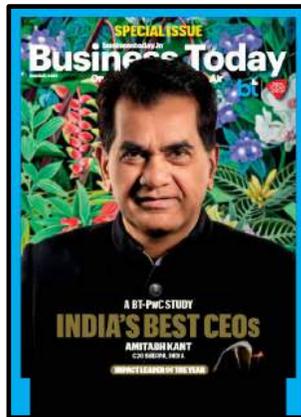
Sponsorship Of IPs to engage with relevant segments, Round-tables, Webinars that target decision makers



BUSINESS TODAY MULTIVERSE

ENGAGE WITH 50+ MILLION PLUS AFFLUENT INFLUENTIAL CONSUMERS & KEY DECISION MAKERS

btMAG



BT Influence Events & IPs



BT Digital Branded Content





**Average monthly  
400 + Videos  
100 Livestream Events**



**One Of The Top Business News Destinations BTTV Is A Major Player In The Digital Media Space**

Available on web, and social media platforms including YouTube, Facebook, LinkedIn, Twitter and Instagram, BTTV provides in-depth, engaging coverage including real-time breaking news, analysis, expert views, and long-form shows on a variety of topics, from the corporate world, stock markets, the macro and the new economy, as well as a variety of powerful Events & IPs.



# Business Today Magazine Readership



17,68,000



Business Today

Business Today Readers – Affluent, Highly Educated Readers

63% - NCCS A

23% - Professional Graduates (BEs, MBBS, MBAs, CAs)

9,60,000



Forbes

4,36,000



Fortune

200,000 Digital Pdf Copy Subscribers

# PM Modi In An Exclusive Interview With Business Today (In BT G20 Special Issue)

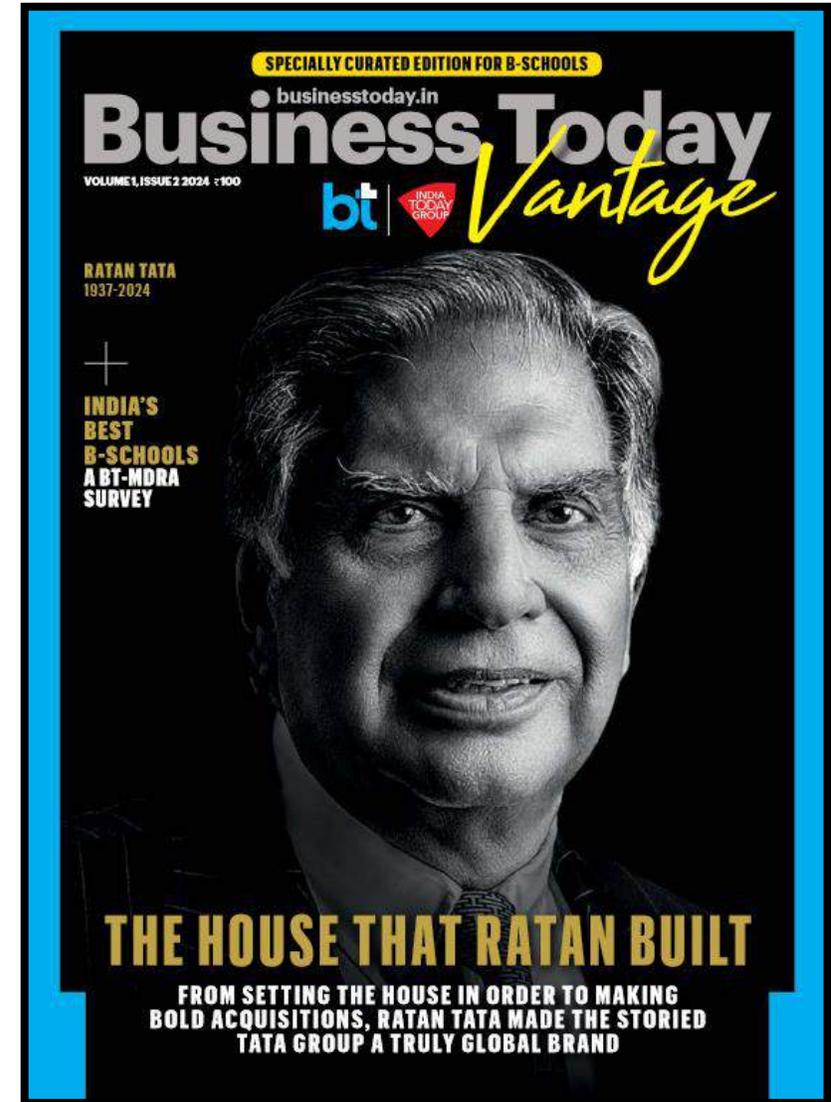


In an interview with Business Today, PM Modi spoke to BT editors Rahul Kanwal and Siddharth Zarabi about a range of issues including India's G20 presidency, regulation of cryptocurrencies, and the growth of the Indian economy.

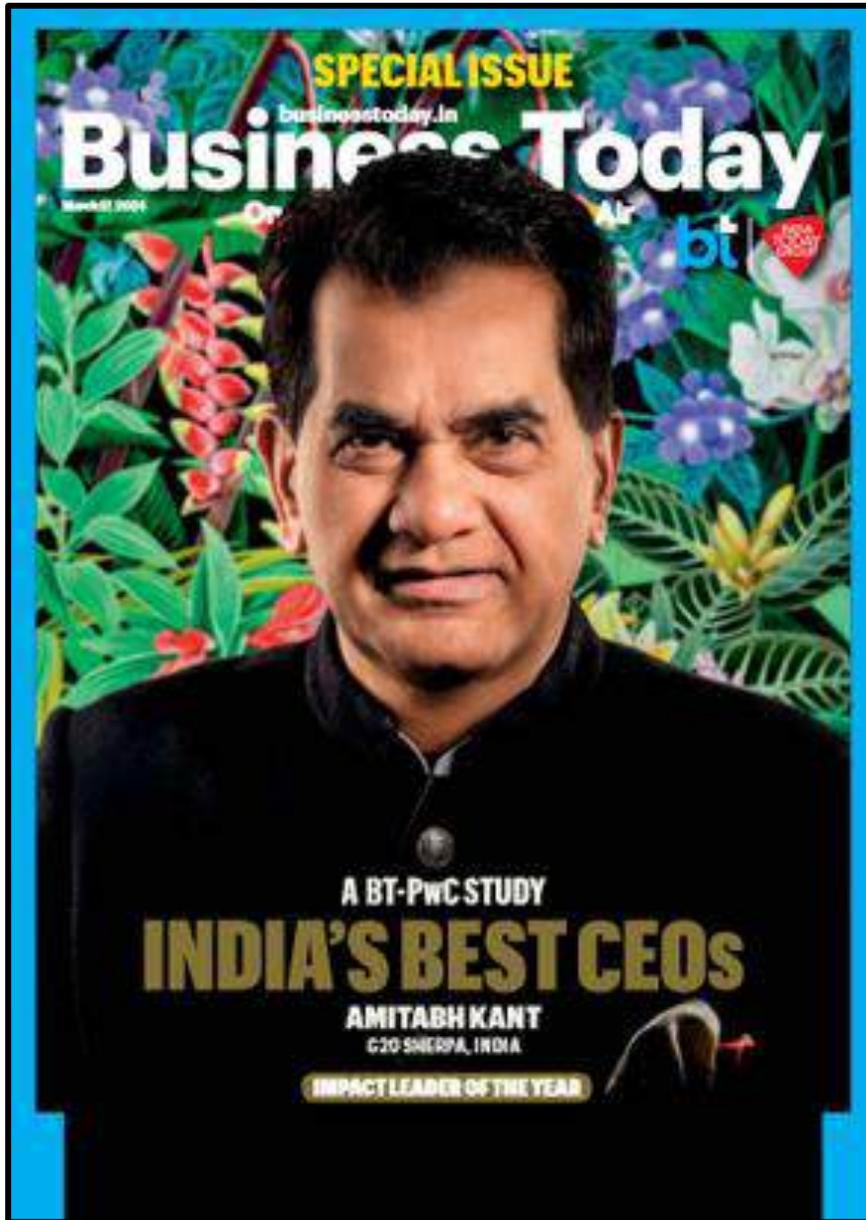
# BT Vantage- A Specially Curated Edition for B-Schools



- ❑ Business Today Vantage Launched in Sep'24 as a monthly magazine.
- ❑ Curated content from BT Published in the month. Articles which are relevant to students and that will help build their business acumen.
- ❑ Pre-Launch subscriptions of over 2K students booked from 15 B-Schools (SCMS, SSN, St. Xavier's University, Assam Don Bosco University, etc.)
- ❑ Plans to launch IP based subscriptions so students can access the rich content of the magazine in Campus.
- ❑ Interaction sessions with the BT Editorial teams planned via Webinars and Offline wherever possible.



# Business Today Magazine Association Opportunities

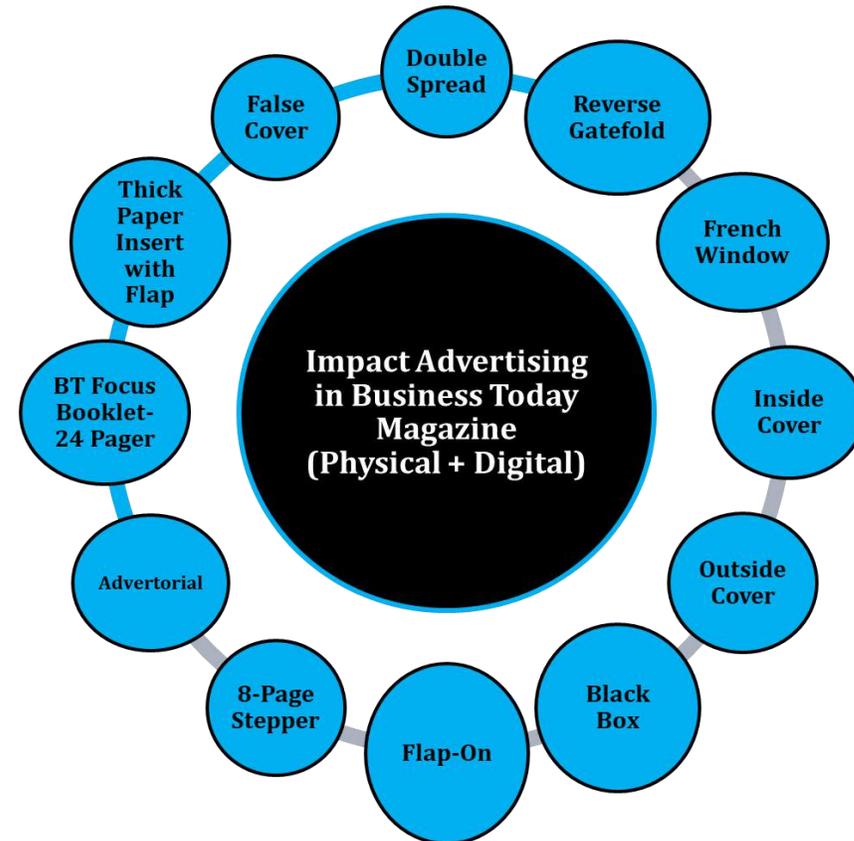


Most Read Business Fortnightly

1.8 Million Loyal Community

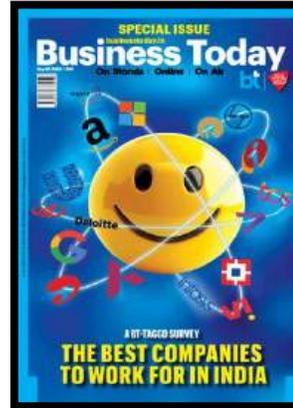
Exciting Cover Stories & Business Specials

Ad + Impact Feature In Special Issues Of Business Today Special Issues



# Business Today Special Issues Calendar 2024-25

Issue Date	Business Today Special Issues
May-24	BT Best Companies To Work For
June-24	Portfolio Management Special
June-24	BT ESG Special Issue
July-24	BT SME Special Report
Sep-24	BT India @100
Sep-24	BT Best B-Schools & HR Summit
Oct-24	BT Most Powerful Women (MPW)
Oct-24	BT Auto Special
Nov-24	BT Luxury Special
Dec-24	BT 500 Wealth Creators Summit
Jan-25	BT India's Best Banks
Jan-25	BT New Year Special + Start-Ups
Feb-25	BT Pre-Budget Special
Feb-25	BT Anniversary Issue + Budget
March-25	BT Mutual Fund Special
March-25	BT India's Best CEOs





NOV 2024

**MUHURAT TRADING WITH BTTV**

Royal Ranthambore Heritage Collection

**bt GOLF**

NOV 24 TO MARCH 25

Business Today

**APW**

THE MOST POWERFUL WOMEN IN BUSINESS

BALANCE. WORK. LIFE. SAFETY

NOV 2024

SEP-OCT 2024

SRM

**bt Tech TODAY CONGRESS**

Engage With 5000+ Influencers  
Decision Makers, Opinion Leaders  
Through Event Sponsorships On Business Today

**bt500**

WEALTH CREATORS SUMMIT

JAN/FEB 2025

Global Panel Partner: SBIMUTUAL FUND  
Associate Partner: CIDCO  
Complementor Partner: Darwin

SEP 2024

SRM

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**bt BANKING & ECONOMY SUMMIT**

**bt BEST BANKS AWARDS**

FEB 2025

Associate Partner: DMDC  
Celebration Partner: Radico  
Knowledge Partner: KPMG

AUG 2024

adani

**bt INDIA@100**

**bt DAVOS**

JAN 2025

Motwani Jadeja Foundation  
Darwin

# BUSINESS TODAY EVENTS & IPs

FEB 2024

**BUDGET 2025**

ICICI Direct

MODI MICS 30 BUDGET 2024-25

pnb, AXI, SIEMENS

pwc

**bt MINDRUSH**

**bt BEST CEO AWARDS**

MARCH 2025

pwc

**bt MINDRUSH ON CAMPUS**

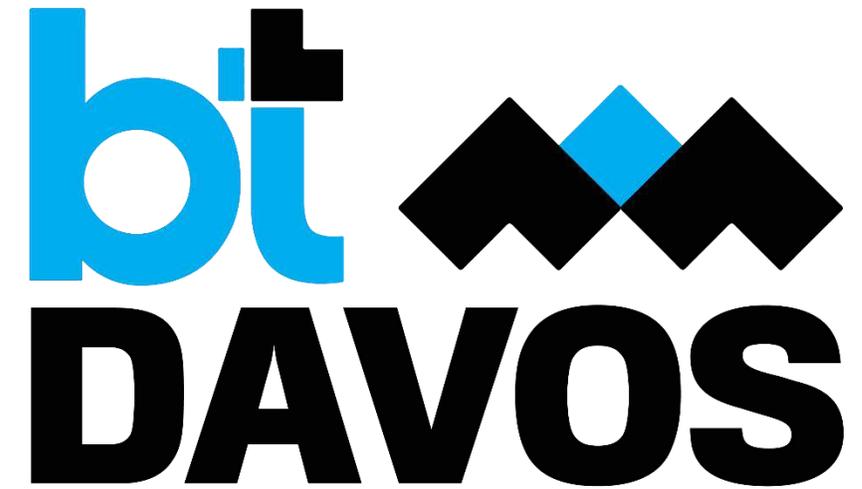
pwc

**bt MINDRUSH PODS**

**BUSINESS  
TODAY IPs**

**DIGITAL &  
MAGAZINE**





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Foundation



**Darwin**  
DARWIN PLATFORM  
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THE VISIONARIES

Entrepreneurship . Disruption . Innovation

**Every year, Business Today extensively covers the World Economic Forum's Annual Meeting in Davos, Switzerland. We go beyond conventional reporting, providing unrivaled insights and analysis across all our BT Multiverse. This year again Business Today will return to Davos with our multiplatform World Economic Forum reporting.**



Presents

# MODINOMICS 3.0

BUDGET 2024-25

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SIEMENS



MOST COMPREHENSIVE BUDGET COVERAGE FROM THE BIGGEST NAMES IN BUSINESS JOURNALISM



Presents

MODINOMICS 3.0 BUDGET 2024-25

TUESDAY, 23<sup>RD</sup> JULY 24 8 AM ONWARDS

www.businesstoday.in/union-budget



MODINOMICS 3.0 BUDGET 2024-25

MOST COMPREHENSIVE BUDGET COVERAGE



Business Today 70.6K

NDTV Profit 52.5K

ET Now 26.2K

Money Control 22.7K

YouTube Concurrent Users on FM Speech Live



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Business Today BT Bazaar India Today Northeast India Today Gaming Cosmopolitan Harper's Bazaar Brides Today Ishq FM Aaj Tak GNTTV iChowk Kisan Tak Lallantop Malayalam



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BUDGET 2024-25

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PMS Today Immersives Economic Indicators UPSTART India Weather NRI



BT-TR GCC Listing

NIFTY 50 24,815.3 ↑ 202.30 (0.82%)

Sensex 81,431.26 ↑ 714.71 (0.89%)

Dow Jones 41,198.08 ↑ 243.60 (0.59%)

Nikkei 225 40,126.35 ↓ -871.34 (-2.36%)

Dollar 91.08 ↑ 7.57 (9.06%)

SILVER 92,409 ↑ 467.00 (0.51%)

GOLD 74,471 ↑

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INDIA TODAY GROUP

**MOST COMPREHENSIVE BUDGET COVERAGE FROM THE BIGGEST NAMES IN BUSINESS JOURNALISM**

**TUESDAY, 23<sup>RD</sup> JULY 24 | 8 AM ONWARDS**

[www.businessstoday.in/union-budget](http://www.businessstoday.in/union-budget)

### Warning signs! 13% of BSE stocks trading above 100 times P/E. Where is share market headed?



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**TUESDAY, 23<sup>RD</sup> JULY 24  
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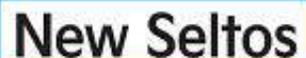
# Budget Round Table Discussion



## BUDGET ROUND TABLE 2024

## THE ROAD TO VIKSIT BHARAT

CO-POWERED BY





Modinomics 3.0 | Post-Budget Press Conference With FM Nirmala Sitharaman & Budget 2024-25 Team



- Branding Elements:**
- Logo Toggle
  - Aston Bands
  - L-bands
  - Screen Swipes
  - Commercial Payout In Breaks

- Branding Elements During:**
- Live FM Speech
  - All Day Budget Programming,
  - Market Updates
  - Top Gainers
  - Stock Ticker

**BUSINESS  
TODAY IPs &  
EVENTS**

**MULTIVERSE  
PRESENCE**

**DIGITAL,  
PRINT, SOCIAL  
MEDIA AND  
ON-GROUND  
PLATFORMS**



# bt 500

## WEALTH CREATORS SUMMIT

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**BT500 Report Card**

Market Cap: ₹ 1,00,00,000 Cr. | Revenue: ₹ 1,00,00,000 Cr. | Profit: ₹ 1,00,00,000 Cr. | Debt: ₹ 1,00,00,000 Cr. | ROCE: 10.0%

**BT Billionaires List**

Rank	Name	Net Worth (₹ Cr.)
1	Gautam Adani	₹8,67
2	Mukesh Ambani	₹8,25
3	Rajiv Bajaj, Shikhar Bajaj, Sanjay Bajaj, Anil Family	₹5,98
4	Sunil Dharti Mittal	₹3,72
5	Kumar Mangalam Birla	₹3,52
6	Shiv Nadar	₹2,35

**Business Today ranks the top 500 Companies of India - both private and PSUs, since 1992**

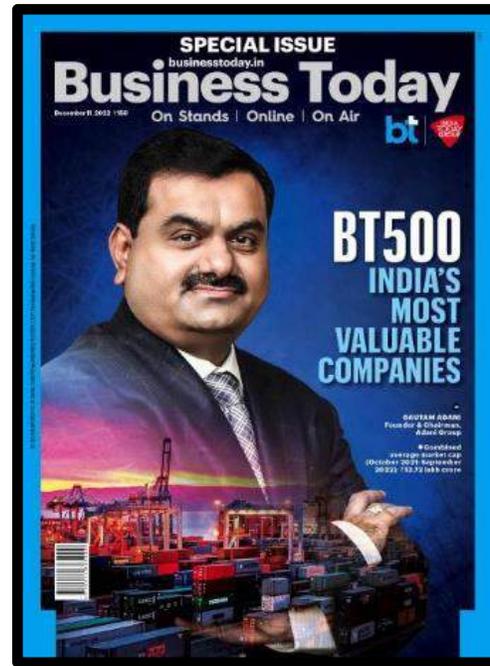
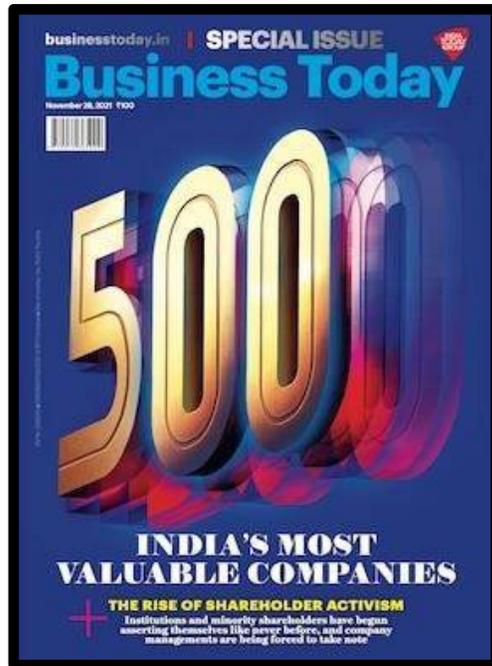
**The ranking is across sectors - software, telecom, pharma, auto and more**

**Companies are ranked by assets, profit after tax, total income and debt, RONW, ROCE**

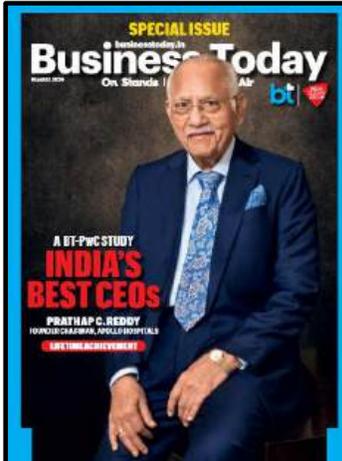
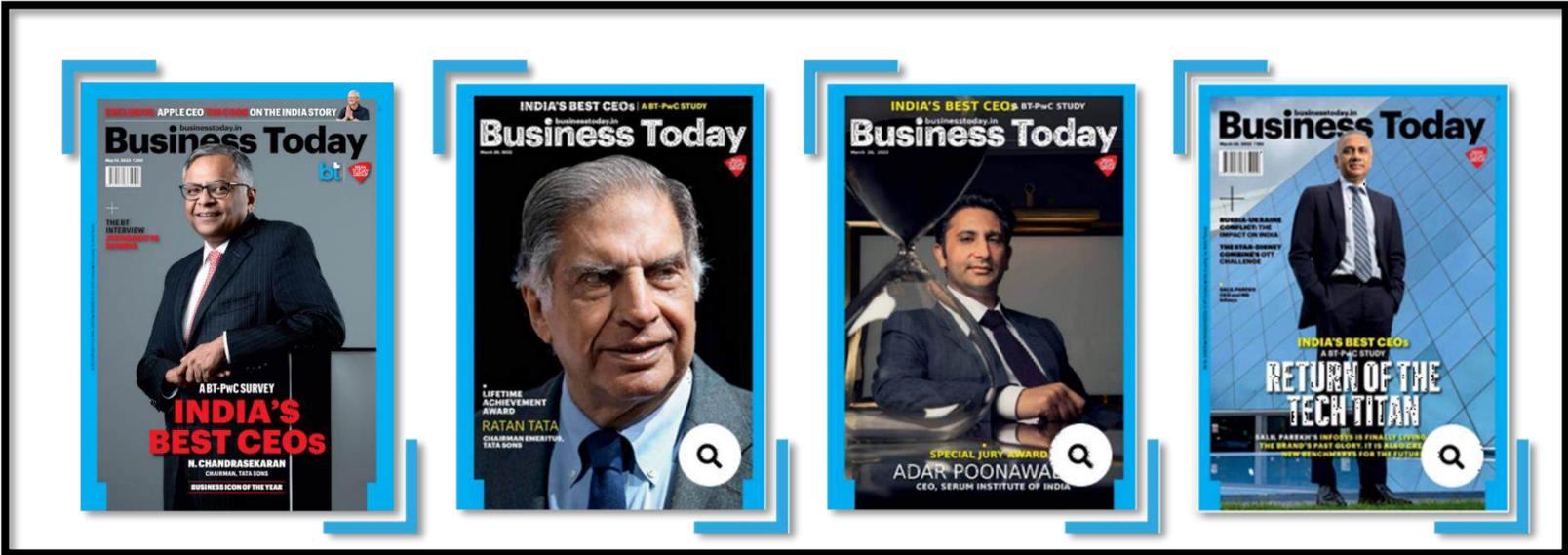
**The Wealth Creators Summit by Business Today aims to celebrate the achievements of the BT500 companies and provide a platform for sharing their experiences and insights.**

**It showcases the success stories and best practices of these companies, shedding light on their unique strategies, initiatives & factors that have contributed to the growth and success of these companies.**

# BT 500- Print- The Magazine Covers



# India's Best CEO- Print- The Magazine Covers





# bt INDIA@100

Business Today

**ACHIEVING GLOBAL LEADERSHIP**

**Event Partners**

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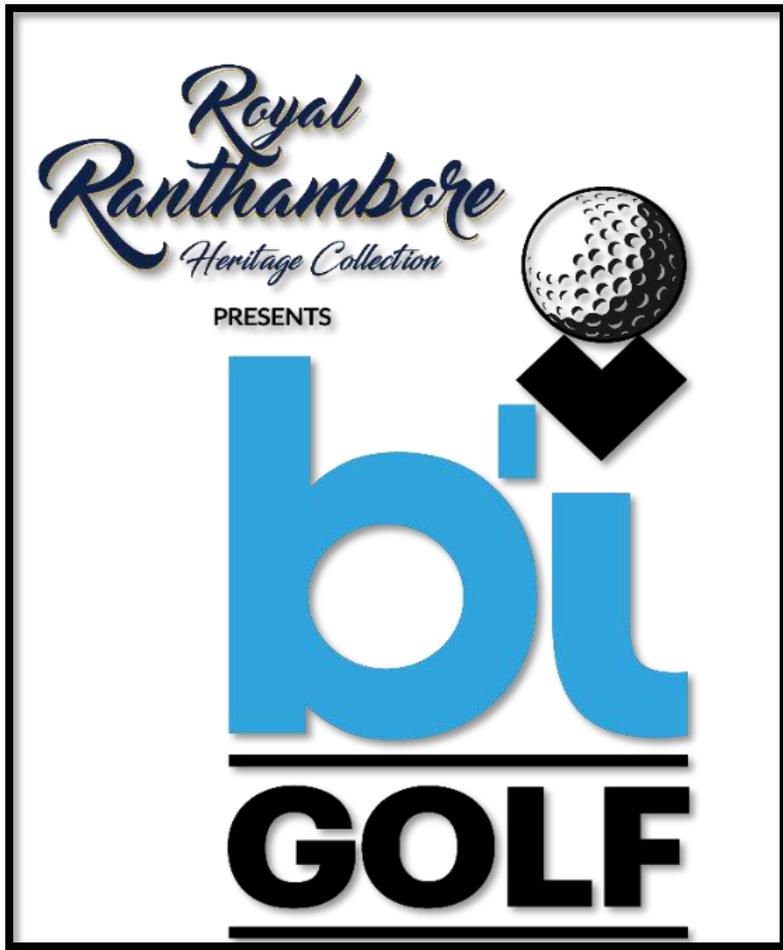
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Celebration Partner <b>Radico</b> SPIRIT OF EXCELLENCE	Trade Media Partner <b>BEST MEDIA INFO</b>	Gifting Partner <b>INDIA CIRCUS</b> by KIRAN MEHTA
Sustainability Partner <b>TRUALT</b> BIOTECH	Logistics Partner <b>SAFEXPRESS</b> Distribution Redefined	
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**Business Today's India@100 aims to guide India's journey towards global economic leadership by 2047. It's a platform for ideas, strategies, deliberations, entrepreneurs, thinkers, academicians, policy makers & India watchers pursuing Mission 2047.**

**Under this banner, top leaders from the political, administrative and corporate spheres will come together to discuss, debate and help create a framework of sustained growth for India.**



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**BT Golf is a Corporate Golf Competition that was established about 20 years ago, celebrates the winning spirit of the Corporate Champions not only in the Office Suites but also on the Golfing Greens.**

**Held across multiple cities, BT Golf, gives business leaders, corporate movers and shakers across India a platform to not just showcase their golf skills and abilities, but also meet and interact with peers, competitors, partners and prospective associates.**



**SAVE THE DATE**

**SEVEN** CITIES  
TEE-RIFIC EVENTS  
GREENS OF GROWTH

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# GOLF 2024-25

**Teeing Off To New Heights**

# BIGGER BETTER BOLDER

# BT Golf 2024-25 Format

## City Qualifiers:

- **Participants:** 90-100 players per city.
- **Format:** Stableford scoring system.
- **Tee Off:** Afternoon, extending into the evening.
- **Entertainment:** Live Band Performance during the rounds.
- **Networking**
- **Participant Inclusion:** Players' family members are invited to attend.

## Additional Features:

- **Sponsored Clinics:** 2 clinics for beginners; participants will receive certificates during the prize ceremony.

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**bt** Business Today **GOLF**

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**CONNECT COMPETE CONQUER ON THE GREEN**

SWING INTO ACTION ON [btgolf.in](https://btgolf.in)

**SATURDAY, 7TH DEC, 2024**  
JAYPEE GOLF COURSE, GREATER NOIDA

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Business Today



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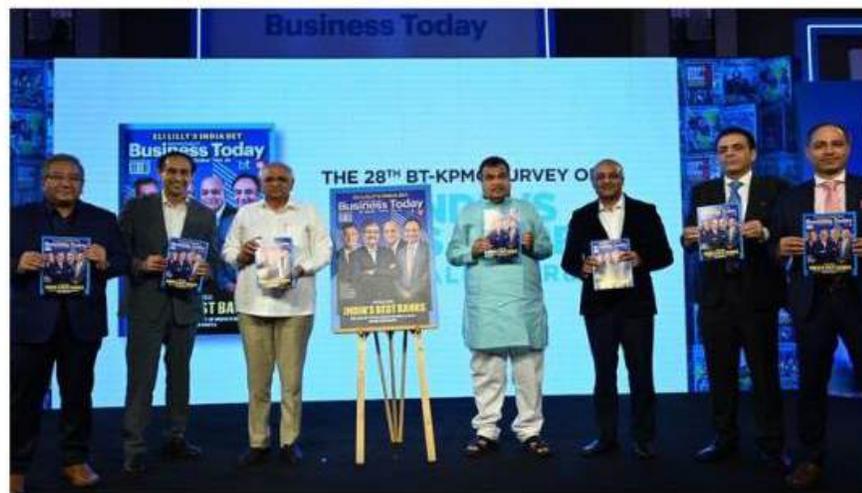


## Business Today India's Best Bank Special Issue

A Special Issue, That Offers Readers Valuable Insights Into The Banking Sector & The Country's Best Banks In A Comprehensive Exploration Of Their Strengths, Strategies & Contributions To The Nation's Economy.

# BT Best Banks- Print- The Magazine Covers





# Business Today



**THE MOST POWERFUL WOMEN IN BUSINESS**

 **BALANCE. WORK. LIFE. SAFETY** 

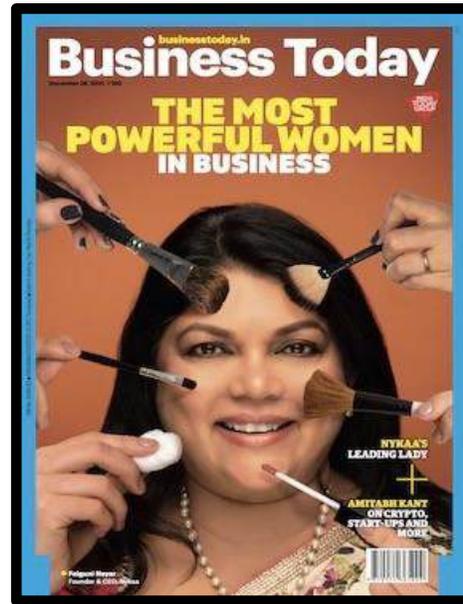
November 8, 2024 | Taj Lands End, Mumbai



Started way back in 2003, Business Today was the first magazine to champion the glittering annual list of star women achievers in India. BT Most Powerful Women in Business or BT MPW is one of the most popular and energetic issues of the year, featuring a listing of most influential and successful female business leaders.

The MPW Event is a much-anticipated accompaniment to the special magazine issue. A gala evening full of conversations, recognitions, celebrations, experiences and empowerment !!!

# MPW- Print- The Magazine Covers



**LAUNCHED IN 2003**

**BT MPW Has felicitated women leaders who have made outstanding contributions to their organizations and industry and set new standards of administration and performance across corporate India and the economy**

2003

2004

2005

2006

2007

2008

2009

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2011

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2013

2014

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2016

2017

2018

2019

2020

2021

2022

2023

**These are women who are not only successful executives, entrepreneurs, or administrators admired and respected within their own organizations, but also are voices that are heard across the industries in which their companies operate, even across corporate India as a whole**

**2011 INTRODUCED THE HALL OF FAME AWARDS**

**In addition to recognizing and honoring the women leaders, the initiative also extends itself to hosting key dialogues and discussions on most relevant themes and topics with some of India's renowned and respectable women personalities**

THE MOST POWERFUL WOMEN IN BUSINESS 2023



THE MOST POWERFUL WOMEN IN BUSINESS 2022



THE MOST POWERFUL WOMEN IN BUSINESS 2021



THE MOST POWERFUL WOMEN IN BUSINESS 2019





# SRM

INSTITUTE OF SCIENCE & TECHNOLOGY  
(Deemed to be University u/s 3 of UGC Act, 1956)

PRESENTS



# Tech TODAY

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## CONGRESS

**BT Signature Tech Event- Tech Today Congress, brings together Technology Professionals, Entrepreneurs & Business Leaders, to uncover the emerging Tech Trends that are shaping societies and driving future business decisions.**





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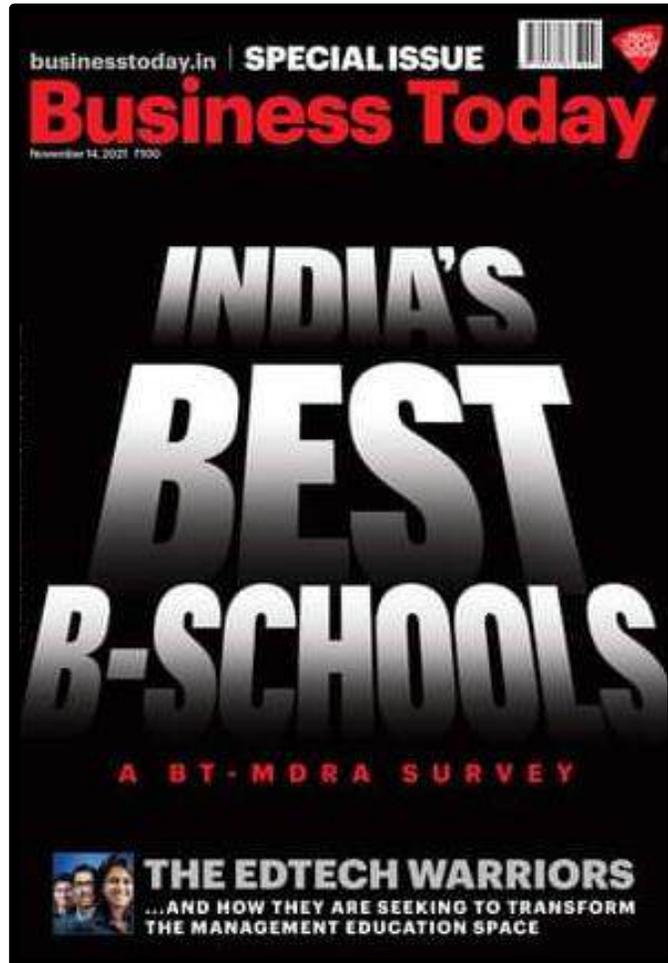
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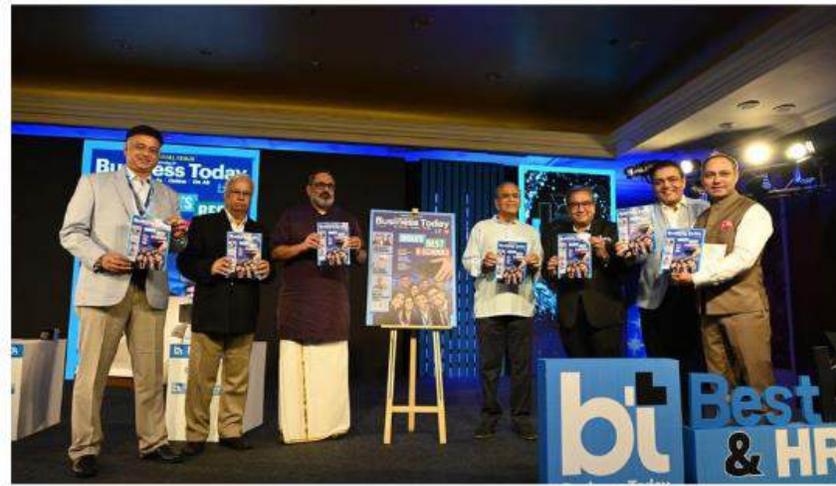


# Best **b** Schools

# & HR SUMMIT

# BT Best B-Schools- Print- The Magazine Covers





# bt Business Today Best Schools & HR SUMMIT





# CREST LEADERSHIP DIALOGUES

BT CREST Leadership Dialogues serves as a dynamic platform for experts from diverse fields to discuss key issues in society, business, leadership, governance, and more. Audience includes C-suite executives, business leaders, decision-makers, and influencers

Format: TED-style talk by a powerful speaker, followed by a conversation with BT Editorial Leadership.



**Jim Rogers**  
American Investor & Financial  
Commentator Based In Singapore



**Prof. Srikant Datar**  
Dean of the Harvard Business School  
& Globally Renowned Management  
Guru



**Shashwat Goenka**, Vice Chairman of the RP-  
Sanjiv Goenka Group  
**Keshav Reddy**, Founder of Equal

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TODAY**

**MULTIVERSE  
PRESENCE**

**STRATEGIC  
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CONTENT  
INITIATIVES**



# BT Branded Content



**pwc** PRESENTS

# DE-RISKING THE FUTURE

IN COLLABORATION WITH



On Stands | Online | On Air

(Click on the image to view content hub)

In this series, we explore insights from leaders on navigating evolving risks in today's volatile landscape, focusing on strategies to assess, mitigate, and manage emerging challenges.

The series was published and promoted across Business Today Multiverse- Print, Digital & Social Media handles.



**RISK MANAGEMENT- BEYOND BUSINESS PROCESSES**



**Strategic Risk Management in Lending & Financing FinTechs**



**GRC- TO ANTICIPATE AND MITIGATE RISKS AND DELIVER BUSINESS EXCELLENCE**



**The Benefits of Good Governance, Risk and Controls to Protect Value**

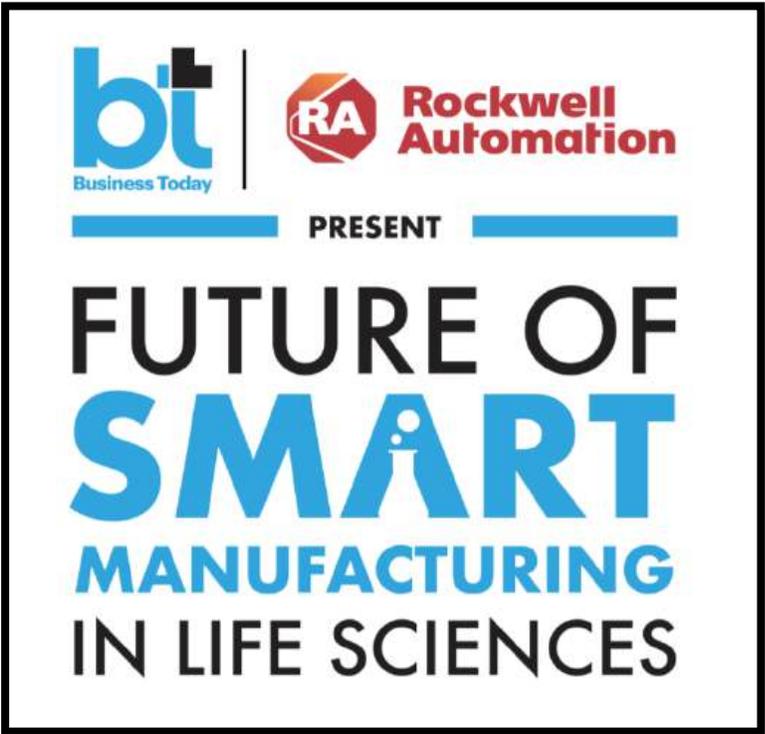


**Digital Transformation- How can we manage risk better?**



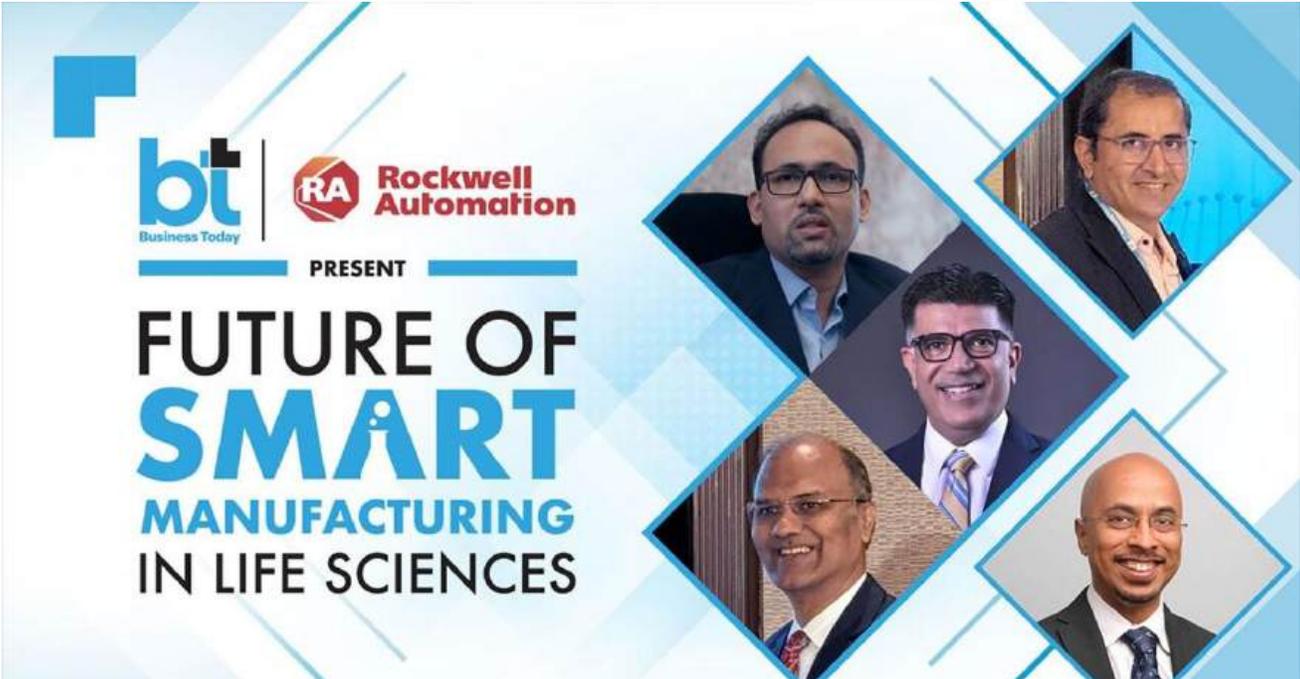
**Risk, if managed well can become an opportunity**

# BT Branded Content



A round-table discussion that brought together industry leaders to discuss the challenges and opportunities in adopting digital technologies within the life sciences sector.

The discussion was published and promoted across Business Today Multiverse- Print, Digital & Social Media handles.



# BT Branded Content



(Click on the image to view content hub)

The BT- Accenture Leadership Dialogues where we delve into enlightening conversations with industry experts who have harnessed the power of Accenture's ground-breaking data and software solutions to revolutionize and propel their businesses to new heights.

The series was published and promoted across Business Today Multiverse- Print, Digital & Social Media handles.



Reimagining HUL: The Total Enterprise Reinvention Journey



Small Finance, Big Leaps: AU Small Finance Bank's Remarkable Journey



ZEE & ACCENTURE: GEN AI-LED CONTENT REINVENTION STORY



DT GROUP & ACCENTURE: REINVENTING THE MEDIA WHEEL



MARUTI & ACCENTURE: THE CONVERGENCE OF INNOVATION AND DIGITAL



Reimagining HUL: The Total Enterprise Reinvention Journey

# BT Branded Content



(Click on the image to view content hub)

A summit uniting industry leaders, experts, and innovators to explore a sustainable future through renewable energy, showcasing transformative projects in solar, wind, hydro, and geothermal power.

The summit was promoted across Business Today Multiverse- Print, Digital & Social Media handles.



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