

**CIO**  
TECH  
OUTLOOK

# MEDIA KIT

2024

**THE NAVIGATOR FOR ENTERPRISE SOLUTIONS**





# TECH OUTLOOK CIO



## ABOUT US

CIOTechOutlook magazine is the leading platform for CIOs across the globe to share their views with their peers. The magazine was started with the objective of focusing on the Indian market and bringing together the technology seekers in Indian industry onto one platform to enable dissemination of their experience and wisdom, thus providing our readers with the right perspective for looking at the various market segments and their technology adoption curve. At the same time, it also points our readers to the technological innovations in the form of groundbreaking enterprise solutions for the respective segments. Ergo, it serves as a wholesome staple for the decision makers of enterprises.

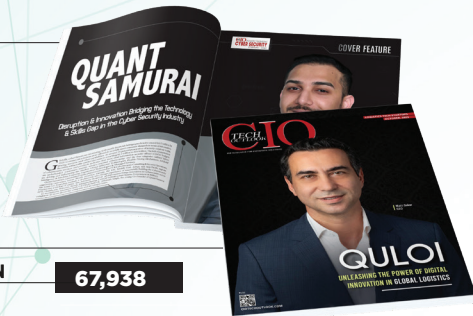
CIOTechOutlook is a unique platform that enables better business decision making by virtue of promulgating key insights from CIOs and technology buyers, facilitating an improvement in our readers' business bottom line driven by optimization of value from their technology investments.

We have a dedicated in-house market research team that collates critical market information from reports, industry news, and press events. The team also conducts surveys wherein many top ranked CXOs and CIOs from the industry, many of whom are our subscribers, provide their feedback and inputs.

We are always in close association with solution providers who are at the forefront of leveraging new technologies to address key market pain points and trailblazing new technology adoption in their respective domains.

Many of the companies featured in our special issues gain recognition by being approached for their solutions or for partnerships, thus expanding their market reach in the subsequent years of their operations. CIOTechOutlook serves as a platform for SMEs to attain critical industry exposure.

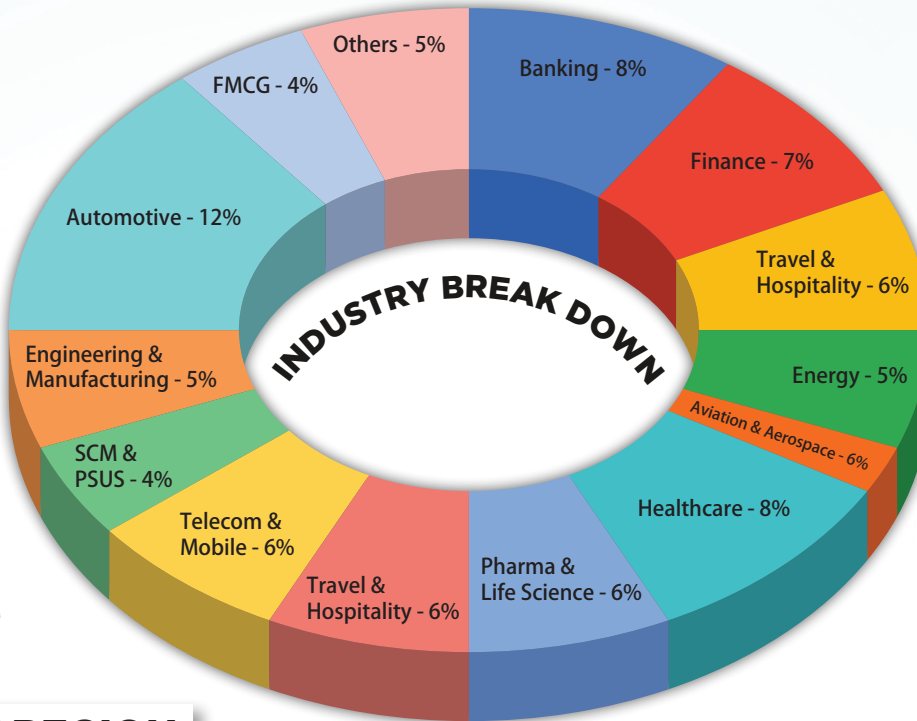




PRINT CIRCULATION **67,938**

READERSHIP **209,894**

DIGITAL MAGAZINE DOWNLOADS **59,159**



CIO **408+**

VP - IT **211+**

CTO **93+**

IT HEAD **200+**

## READERSHIP & DISTRIBUTION BY REGION

INDIA **115,485**

USA **38,543**

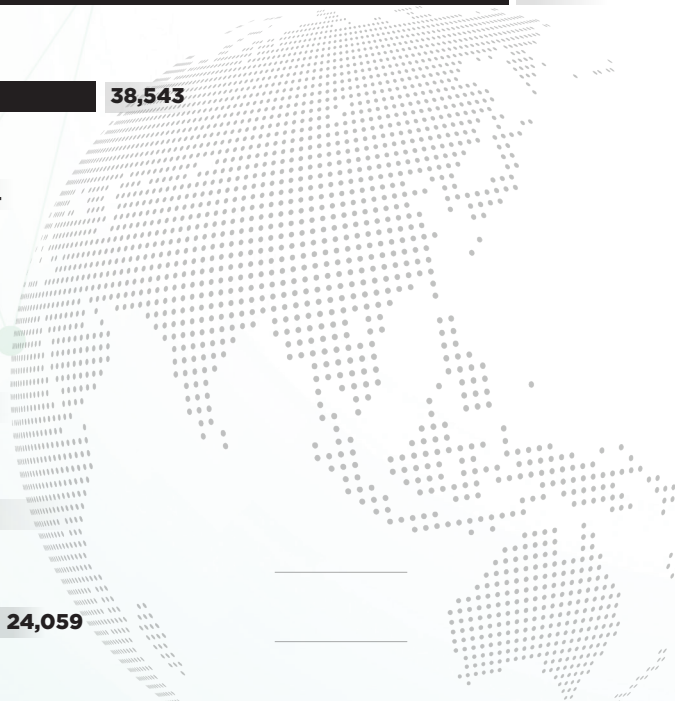
SINGAPORE **13,314**

UK **7,871**

UAE **4,467**

PHILIPPINES **4,155**

OTHERS **24,059**



## TARGET READERSHIP PROFILE

**52%**  
C-SUITE EXECUTIVES & TECH DECISION MAKERS

**8%**  
OTHERS

**11%**  
IIT/IIM & OTHER ENGINEERING STUDENTS

**29%**  
FOUNDERS & DIRECTORS



# CONNECTING INNOVATIVE IDEAS TO THE BIGGEST MARKETS THAT NEED THEM

Over the course of past seven years, we have reached out to more than a 1000 CIOs and have steadily witnessed a steep growth rate in our readership as IT heads recognize the true value rendered by our magazine. Our intelligent, tech savvy and unbiased network members, after several successful IT implementations guided by our listings, swear by the value we provide, i.e. the value of being a true navigator for Enterprise solution needs.

## SOME OF THE PROMINENT NAMES THAT WE HAVE CATERED

### TECHNOLOGY

Avinash, Velhal, Group CIO IMEA, Vice President, Head IT Process, Ato	Hemal Shah, Regional CIO - APJ & Executive Director, Dell	Thomas Saueressig, CIO, SAP
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### RETAIL

Arup Choudhury, CIO, Eveready Industries India Ltd	Susheel Navanale, Group CIO, Tata Global Beverages	ROBIN JOY, SVP and CIO, V-Guard
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### BANKING

Nafees Ahmed, CIO, Indiabulls	Zuzar Tinwalla, CIO, Standard Chartered Bank	Zuzar Tinwalla, CIO, Standard Chartered Bank
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### OIL ENERGY

Rahul Kumar, CIO, ESSAR STEEL INDIA LTD	Jayantha Prabhu, CIO, ESSAR	
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### PHARMACEUTICALS

Avinash, Velhal, Group CIO IMEA, Vice President, Head IT	Venkat Iyer, CIO, Wockhardt Ltd.	
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### OUTSOURCING/OFFSHORING

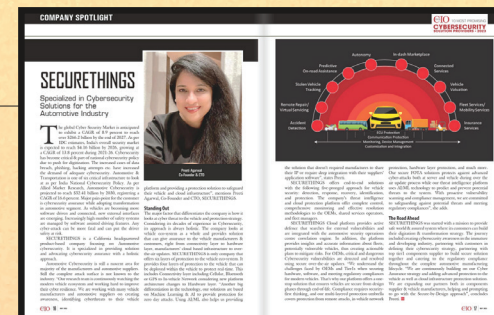
Dhiren Savla, Group SVP & CIO, VFS Global	Baljinder Singh, Global CIO & Sponsor of Technology Led Business, EXL	
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### HOSPITAL & HEALTH CARE

Nandkishor Dhomne, VP-IT & CIO, Manipal Health System	Varun sood, CIO Head, Fortis Healthcare	
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# A SPOTLIGHT FOR LEADERS & TECH EVANGELISTS

Webinars have proven to be an ideal platform for companies looking to generate leads, highlight advantages of their products, or instruct prospective customers on a particular subject pertaining to their offerings. Our publication has made a major effort to provide interesting webinars with well-known executives from a variety of industries, promoting the best possible information exchange, teamwork, and audience engagement. With our broad readership spanning many industries and geographical areas, it also enables participants to reach a sizable audience. CIOTechOutlook has been consistently driving learning possibilities, and made a substantial contribution to the corporate objectives of our participants.



*"In today's era of volatility, there is no other way but to re-invent. The only sustainable advantage you can have over others is agility"*

Jeff Bezos,  
CEO & President,  
Amazon

*"Thank you CIOTechOutlook team for selecting startup like MindPLM from tier1 city and gave opportunity to speak us and covering our vision in your magazine"*

Chakravarthy Varaga,  
CTO,  
C4Scale

*"Overall I should say, it's a seamless experience and the outcome looks good. Thank you to all that is involved & special mention to Ravi for recognising us among the many"*

Rajesh Dayalan,  
CEO,  
MindPLM Digital Softwares



Indian CIOs are on a relentless pursuit of solutions that best cater to their organizational needs while also conforming to the company's reserved budgets. But the dilemma lies in the fact that small companies and mid-sized organizations hold massive potential and only a handful of these capabilities make their way into the mainstream market. There is no dearth of information in the Indian IT space and this coupled with online accessibility has led to a new era wherein even small time vendors with inventive solutions can come to the fore.

CIOTechOutlook is at the forefront of this game changing transition and endeavors to provide a level playing field for all types of vendors alike. In our unyielding effort to simplify the role of the CIO, CIOTechOutlook publishes an annual listing of Most Promising solution providers, in over 60 industry verticals, all through the year.

Through these listings, we have been able to simplify the needs of the CIO by short listing the number of vendors to the 10 most promising ones. These lists are undoubtedly the precursors to many great IT technology implementations and strategic acquisitions of emerging vendors by giant organizations.



The critical Market Insights and gyan from top most IT persons is extended to IT Managers, engineers, and key team players across India, who in turn utilize these insights and ideas in their everyday activities.



## WHITEPAPER

3,000 Whitepapers downloaded by CIOs & IT Managers

Our readers display a keen interest in acquiring the latest whitepapers within the IT domain. In this regard, we encourage you to host your whitepapers on CIOTechOutlook. Our whitepapers are known to have some of the highest hit rates in the circle, and we are more than glad to share critical information regarding the hits in real time. All your white-papers will be read by CIOs, CEOs, CXOs and Senior Technology leaders who are directly involved in making technology purchases for their respective organizations.

- DELL
- CISCO
- Citrix
- Symantec
- Schender
- EMC
- Lifesize
- SAP
- PDI Media
- Virtela
- HP
- Lifesize
- CrowdStrike
- KoFax

