



India Today Group Digital

**INDIA'S ONLY**  
**OMNI-CHANNEL DIGITAL NEWS GROUP**

**Web | Mobile | Video | Social | Audio | E-Magazines**



India Today Group

**04**

TV Channel Brands

**09**

Magazines Brands

**09**

Digital Brands

**18**

Digital First Brands

**207**

Million Avg. Monthly TV Reach

**16**

Million Avg. Quarterly Readership

**140.4**

Million Avg. Monthly Unique Visitors

**725**

Million Avg. Monthly Video Views



INDIA TODAY

Business Today

MAIL TODAY  
News for the new Indian

COSMOPOLITAN  
INDIA

BAZAAR



India Today Group

# FOOT PRINTS

INDIA TODAY

1975

Business Today

1992

COSMOPOLITAN

1996



2000

Reader's Digest

2002



2005



2005



2020

ഇന്ത്യാ ടുഡേ

2020

2007



2009

BAZAAR

2015



2017



2018



2019



2021





India Today Group Digital

**#1 DESTINATION**

for general news consumption on  
**WEB, APP & VIDEO**

**140.4M**

**Avg. Monthly  
Unique Visitors**

**1.2B**

**Avg. Monthly  
Pageviews**

**1.01B**

**Avg. Monthly  
Video Views**

**3.07B**

**Avg. Monthly  
Total Minutes**

**6.2M**

**Avg. Monthly  
App Users**

**256M**

**Social Media Fan  
Base**



India Today Group Digital

# **AT A GLANCE**

List of all properties (Language wise)





# India Today Group Digital

## HINDI WEBSITE

## HINDI MOBILE FIRST VIDEO CHANNEL

## ENGLISH WEBSITE

## VERNACULAR WEBSITES

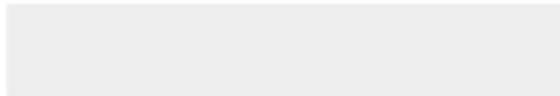
News



Opinion



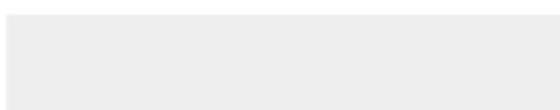
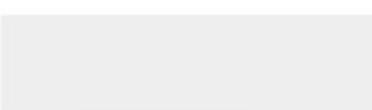
Recipe



Sports/Fitness



Astrology



Business/Tech



Lifestyle/Others



Regional News



# COSMOPOLITAN

**5.7 Million**

Users, May'25



Google Analytic

**4.3 M**

Unique Visitors



Comscore

**1.1 Million**

Followers, as on May'24



Facebook

**494 K**

Followers, as on May'24



Instagram



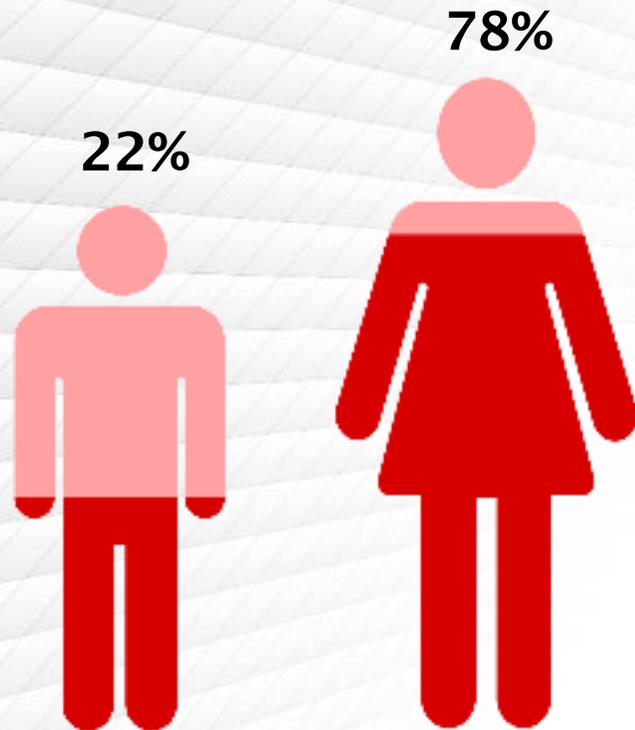
Twitter

**535.7 K**

Followers, as on May'25

# COSMOPOLITAN

## GENDER SKEW



## AGE SKEW

Age	Users
18-24	14.2%
25-34	47.7%
35-44	25.9%
45-54	5.8%
55-64	2.2%
65+	0.9%

# TOP GEOGRAPHY **COSMOPOLITAN**

## USERS AFFINITY

1	Maharashtra
2	Tamil Nadu
3	Gujarat
4	Karnataka
5	Uttar Pradesh
6	Kerala
7	West Bengal
8	Telangana
9	Madhya Pradesh
10	Delhi

1	News & Politics/Avid News Readers
2	Food & Dining/Cooking Enthusiasts/30 Minute Chefs
3	Beauty & Wellness/Frequently Visits Salons
4	Shoppers/Value Shoppers
5	Travel/Travel Buffs
6	Lifestyles & Hobbies/Business Professionals
7	Media & Entertainment/TV Lovers
8	Sports & Fitness/Sports Fans
9	Beauty & Wellness/Beauty Mavens
10	Shoppers/Bargain Hunters



**THANK YOU**