

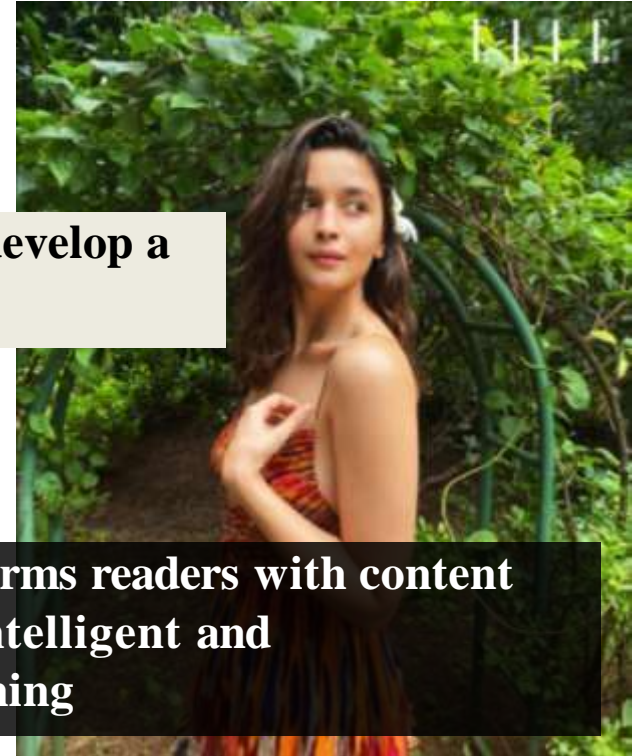
ELLE Media Kit



ELLE INDIA'S DNA



ELLE inspires readers to develop a personal style



Elle informs readers with content that is intelligent and entertaining

ELLE stands for the best of all things: From Luxury to high street buys, red carpet glamour to casual chic and classic to contemporary style



Global Brand Network

46 International editions

9.3 million copies

21 million readers

ELLE

A woman with dark hair and pink eye makeup is sitting on a light-colored floor. She is wearing a long-sleeved, off-the-shoulder, ribbed pink sweater. She is looking towards the camera with a slight smile. Her legs are crossed at the ankles, and she is wearing light pink high-heeled shoes. A small gold necklace with a circular pendant is visible around her neck. The background is a plain, light gray wall.

**24 YEARS IN
INDIA**

**45% MARKET
SHARE**

**100+ BRANDS
ON DIGITAL
& PRINT**

**4MN+ DIGITAL
REACH**

**AUDIENCE
62% FEMALE &
38% MALE**

**93,485 PRINT
RUN**

The Elle Audience

She is affluent, informed, well-travelled, knows her brands and has an interest in luxury

The Elle woman is between 18 – 45 years old

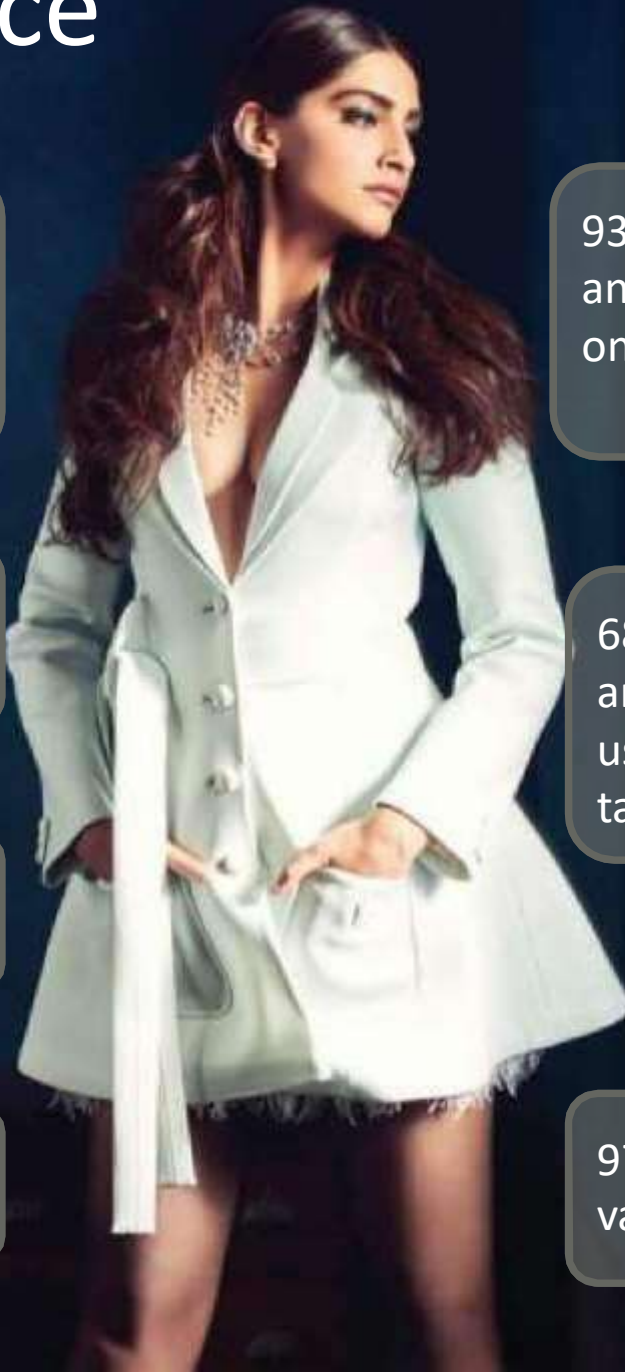
89% purchase luxury brands

78% own their own car or two

93% purchase fashion and beauty products online

68% purchase fashion and beauty products using their phones and tablets

97% take 2 luxury vacations per year



ELLE MAN



| WEST ZONE-34.5% | |
|------------------|-------|
| Mumbai | 20975 |
| Pune | 1665 |
| Ahmedabad | 1500 |
| Others | 1435 |
| Total | 25575 |
| NORTH ZONE-32.9% | |
| New Delhi | 20225 |
| Chandigarh | 910 |
| Jaipur | 345 |
| Lucknow | 350 |
| Others | 2105 |
| Total | 23935 |
| SOUTH ZONE-19% | |
| Bengaluru | 5825 |
| Chennai | 4825 |
| Hyderabad | 2880 |
| Others | 295 |
| Total | 13825 |



| EAST ZONE-8.7% | |
|-------------------------|-------|
| Kolkata | 5495 |
| Others | 875 |
| Total | 6370 |
| OTHERS 4.9% | |
| A H Wheeler | 20225 |
| Promotions/ Office | 1125 |
| International | 395 |
| Total | 3645 |
| SUBSCRIPTION | |
| All Subscriptions | 20135 |
| ALL INDIA NEWSSTANDS | 73350 |
| TOTAL | 93485 |

BRAND REACH

Tablet

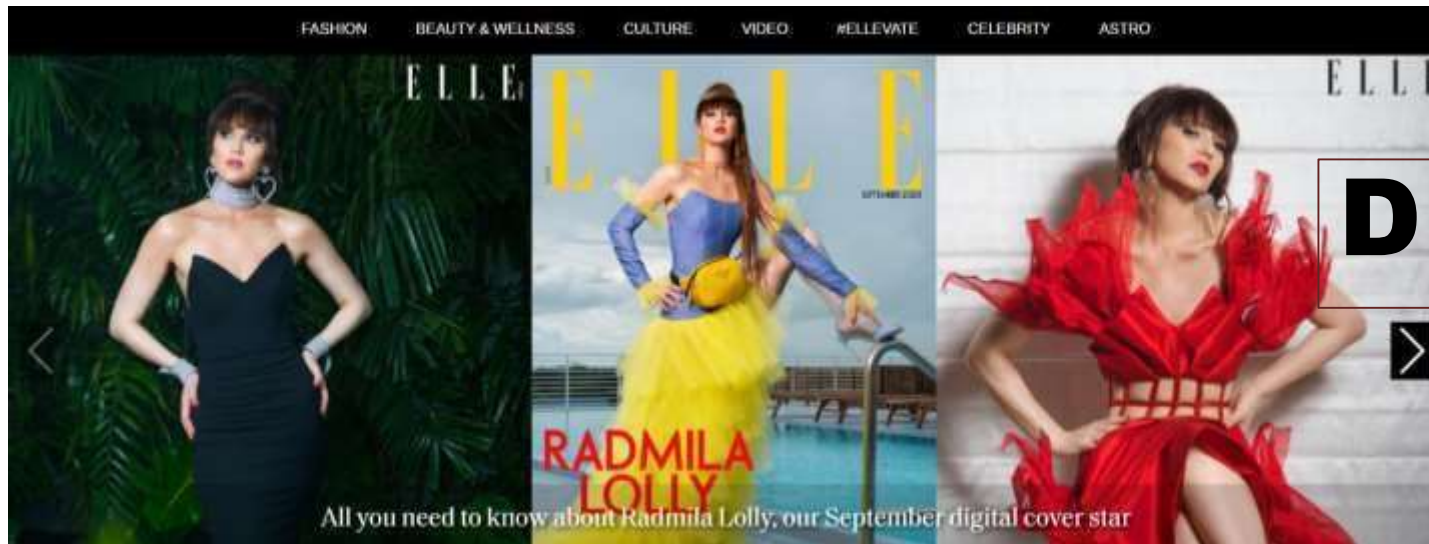


PRINT

ELLE INDIA



EVENTS



DIGITAL

ELLE.IN



OFFERS EXCLUSIVE
AND ORIGINAL
CONTENT

ELLE.IN

SECTIONS

- **Fashion**
- **Beauty**
- **Catwalk**
- **Culture**
- **Astro**
- **Wedding**
- **ELLE Blog**
- **ELLE TV**
- **Red Carpet**



Elle.in WAP

- Watch runway shows
- Red carpet street style
- Discover the latest and greatest beauty products
- Get a sneak peek at our celebrity cover shoots before they hit newsstands





ELLE

ELLE.IN

TOTAL PAGEVIEWS

83,10,976

TOTAL UNIQUE USERS

23,15,950

AVG. TIME SPENT

1:59 MINS

NEW USERS/MONTH

2,30,548

ELLE India`s Social Influence



1.01 Million



1.32 Million



1 Million



78.5k

ELLE India Events

a



ELLE INDIA
GRADUATES

ELLE BEAUTY
AWARDS



ELLE BREAST
CANCER
AWARENESS
CAMPAIGN

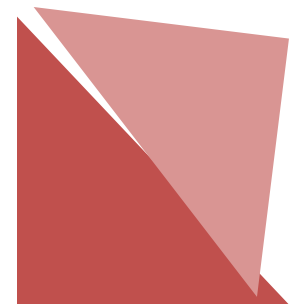
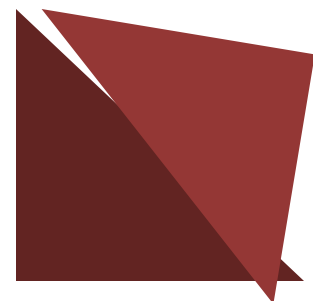
A large, textured smudge of red lipstick is the background for the text. The smudge is made of several overlapping strokes, with some areas being darker and more saturated than others, creating a sense of depth and movement. The colors range from a deep, dark red to a lighter, more translucent pinkish-red.

ELLE

BEAUTY

AWARDS

2019



RED

CARPET

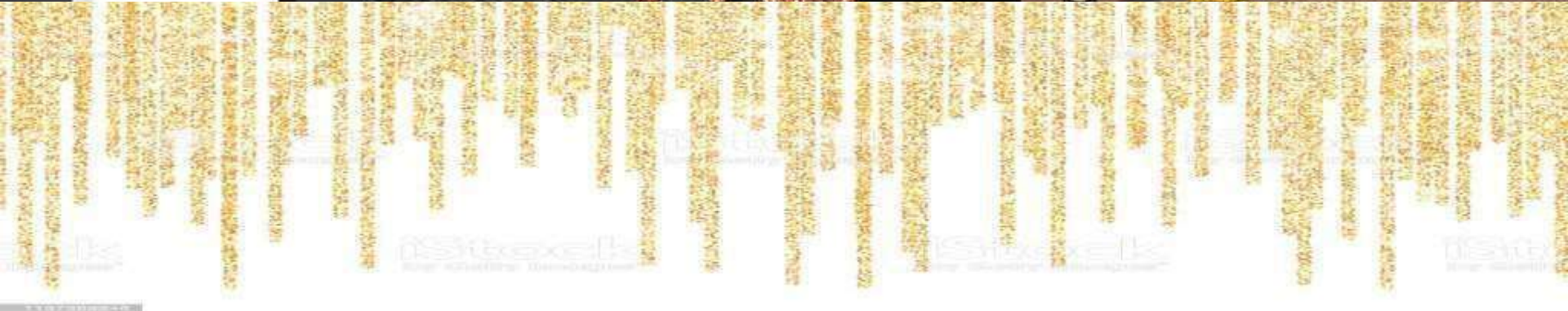
HIGHLIGHTS 2019



ELLE

BEAUTY

AWARDS





Integration with ELLE Fashion wear





ELLE
I N D I A
GRADUATES

201

HIGHLIGHTS

2019



HIGHLIGHTS

2019



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2019



ELLE INDIA

BREAST CANCER CAMPAIGN



ELLE
CARNIVAL
FOR A CAUSE



#Wear *Pink* to Work Day

Wear Pink to work for Breast Cancer Awareness

FRIDAY
27TH OCT
2017

Join over 100,000 people in going Pink

1 in every 22 Women is at risk

Early Detection is the Best Weapon!

Write to ebcc@ogaan.co.in and register your Company.

Post a Selfie & Tag us to WIN fabulous Giveaways!

#ebcc
#wearpinktoworkday
#checkheroutinpink

A chance to be featured in the November Issue of *ELLE India*

HOW TO

Help us spread the word and make WFTWD 2017 one of the largest single day programs nationwide for Breast Cancer Awareness.

To enter our contest, post a selfie in pink, tag @ELLEIndia and use the Hashtags above! Follow ELLE India's Instagram for updates on the Giveaways!

FOR MORE DETAILS VISIT EBCC@OGAAN.CO.IN OR DIAL 1800-100-3000

Twitter
#WearPinkToWorkDay

OGAAN CANCER FOUNDATION



HIGHLIGHTS



Wear Pink to Work Day

19th October 2012

Wear Pink to Work Day

Sonam Kapoor supports the fight against breast cancer – will you?

OGAANCANCERFOUNDATION
A REGISTERED VOLUNTARY CHARITABLE SECTION 501(C)(3) NON-PROFIT ORGANIZATION

ELLE BREAST CANCER CAMPAIGN

HIGHLIGHTS





H i g h l i g h t s

Pre-Event in Elle

ELLE INDIA GRADUATES 2016
The award ceremony of 2016
SPONSORED BY **max**
NAME OF THE WINNER: **ORIFLAME**

WATCH THIS SPACE
Seven finalists
REVEAL EXCLUSIVE LOOKS ON THE RUNWAY ON
January 17, 2017

KALEEKAL BY ALAN ALEXANDER KALEEKAL
Kaleekal's clothes offer unique dressing a whole new meaning with breezy layers and monochrome.

VINEETRAHUL
Designer duo Vineet Kalaria and Rakul Arya work with handwoven raw silk, chanderi and handloom to create comfy separates.

ANTAR-AGNI BY UJJWAL DUBEY
Draped silhouettes and sustainable fabrics make Dubey's gender-neutral separates a favourite among men and women alike.

DOODLAGE BY KRITI TULA
With a focus on upcycling, Tula employs methods like patchwork, block printing and knitting fabric strips to ensure her garments stand out.

MISHO BY SUHANI PAREKH
Parekh's clean, geometric lines and architectural shapes give minimal jewellery a modern spin.

SILVENSE BY VRINDAA ASHWANI
Inspired by Greek mythology, Ashwani creates wearable jewellery pieces with a unique mix of metal and stone.

P.ELLA BY PRIYANKA ELLA LORENA LAMA
With her earthy tones and oversized cuts, Lama reimagines the idea of modern minimalist dressing.

TRIBUTE TO THE: **Who's Next.**

Highlights Post event coverage



Parekh's Misho was awarded for excellence in Accessory Design, while Vineet Kataria and Rahul Arya of Vineet Rahul were recognised for their outstanding work in contemporary Indian wear. The star-studded event also celebrated five exceptionally talented artists, who have stood out for their contribution to the creative arts over the course of 2016. Awards were presented to Vaani Kapoor, Harshvardhan Kapoor, Sherry Shetty, Pooja Vimala and Nishita Gaurav. Playing music to the designers were Rahul Khanna, Richa Chadda, Rachel Varghese, Saba Azad and Elton Fernandez, while stars like Elena Fernandez, Sapna Pabbi and Shweta Tripathi, among others, led the cheering squad.

SOCIAL MEDIA COVERAGE



8,634 views

elleindiaofficial @Antar_Agni_ujjawaldubey stole the show and the winning title at #ELLEGraduates. We'll see you at Paris next!



aslisona • Follow



aslisona • Elles belle! #covergirl in Blazer, pants and cropped top; all @marksandspencerindia. Shoes @louboutinworld. Rings and necklaces @misho_designs

Photographer: @colstonjulia, makeup @savleenmanchanda, hair @themadhurinakhale Styling: @samar.rajp05 Words: @manalishah_ Assisted by: @rupangigrover (styling) Cover design: @pinkyakola Actor's PR agency: @universal_communications @elleindia

23h



dnamirzaofficial • Ufffff



184,156 likes

23 HOURS AGO

Comments on this post have been limited.



ELLE India

January 18 ·

Antar-Agni is officially the next big thing in Indian fashion. #ELLEGraduates

Powered by Max Fashion. Wine partner: Fratelli Vineyards. Talent partner: TFM INDIA. Gifting partner: Da Milano. Styling partner: – Jean-Claude Biguine India. Giveaway partners: Fennel. Cheers Partner: The Beer Cafe. Make-up Partner: Oriflame.

HIGHLIGHTS:

SOCIAL MEDIA



3,140 likes

elleindiaofficial #VaaniKapoor giving us major boss lady vibes in @payalkhandwala as she plays celebrity judge for #ELLEGraduates powered by #MaxFashions



7,997 views · Liked by rheakapoor

elleindiaofficial #HarshvardhanKapoor recaps his front row experience at #ELLEGraduates powered by #MaxFashions and held at @greateasternhome. (Make-up Partner: @oriflameindia Styling Partner: @jeanclaudeblouineindia)



ELLE India

Meet the stars of #ELLEGraduates powered by Max Fashion

HIGHLIGHTS:

Video

elleindiaofficial



8,634 views

elleindiaofficial @Antar_Agni_ujjawaldubey stole the show and the winning title at #ELLEGraduates. We'll see you at Paris next!

SOCIAL MEDIA

Photo

elleindiaofficial
The Great Eastern Homes



Video

elleindiaofficial
The Great Eastern Homes



5,495 views

elleindiaofficial Easy-to-layer separates, handwoven silks and intricate chanderi: if contemporary Indian designer duo @vineetrahulofficial aren't on your radar already, here's proof why they should be.

Brands that advertise with ELLE

GUCCI



BURBERRY



DIOR



LOUIS VUITTON



HELIOS



MY CHOICE



OMEGA



COACH



Brands that advertise with Elle.in

BVLGARI



Calvin Klein



FOSSIL

Brands that advertise with Elle.in

Dove



MOROCCANOIL®

Turquoise & Gold



Myntra

Colgate®

LAKMÉ

GROHE

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