

### The Indian **EXPRESS**







Malayalam

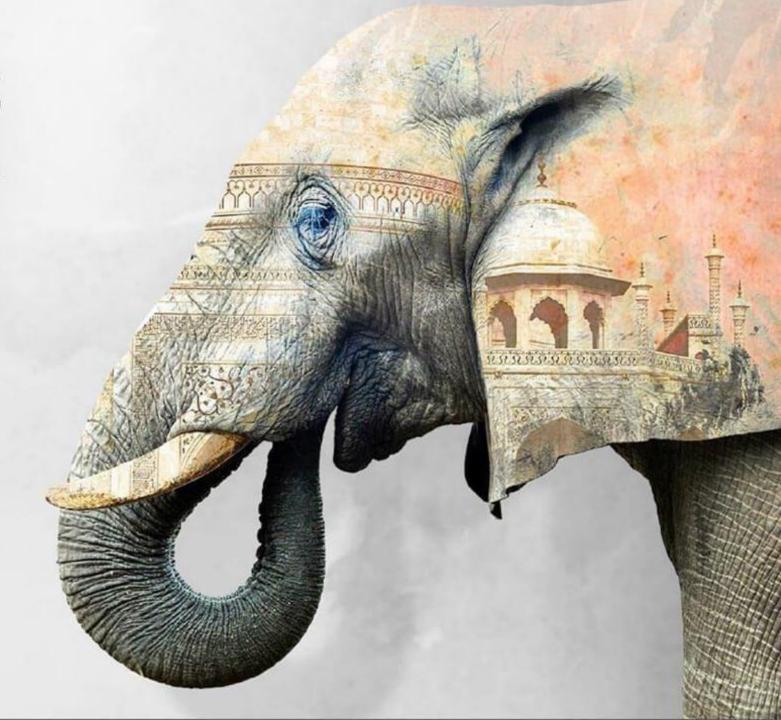
Tamil

Bangla

### **FINANCIAL EXPRESS**







### NEWS ORGANIZATION IN TERMS OF INVESTIGATIVE JOURNALISM



### PANAMA INVESTIGATIONS

25 Express reporters joined 375 journalists across 76 countries. We were the Indian partner for the Panama Project.

### **HSBC INVESTIGATIONS**

Investigation with the International Consortium of Investigative Journalists (ICIJ) and the Paris-based Le Monde newspaper - 1,195 Indian HSBC clients revealed.

### **DEATH BY BREATH INVESTIGATIONS**

A multi-part exhaustive investigative series revealed that despite numerous cautions at repeated intervals, political inaction and the administration's apathy has turned the air of India's capital into poison.







2- Follow

PM @narendramodi on the 2 years of the NDA government, published in the @IndianExpress.





@narendramodi, the social media star, shows the way for his cabinet

indianexpress.com/article/techno ...



- Follow

Indians implicated in the #PanamaPapers to be revealed tomorrow in the Express twitter.com/IndianExpress/ ... #India #Modi #Congress #BGP





Kudos to @IndianExpress for outstanding series on bank NPAs. Would love to see the full list of defaulters.





Very imp article. Last line crucial - Borders without railways: The missing strategic link indianexpress.com/article/india/ ... via @IndianExpress

### **THE COLUMNISTS**



Pratap Bhanu Mehta Writes on intellectual history, political theory, law, India's social transformation and world affairs



Palaniappan Chidambaram Column: 'Across the aisle'



Christophe Jaffrelot Offers valuable insights on South Asian politics



**C. Raja Mohan** Consulting editor on Foreign Affairs



Meghnad Desai Column: 'Out of my mind'



**Tayleen Singh** Political reporting coloumn on Sundays



Vikram Mehta Column: 'Over the Barrel'



Harsha Bhogle Motivational speaking & Cricket



Coomi Kapoor Column: 'The Inside Track'



**Bibek Debroy** Writes about policy and economic affairs

READERSHIP OF INFLUENCERS

- Kiran Bedi
- Amitabh Bachchan
- Ratan Tata
- Nandan Nilekani
- Shashi Tharoor
- Rajnikanth
- P Chidambaram



# KEY METRICS

346.1<sub>M</sub>

GLOBAL MONTHLY PAGEVIEWS

**☐** 67.1M **☐** 279M

103<sub>M</sub>

GLOBAL MONTHLY USERS

□ 10.3M □ 92.7M

# INDIAN EXPRESS

# AMONG THE TOP ENGLISH NEWS WEBSITE

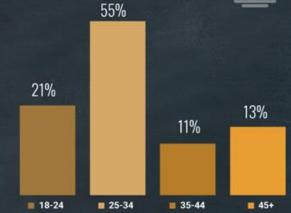


GLOBAL MONTHLY PAGEVIEWS

















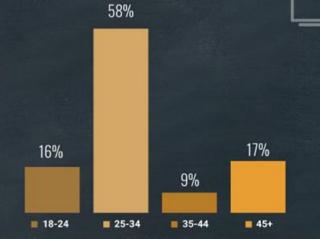
# FINANCIAL EXPRESS

# LEADING ENGLISH FINANCE & BUSINESS WEBSITE IN INDIA



GLOBAL MONTHLY PAGEVIEWS

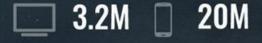
15M





36M

23.2<sub>M</sub>





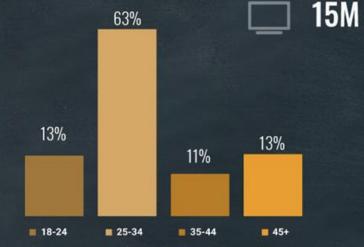
# LOKSATTA.COM

MARATHI NEWS
WEBSITE
IN THE COUNTRY

98.4<sub>M</sub>

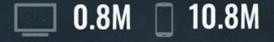
GLOBAL MONTHLY PAGEVIEWS

83.4M





GLOBAL MONTHLY USERS











\*GA as on March 2020

# JANSATTA

### FASTEST GROWING HINDI NEWS WEBSITE IN INDIA

92.4<sub>M</sub>

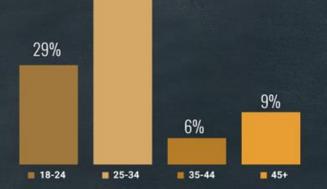
GLOBAL MONTHLY PAGEVIEWS

**☐** 6.2M **☐** 86.2M

36.3<sub>M</sub>

GLOBAL MONTHLY USERS

**□** 1.45M **□** 34.8M









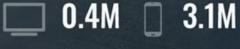


# IE TAMIL THE TAMIL PLATFORM FROM INDIAN EXPRESS

# LEADING TAMIL NEWS WEBSITE IN INDIA

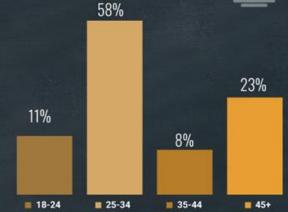


GLOBAL MONTHLY PAGEVIEWS



1.3<sub>M</sub>







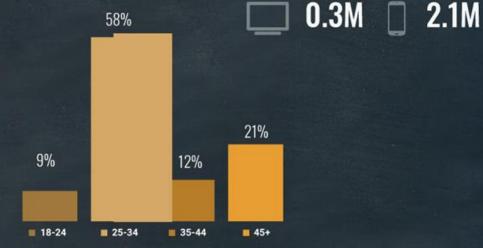


# IE MALAYALAM THE MALAYALAM PLATFORM FROM INDIAN EXPRESS

# LEADING MALYALAM NEWS WEBSITE IN INDIA



GLOBAL MONTHLY PAGEVIEWS





**1**<sub>M</sub>



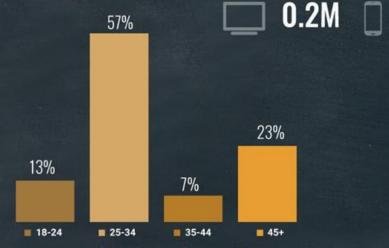


# IE BANGLA THE BANGLA PLATFORM FROM INDIAN EXPRESS

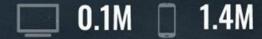
# LEADING BANGLA NEWS WEBSITE IN INDIA



GLOBAL MONTHLY PAGEVIEWS









# INUTH

# VIDEO FIRST MULTI PLATFORM DIGITAL DESTINATION FOR INDIAN MILLIENNIALS

 $1.1_{M}$ 

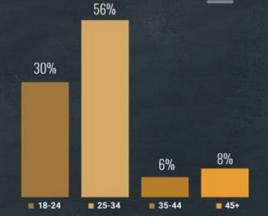
GLOBAL MONTHLY PAGEVIEWS

□ 0.1M □ 1M



GLOBAL MONTHLY USERS

□ 60K □ 360K









# **TARGETING**

DESKTOP:- GEO I SECTION I PAGE I OS I BROWSER

MOBILE:-

GEO I SECTION I PAGE I OS I BROWSER HANDSET TYPE I CARRIER

# ADVERTISING OPTIONS

DISPLAY:- High Impact | Standard Banners

VIDEO:-

NATIVE:-

Content seeding & promotion | Dedicated Section / Microsite | Customized Properties

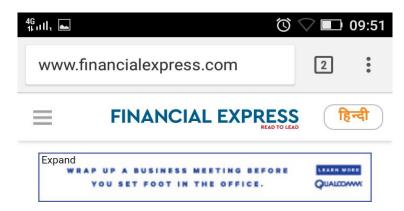


### QUALCOMM MOBILE

**Duration:** 4 days

**Impressions:** 2.15M

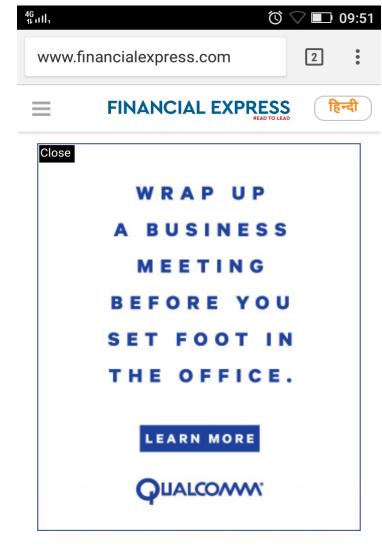
**CTR:** 0.57%



Investments: Take a ladder approach for your portfolio



Investment in securities maturing as per your requirement of funds, leads to perfect laddering. Rather than speculate with your entire savings for slightly



Investments: Take a ladder

# HYUNDAL DESKTOP

**Duration:** 1 day

**Impressions:** 1.74M

**CTR:** 0.54%



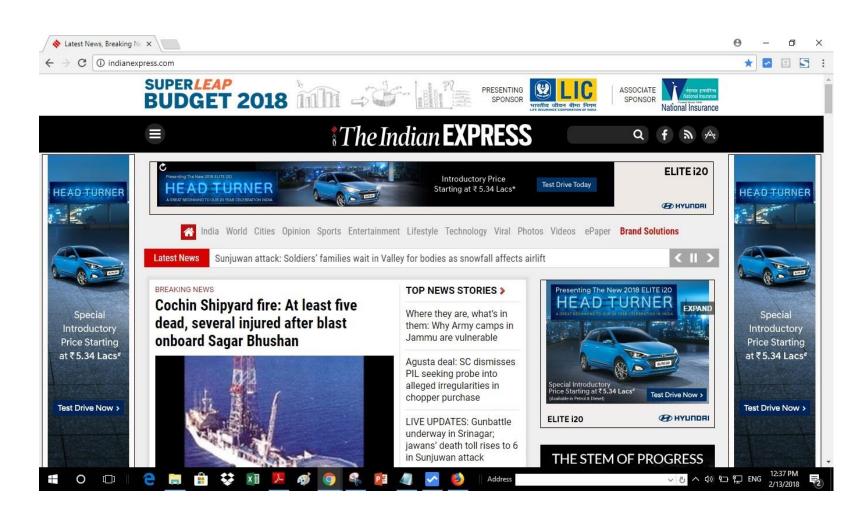
Interstitial with Roadblock (expanded)



**Duration:** 1 day

**Impressions:** 1.74M

**CTR:** 0.54%



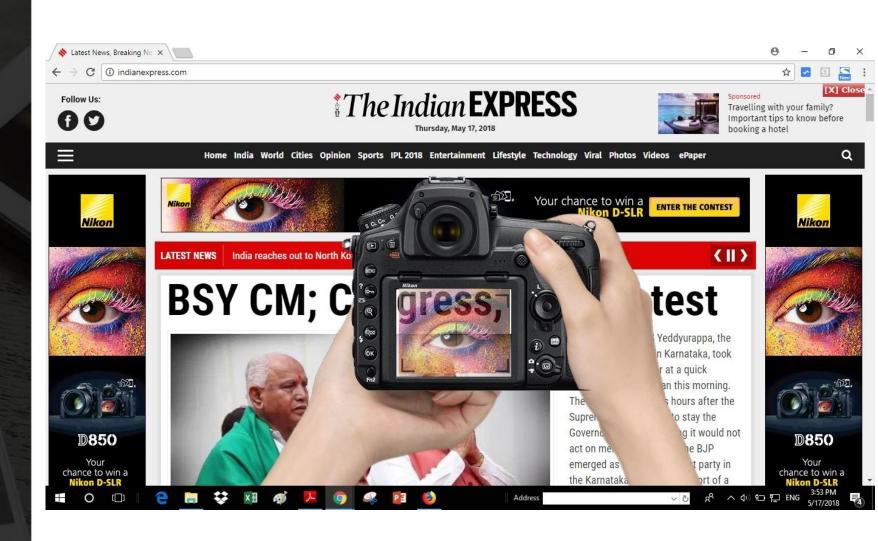
Interstitial with Roadblock (settled)



**Duration:** 1 days

**Impressions:** 6.87M

**CTR:** 0.45%

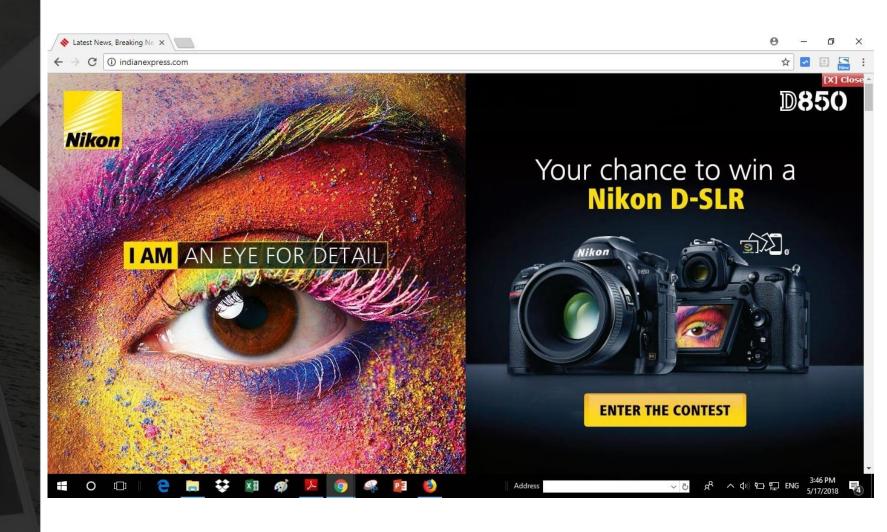




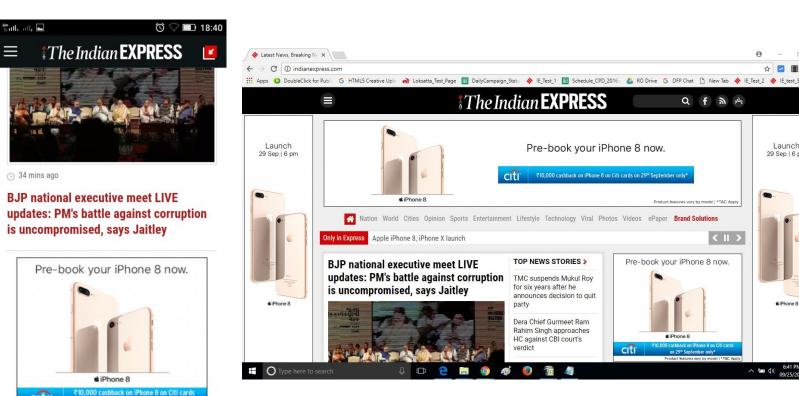
**Duration:** 1 days

**Impressions:** 6.87M

**CTR:** 0.45%







on 29th September only\* Product features vary by model | \*T&C Apply

> Roadblock on Desktop and Mobile

Q f m A

< II >

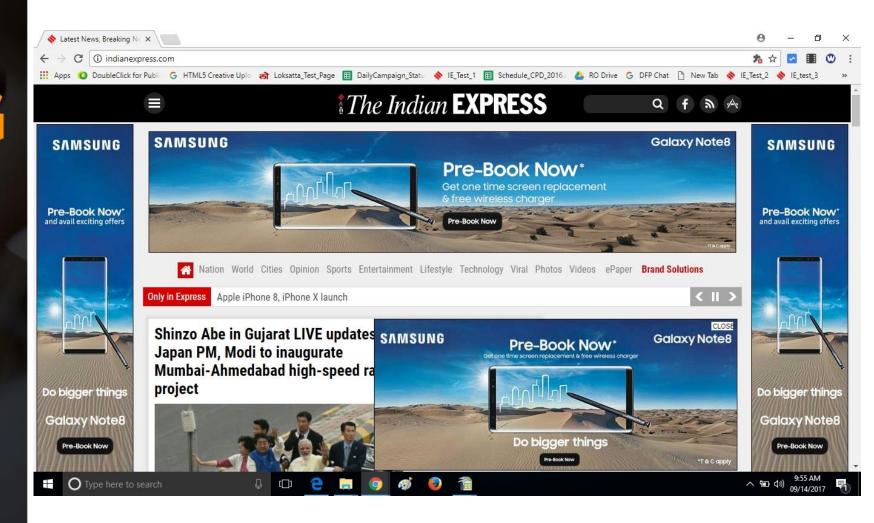
Launch 29 Sep | 6 pm

# SAMSUNG (DESKTOP + MOBILE)

**Duration:** 1 day

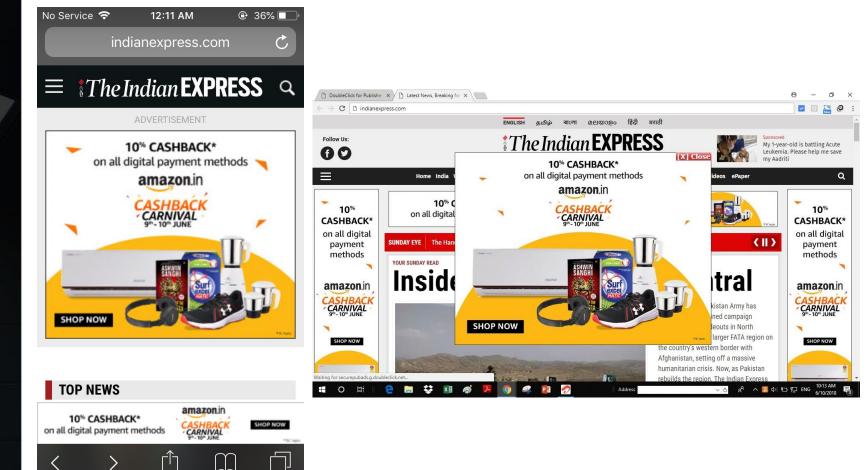
**Impressions:** 5.09M

**CTR:** 0.37%



Roadblock with expandable banner





Roadblock on Desktop (with interstitial) and Mobile





Click to view





Click here to view



Multi format content and immersive experiences to take brand stories to our users

### **ARTICLES**

Well researched and engaging content across genres and industries.





Home > Brand > Shivnadarfoundation > Sponsored > Shattering stereotypes: Why we should encourage our daughters to take up STEM in school

119K+ PVs

ebruary 14, 201811:12:04 am

1.3K









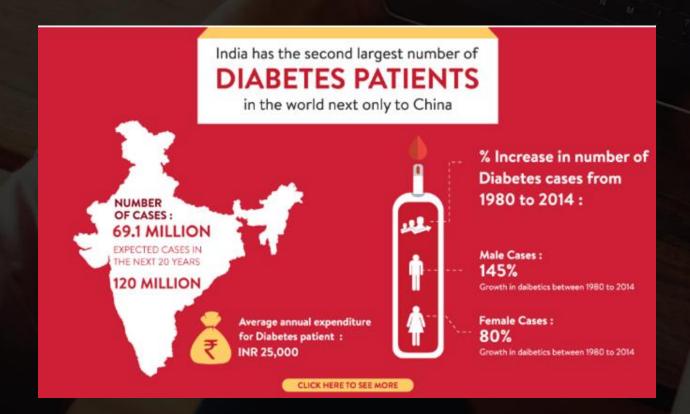
Today, there is a lot of talk about the scarcity of women in fields of science and engineering. They are under-represented in leadership roles. Although the number has risen to some extent in recent years, but is still relatively low. The percentage of women in India's premier science research agencies is not more than 20 percent! A report by the World Economic Forum suggests that only 14.3 percent of science researchers in India are women. A similar trend is seen in the enrolment numbers for engineering courses in India with girls making up only 28% of the total aspirants. This number dips even further for institutions of National Importance.



### INFOGRAPHICS

13:24

To better tell brands' stories through data and images



# 14%

### GIRLS IN STEM: THE CURRENT SCENARIO

Shara of harrow and more students are old in higher advisions, to hell of study lighter are regal-

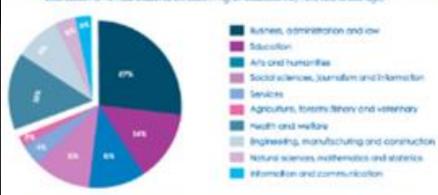


-

If and Engineering fields see a significantly lower participation from gifts

Dote Source: US 3514 - 2014

Distribution of female plusterts employin higher education, by feld (world awarepd)



Only around 30% of the female students in higher education choose STEM related fields of study globally

# BRAND VIDEOS AND LIVE CASTS





# INTERACTIVE QUIZZES

### #KyaFarakPadtaHai

your spends are likely to impact your future.

### How much are your little expenses costing you?

Ever atop to wonder, how much that tast shapping spree cost you? Or those delty cab fareo? Or even that regit out you can't remember who paid far? Expenses, both big and arred, have an impact on our long-term financial self-being. Yet, before some of these purchases we all say, "Kye Farek I'sdis hat?" and go on to spend anymay. Take this quick quit and we'll show you how



OCCUPATION CHINADON CONTRACTOR CO			
Name:	Sex: O Male O Fe	Age Group: emale 0.15 - 34 0.35 - 50	Mentel Status: Olderhad Oldernamed
		O 51+	

OFFICE JAANA HAL WHAT 18 YOUR MOST PREFERRED. WAY TO COMMUTE?		
O A. Rail gasdi, reil gasdi	O M. Sizs, fazs hi keeft her	
C. Cabbre cabriesmen men bloqui asta hai		

### Insurance terms made easy for first time buyers!

Updatest: February 23, 2017 3:22:59 PM

The world of insurance is clouded with jargon that is complicated and incomprehensible. Arms I like learning a new language!



### amazonn

There are worse basic terms everyone must know to order to discode your policy and leep your finances prolected.

The world of insurance is doubled with jargen that is complicated and incomprehensible. Amout like learning a new language! And if you can't understand the words, how do you go about buying an insurance policy? There are some basic learns everyone must know in order to decode your policy and keep your finances protected.

#### lest your knowledge

Life

Some life insurance policies these days also offer additional benefits if some extra premium is paid. What are these benefits called?



Continue





Encome Tex Calculator, Budget 2019 How to Calculate Insume Tex.

#### Stock Market



Interactive poll to test insurance knowledge

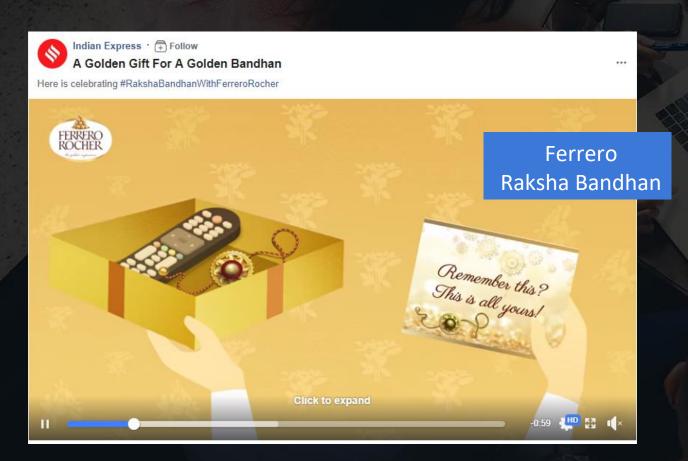


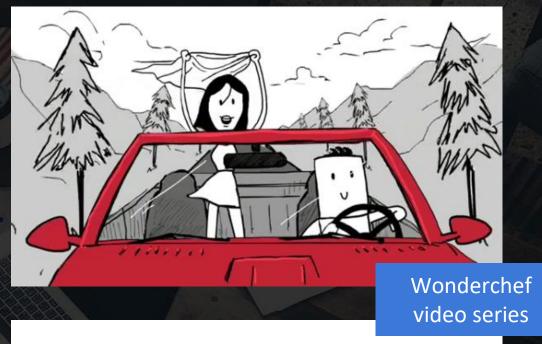
TRENDING NOW

Don't let air pollution rule your life, it's time YOU made the rules for healthy living

Don't let air pollution rule your

# CARICATURE VIDEOS







# VOICE POP VIDEOS

A vox-pop video series shot for Vivo on the Vivo V15 Pro around elections showcasing the young voting population take on some questions testing their knowledge about elections







ZEE5 collaborated with Indian Express to promote their web series 'Sholay Girl' based on the story of Reshma Pathan: India's first stuntwoman. We created a content hub hosting interview series of women who challenged stereotypes and emerged as achievers.







**9,40,000+** PAGE VIEWS

**2,94,000+** VISITORS

1.53M+
VIDEO VIEWS



On the occasion of Army Day, SBI and Indian Express launched a content hub saluting the CAPF Forces of India. SBI leveraged this platform to raise donations for families of the martyred soldiers.





1.17M+
PAGE VIEWS

**3,86,000+** VISITORS

**3,24,000+** VIDEO VIEWS

# SHIV NADAR FOUNDATION

STEM OF PROGRESS

A dedicated content destination for Shiv Nadar foundation in order to create awareness about STEM education and its applications in daily life and encourage participations in this field of study.





1.07M+
PAGE VIEWS

**0.6 M+** REACH

104 K+
ENGAGEMENT

# BRITISH TOURISM VISIT BRITAIN

A dedicated content destination for Shiv Nadar foundation in order to create awareness about STEM education and its applications in daily life and encourage participations in this field of study.





**1M+**PAGE VIEWS

1.07M+
PAGE VIEWS

1.07M+
PAGE VIEWS



it to a larger audience segment

### LIVE ONLINE SUMMIT





TOPICS & SCHEDULE SPEAKERS

**6** 9 6

**EVENT HAS ENDED** 

India's first purely online summit that put together workshops, round-tables, AMAs and power talks with experts from all over the world

157K+

Sessions

292K+ **Site Pageviews** 

### **DECODE INDIA'S FIRST TECHKNOWLEDGE SUMMIT**

19 Apr 2018 - 05:00 PM to 07:15 PM



OPENING KEYNOTE BY MR. RAJIV GUPTA, PARTNER & DIRECTOR, THE BOSTON CONSULTING GROUP, INDIA ON THE EMERGING INDIAN TECHNOLOGY LANDSCAPE.



MOBILITY: INSIDE A SELF DRIVING



MOBILITY: HOW INDIA IS DICTATING SMARTPHONE PRODUCT DEVELOPMENT



AI AND DESIGN KEYNOTE



MOBILITY: SMARTPHONES & YOU



HOME TECH: AI DRIVEN



HOME TECH: AIR PURIFICATION @



MAKING SOFTWARE FOR INDIA

# STORIES OF STRENGTH

Integrated Event with survivors and affected of the 26/11 incident in Mumbai

Video views

900k+ | 600k+ **Shares** 











#### STORIES OF STRENGTH

With at least 166 people losing their lives and over 300 injured, the attacks, that lasted over three nights, shook Mumbai's core. We speak to 26 of those who were affected, and have stood up, determined to live their dreams.



Police constable was a doting dad to three daughters, they now want to be more like him



village, this 10-year-old is still coping with change



In Varanasi, a mother of three finds support in another woman widowed by terror

## FE BEST BANK AWARDS

Launched in 1997, this event awards institutions maximizes shareholder value. To select the winners we do rigorous research in association with knowledge partner E&Y





### Honouring the banks that India can bank on











#### Brainstorming: Lower polloy risk, greater accountability of regulators to boost investments

IDFC thank nun-concutive charman Majiv Lall set the ball nitting by arguing that, white the tax cuts were welcome, what was required most was policy certainly/predictability and greater accountability of regulating agencies.



#### Rick of doing business is the real issue

The government is taking several steps to boost confidence, the tax cuts being the takes. But, as our parset points out, the cools and make of doing business must be urgently softwared. The taxes of insenting both debt, and quality is also quite real.



#### FE Bect Bank Award 2018: FM Nirmala 8itharaman honours achievers at gittering ceremony

The Lifetime Addisovement sward for 2017-18 was won by Horracah Sobit, MD & CEO, Industrial Sank.



### FE Best Banks Awards: It's time to celebrate top bankers

Assessing the business models and the subtaniability of bundreds of finischs can be very challenging, especially in the absence of reliable information and data.



#### FE Best Bank Awards: Know who are the winners in different categories

Kolak Mahmdra Bank won the award for the beat sevenge bank product — for the second shreight year. With an otherwal rate of 6%, the bank's sextrage deposits have grown at a compounded 38—



