



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

Business Today

COSMOPOLITAN

आज  
तक

Reader's  
Digest

तेज़

INDIA  
TODAY  
TELEVISION

आज  
तक  
बांग्ला

இந்தியா  
நாளே

1975

1992

1996

2000

2002

2005

2005

2020

2020

2007

2009

2015

2017

2018

2019

2021



BAZAAR





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

चौक  
iChowk.in

Recipe



Sports/Fitness



Astrology



Business/Tech



Lifestyle/Others



Business Today fii

COSMOPOLITAN

BAZAAR

BRIDES

Regional News



INDIA  
TODAY NE

இந்தியா டைப்யூ

**ENGLISH PROPERTIES**



Indiatoday.in

**ONLINE**

**ON AIR**

**ON STAND**



Indiatoday.in

**47.3 Million**

Users, May'25



Google Analytic

**29 Million**

Unique Visitors, May'25



Comscore

**13 Million**

Followers, as on May'25



Facebook

**6.3 Million**

Followers, as on May'25



Twitter

**10.5 Million**

Subscribers, as on May'25



YouTube

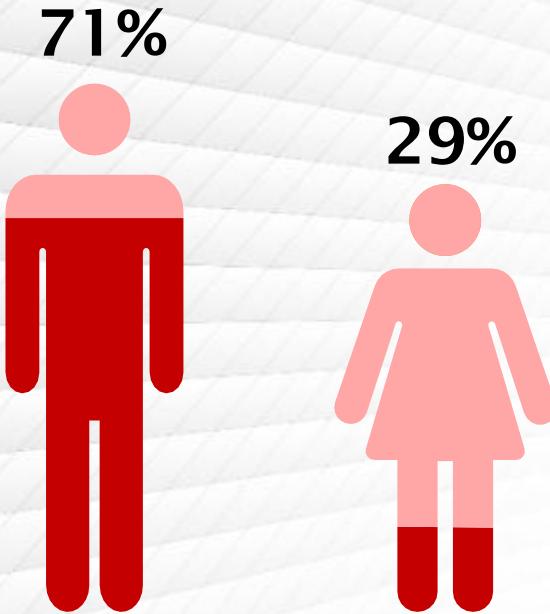
**5 Million**

Followers, as on May'25



Instagram

## GENDER SKEW



## AGE SKEW

Age	Users
18-24	20.12%
25-34	38.23%
35-44	17.41%
45-54	10.59%
55-64	7.87%
65+	5.77%

## TOP GEOGRAPHY



Indiatoday.in

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

## USERS AFFINITY

1	News & Politics/Avid News Readers
2	Beauty & Wellness/Frequently Visits Salons
3	Shoppers/Value Shoppers
4	Lifestyles & Hobbies/Business Professionals
5	Travel/Travel Buffs
6	Food & Dining/Cooking Enthusiasts/30 Minute Chefs
7	Banking & Finance/Avid Investors
8	Sports & Fitness/Health & Fitness Buffs
9	Travel/Business Travelers
10	Sports & Fitness/Sports Fans

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**THANK YOU**