



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 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



INDIA
TODAY

ഇന്ത്യാ ടുഡേ

Opinion

चौक
iChowk.in

daily O

Recipe



Sports/Fitness



Astrology



Business/Tech

fii



Business Today fii

Lifestyle/Others



COSMOPOLITAN BAZAAR BRIDES

Regional News



INDIA
TODAY
NE



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

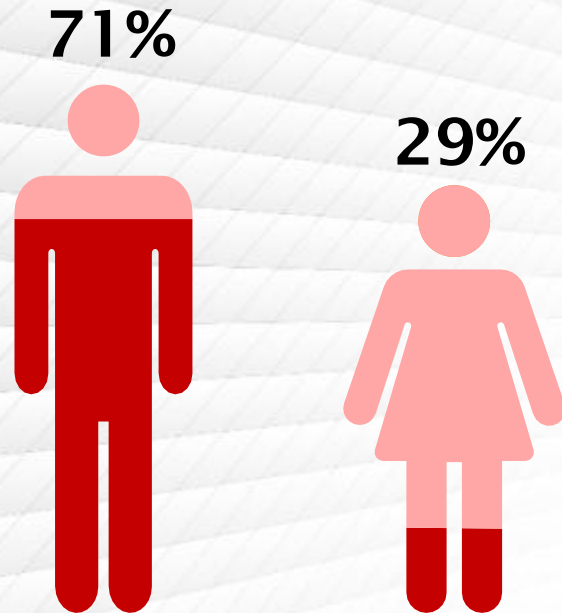
5 Million

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%



Indiatoday.in

TOP GEOGRAPHY

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



THANK YOU