



ABOUT US

When transformation is the mantra, information is power. For over 20 years, ASAPP Info Global Group has reflected India's transformation, echoed its aspirations, addressed its challenges and predicted its potential across economically crucial sectors like construction, infrastructure, power, real estate, manufacturing, automobile and textiles. A true thought leader, ASAPP Info Global Group has radically transformed the B2B universe with its dynamic offerings in the print, Web and events space. Its array of award-winning, industry-leading, special-interest publications include CONSTRUCTION WORLD, INFRASTRUCTURE TODAY, CW INTERIORS, EQUIPMENT INDIA, POWER TODAY, INDIAN CEMENT REVIEW, SOLAR TODAY, INDUSTRIAL PRODUCTS FINDER, AUTOMOTIVE PRODUCTS FINDER and THE INDIAN TEXTILE JOURNAL. The holistic reach of these leading B2B publications, which provide the most authentic, timely and comprehensive information, touches seven countries. Going beyond print, the Group provides a 360° information experience through a host of activities.

In a year, **IT** covers...

Infrastructure activities in:

- *Roads*
- *Railways*
- *Ports*
- *Airports*
- *Water Energy*

Infrastructure Today is the most read magazine in India on the infrastructure sectors, and partners in the nation's building process by offering valuable information, insights and analyses. The magazine covers physical infrastructure and related construction activities in roads, railways, ports, airports, water, energy etc. and aims at building scientifically reasoned and objectively analyzed public opinion in its domains, focusing on policy, finance and implementation issues.

Each issue includes:

- Infra finance (includes major bank head's interview, tracker of infra funds, feature on relevant aspect of infra finance)
- Management - project management / HR / marketing / general
- Executive profiles - brief insights into people behind infra companies other than the head honchos
- News or feature insight on each of the following sectors:
 - a. Transport infrastructure - roads, rail, airports
 - b. Maritime
 - c. Energy
 - d. Power and Renewable energy
 - e. Urban infrastructure – water, urban transport
 - f. Rural infrastructure

Readership graphics

breakup

Infrastructure developers/Construction Co./ EPC Co./ Engineering Co

Utility companies / Core Sector companies

Services and Equipments Manufacturer & Suppliers Basic Material Producing Companies

Financial Institution & High Net Worth Investors

Bureaucrats & Related Ministries

Profile wise

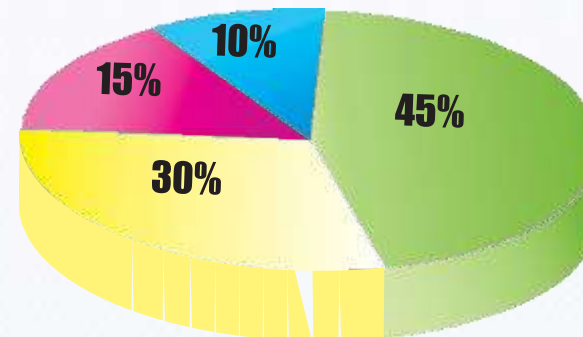
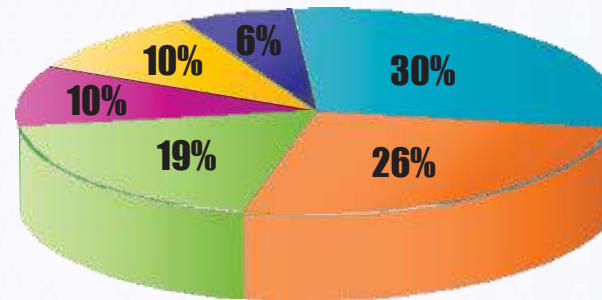
Company chiefs i.e. Chairmen, Managing Director'S, CEO'S, Chief Investment officers, CFO'S, CTO'S

Heads of business development, Strategy planning units, Purchase

Managers or Department head

Consultants (Projects, Risk and Financial)

High net worth individuals and investors



* Readership Profile

"Infrastructure Today's readership profile includes policymakers and public office bearers, town planners, investors, contractors, developers, consultants, utility providers, engineers, banks and financial institutions, educators and researchers, and decision makers in other organisations that provide products or services to the infrastructure sectors. Its powerful reader profile means that IT also provides immense value to advertisers through repeated exposure as the magazine has a high shelf life and reference value."



Audience Profile

28%

Infrastructure
developers/Construction
Co./ EPC Co./
Engineering Co

26%

Utility companies / Core
Sector companies

21%

Services and Equipments
Manufacturer & Suppliers

12%

Basic Material Producing
Companies

8%

Financial Institution &
High Net Worth Investors

5%

Bureaucrats & Related
Ministries

Web Search

Impressions

114539+

Session Durations

0:01:15

Average Pages/Session

1.81

Newsletter Database

5450+

Newsletter Banner
Impressions

21800+

SOCIAL

Facebook Followers

1840+

Twitter Followers

1310+

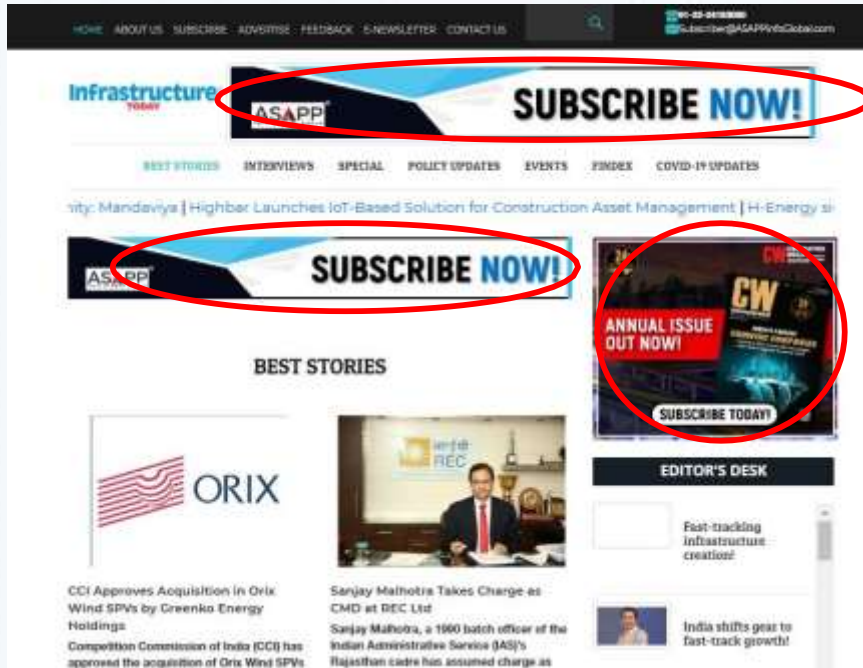
Linkedin Followers

910+

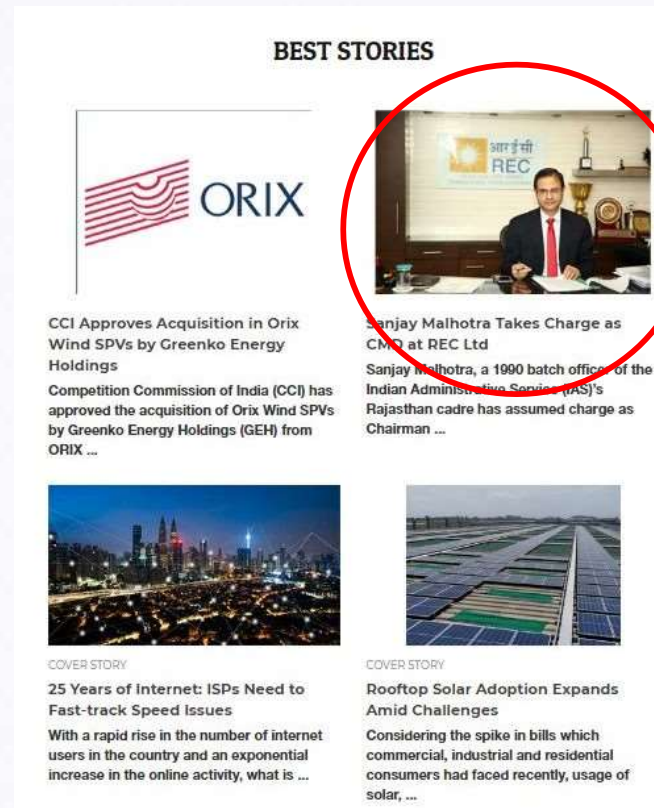
Traffic by Geography

- India
- USA
- Norway
- Netherlands
- Finland
- France
- South Korea
- Japan
- Singapore
- UK

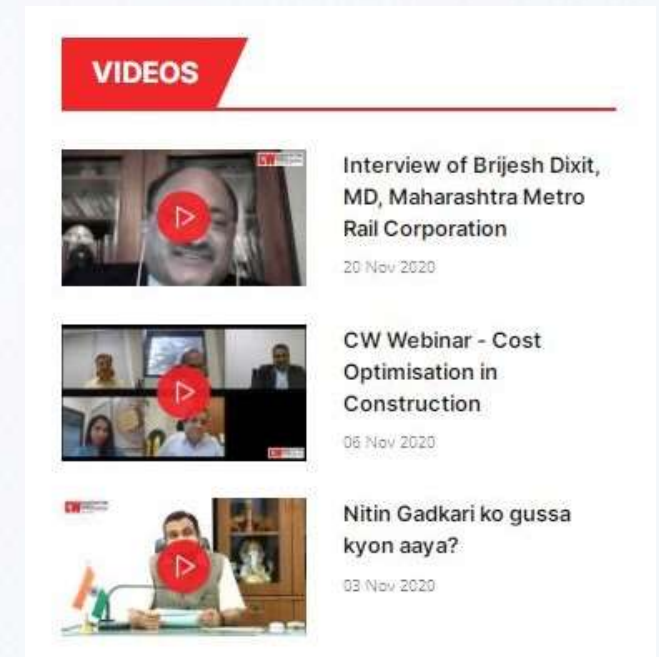
Website Banners



Sponsored articles



Videos



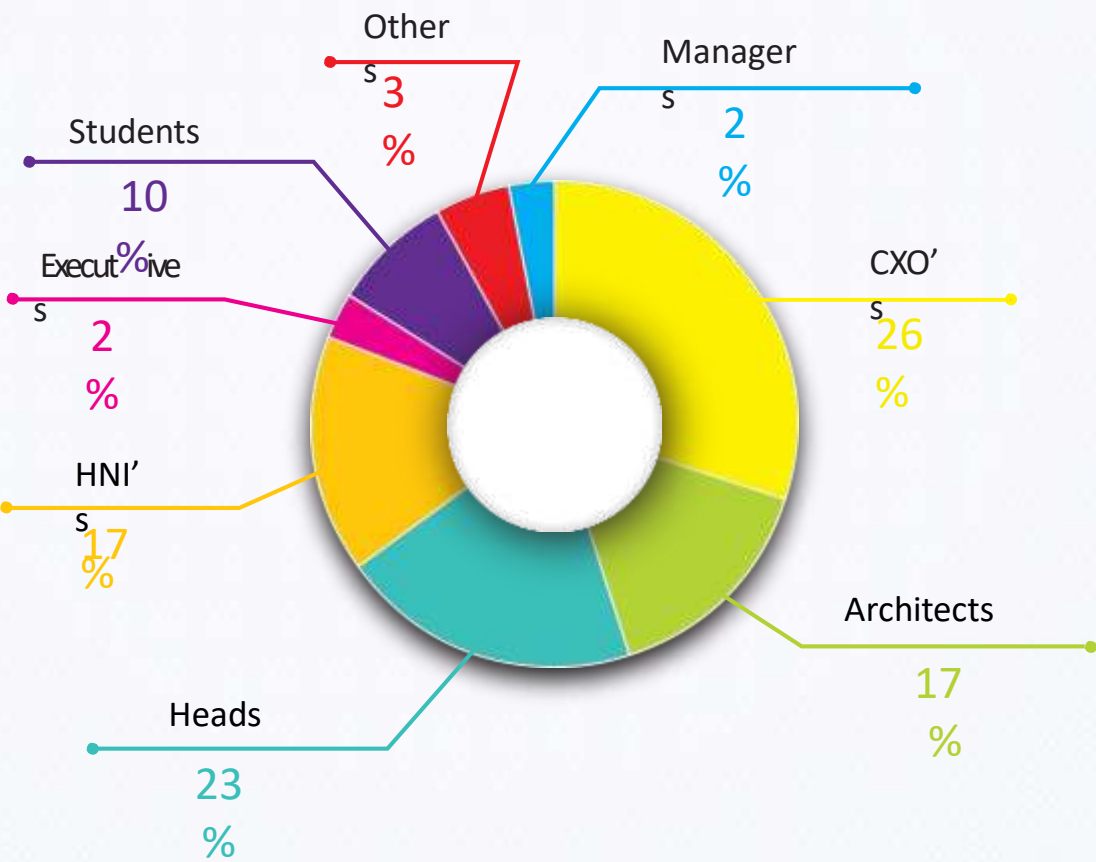
Webinars



Newsletter Banner



Newsletter Database



Whatsapp - iNOW



Social Media





Events

IPF Industrial Excellence Awards

IPF Industrial Excellence Awards are given to small & medium enterprises (SMEs) acknowledging their contribution to the growth of Indian manufacturing sector. Awards are also given for the innovative products, which are made in India and deliver high-value to their customers with their performance. The awards are presented to the fastest growing manufacturing companies in SME sector and products that meet the standards of 'Product Excellence'.



CWAB Awards

The CONSTRUCTION WORLD Architect and Builder Awards were instituted by ASAPP Info Global Group in 2006. They are India's most coveted awards for the architecture and building industry. The awards recognise the people and organisations responsible for the changing landscape of our country – the Top Architects and the Top Builders of India – and felicitate them. The growth of the event over the past 14 years is in tandem with the industry's growth in India and has gained in stature and importance with each passing year.



India Construction Festival

The India Construction Festival is a 2-day event that covers the construction & infrastructure fraternity. India is set to be the largest construction market by 2030. We discuss the potential, progress & problems of this vision through our event. The event is split amongst 4 events:

- India Road Conference
- Leadership Summit
- Construction World Global Awards
- Equipment India Awards



Smart Urbanation

Smart Urbanation collocated with 7th Smart Cities Summit is India's leading platform for government and private stakeholders to dialogue and derive decisive ways to outline India's urban reality and future strengthened with technological revolution.

The Summit, a highly interactive conference and expo, showcases cutting-edge technologies, real-world solutions and proven strategies that India needs to build more livable, workable, sustainable cities.

Cement Expo

CEMENT EXPO is one-stop-industry platform to source Cement and concrete, Equipments, Construction & Infrastructure technologies, products and services that reduce your costs, optimize project execution times and increase returns.

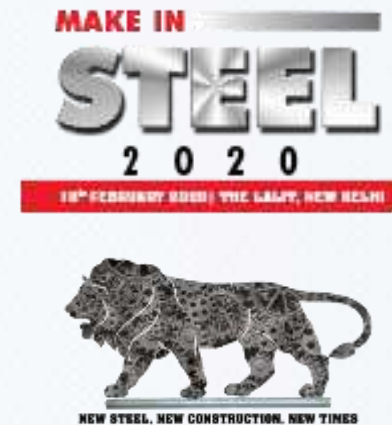


Revolutionising Ports Conference

Revolutionising Ports Conference discussed topics like Ports Community System (PCS) & National Logistics Portal, Opportunities in Port Sector – Stakeholder's Perspective and Digital Transformation of Indian Ports Panel Discussion and many more under Sagarmala.



* Events



Make in Steel

Make in Steel is part of the Steel Conference and provides opportunities to the key stakeholders to network, discover the latest technological innovations in steel, and explore new opportunities within the sector. The conference also allows the participants to engage in Q&A post each session with the speaker panel.