



The Indian **EXPRESS**



Nation's Leading Media Group



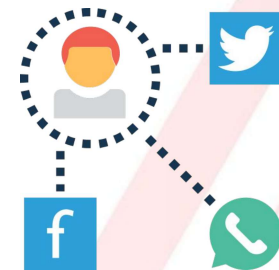
**Reach of
129+ Million**

Browser + APP +
Social Media



**307+ Million
Visitors**

450+ million
Pageviews per month
Across 7 Languages



**35+
Million**

Brand community
on Facebook,
YouTube and Twitter

IndianExpress.com

#3 English news
website in India

FinancialExpress.com

Nation's leading finance
news & business website

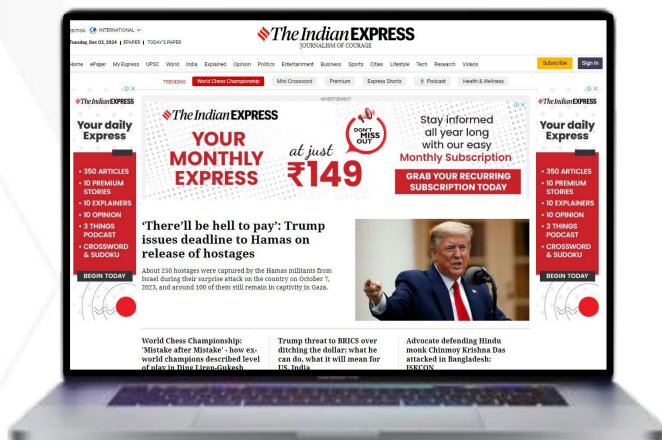
Loksatta.com

#1 Marathi news
website in India

#as per latest Comscore data

**As per Google Analytics, DEC 2022*

Our Flagship Portal **The Indian EXPRESS**



Monthly Pageviews **151M**

Monthly Users **62M**

60%
Male

(Overall Gender Bifurcation
Page Views)

40%
Female

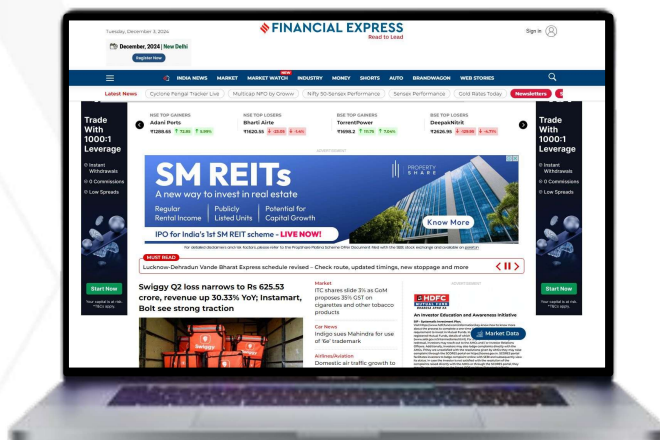
20-40
Age Group

(74% Primary
Audience)

Delhi NCR Chennai Mumbai Hyderabad Bengaluru
Top 5 Cities

**As per Google Analytics, December 2024*

Our Flagship Portal FINANCIAL EXPRESS



Monthly Pageviews **40M**

Monthly Users **25M**

66%
Male

(Overall Gender Bifurcation
Page Views)

34%
Female

22-48
Age Group

(71% Primary
Audience)

Delhi NCR Chennai Mumbai Hyderabad Bengaluru
Top 5 Cities

**As per Google Analytics, December 2024*

Our Regional Portals

Loksatta



Monthly Pageviews **120M**

Monthly Users **45M**

Jansatta



Monthly Pageviews **57M**

Monthly Users **29M**

IE Tamil



Monthly Pageviews **21M**

Monthly Users **8.1M**

**As per Google Analytics, December 2024*

Readership Influencers



Narendra Modi



Amitabh Bachchan



Anand Mahindra



Rajinikanth



Deepinder Goyal



**Kiran Mazumdar
Shaw**



Nandan Nilekani

Our Prominent Columnists



Ashok Gulati



Aman Hingorani



Rahul Bajaj



Rinku Ghosh



Tavleen Singh



Amitabh Kundu



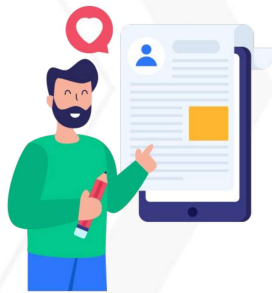
Express Brand Studio

We help brands reach out to their target audiences through unique, believable content and immersive experiences.

Our flair of story-telling goes beyond English into regional languages as well.

We think, create and drive our partners' objective to right audience.

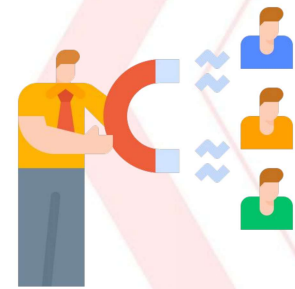
**Guided by deep cultural and audience insights,
we create powerful, multidimensional stories.**



We have the best
in-house storytellers



Who translate insights
and data into
powerful narratives



We make sure that audiences
encounter and engage with
our brand partners

BFSI

HDFC



A comic strip narrating Amit's story, where he dreams of owning multiple items but keeps procrastinating towards achieving the goal. Here, HDFC Life Click 2 Wealth plan was mentioned as a first step that needs to be taken towards fulfilling one's dreams.

UNIQUE FEATURE: Page views delivered: 54,658

RGI



An infographic throwing light on the high costs of COVID-19 treatment in private hospitals, backing it up with relevant data and making it a point as to how having a health insurance can prove to be beneficial in times of extreme crisis.

UNIQUE FEATURE: The article piece and infographic was absorbed well by readers. Page views delivered: 79,222

Telecommunication and Entertainment

AIRTEL



Brand Airtel reached out effectively to its target audiences through a well-articulated article on businesses, start-ups and their success.

UNIQUE FEATURE: The article reached out far and wide to the desired target audience.

Target Audience: SECA, B, 18-56 Age group,
Across India

Page views delivered: 519,080

ZEE5



ZEES had the readers captivated with the tale of its brand new show 'Mafia'. Readers were hooked indeed.

UNIQUE FEATURE: The article was done in a 'review' format and garnered amplified traction on the website and social media handles with audiences redirecting to the show link on the ZEE5 website.

Target Audience: Millennial & GEN Z

Page views delivered: 56,258

Edtech and Consumer Durables

UPGRAD



upGrad's co-founder and Chairman in an exclusive interview with The Indian Express on the ed-tech ecosystem in India and the rise of digital education in the coming years.

UNIQUE FEATURE: The article performed exceptionally well on the social media handles of Indian Express, i.e., 5,278 likes on Instagram and soaring engagements on Twitter and Facebook. Page views delivered: 80,591

PHILIPS

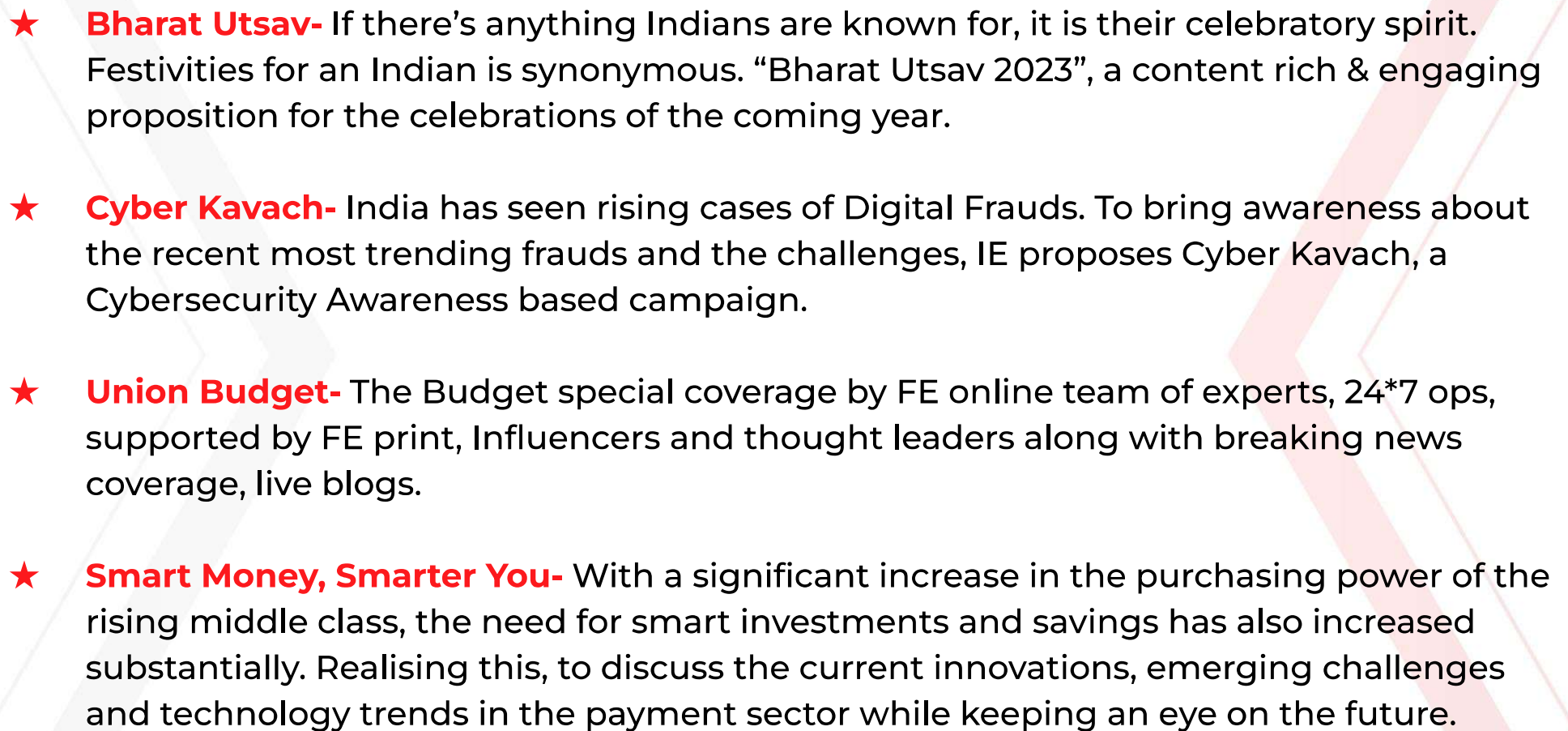



Just in time: Philips churned out a story on the rising levels of pollution in the country and how health matters first.

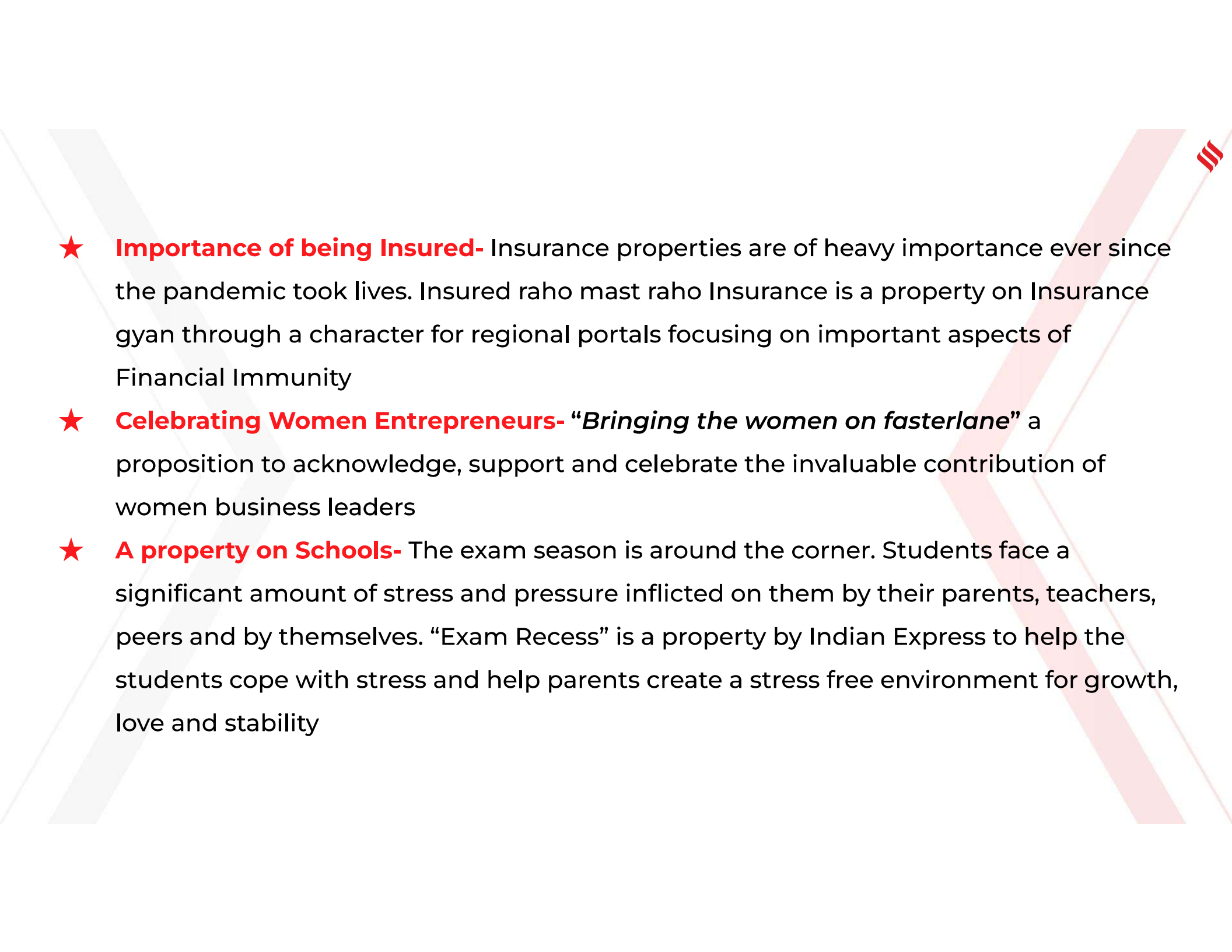
UNIQUE FEATURE: Brand Philips received a great response on their purifier range post the publishing of the article. Page views delivered: 54,390



The Way Forward- **The Upcoming** **Properties**

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- ★ **Bharat Utsav-** If there's anything Indians are known for, it is their celebratory spirit. Festivities for an Indian is synonymous. "Bharat Utsav 2023", a content rich & engaging proposition for the celebrations of the coming year.
 - ★ **Cyber Kavach-** India has seen rising cases of Digital Frauds. To bring awareness about the recent most trending frauds and the challenges, IE proposes Cyber Kavach, a Cybersecurity Awareness based campaign.
 - ★ **Union Budget-** The Budget special coverage by FE online team of experts, 24*7 ops, supported by FE print, Influencers and thought leaders along with breaking news coverage, live blogs.
 - ★ **Smart Money, Smarter You-** With a significant increase in the purchasing power of the rising middle class, the need for smart investments and savings has also increased substantially. Realising this, to discuss the current innovations, emerging challenges and technology trends in the payment sector while keeping an eye on the future.

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- ★ **Kisan Diwas-** India dedicates 23rd December to the Farmers - The Kisan community. To strike a conversation about the problems and the way forward, IE proposes “Krishi Shastra”
 - ★ **EVs- The new turning point-** With the growing advancements in tech and sustainable development being the core ideology, a utopia doesn't seem too far. To talk about the new progression in the EV segment, the launches to watch for and more along with an environment centric approach-
“The Green Wheel Mission”
 - ★ **A property on Investment opportunities-** The economy has been growing at a steady pace. Along with this growth, Indians have noticed an arsenal of investment options at their disposal with one core thought in their mind “less risk with high returns”. Factoring these 2 core variables, FE presents “The Dough at Equilibrium”

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- ★ **Importance of being Insured-** Insurance properties are of heavy importance ever since the pandemic took lives. Insured raho mast raho Insurance is a property on Insurance gyan through a character for regional portals focusing on important aspects of Financial Immunity
 - ★ **Celebrating Women Entrepreneurs-** *“Bringing the women on fasterlane”* a proposition to acknowledge, support and celebrate the invaluable contribution of women business leaders
 - ★ **A property on Schools-** The exam season is around the corner. Students face a significant amount of stress and pressure inflicted on them by their parents, teachers, peers and by themselves. “Exam Recess” is a property by Indian Express to help the students cope with stress and help parents create a stress free environment for growth, love and stability