

moneycontrol



**MONEYCONTROL
REACHES
FINANCIAL
DECISION MAKERS
ACROSS INDIA**

**OUR AUDIENCE IS
HIGHLY ENGAGED
LEADING TO**

15.36 min

AVERAGE SESSION DURATION

**64
Mn+**

MONTHLY ACTIVE USERS

**2.7
Bn+**

MONTHLY PAGE VIEWS/SCREENVIEWS

**8.4
Mn+**

DAILY ACTIVE USERS

Source: Google Analytics for MC English, Hindi & Gujarati sites

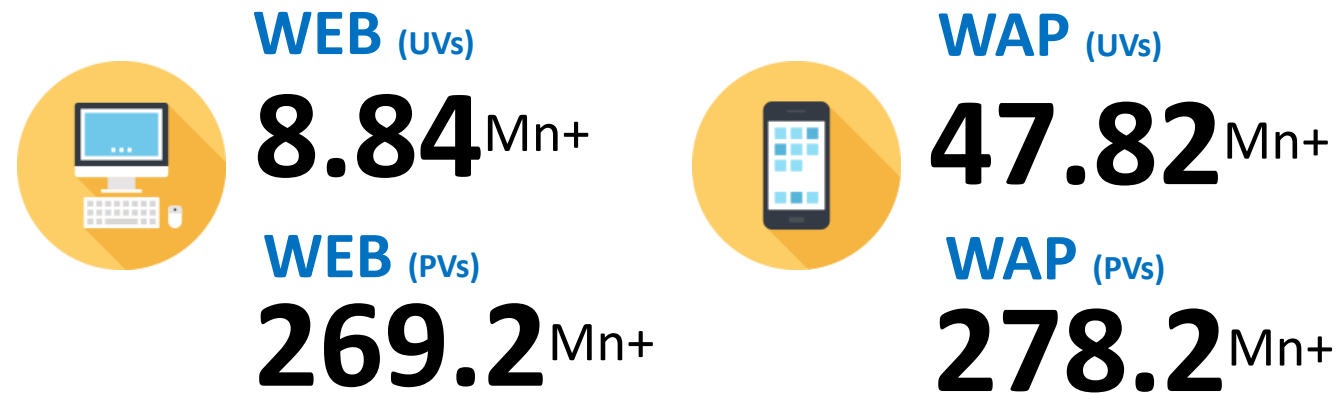
Recently Moneycontrol surpassed the competition to emerge as the **No.1 financial news platform**



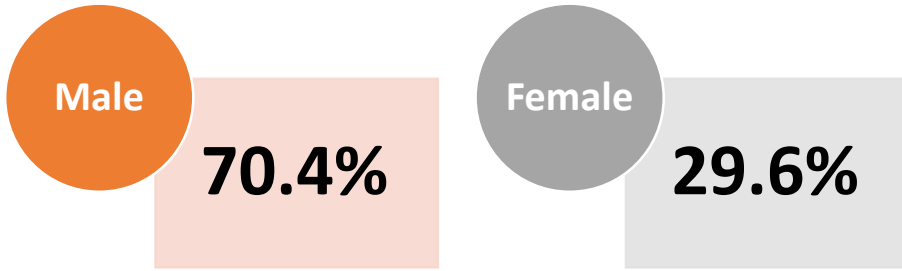
From Prospective Buyers To Decision Makers We've got them all!



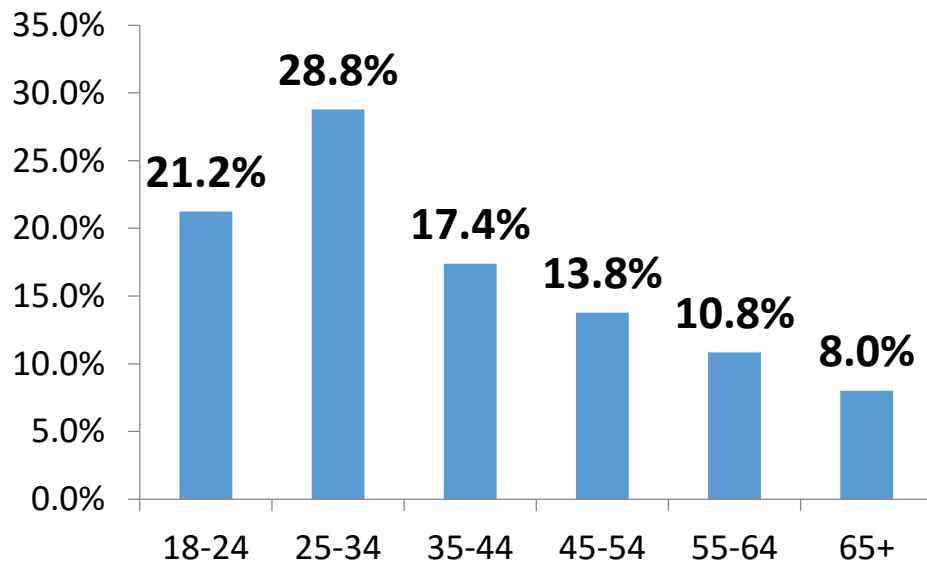
Moneycontrol audience: Majority of our audience is on mobile



Demography & Geography



DEMOGRAPHY: GENDER PROFILE



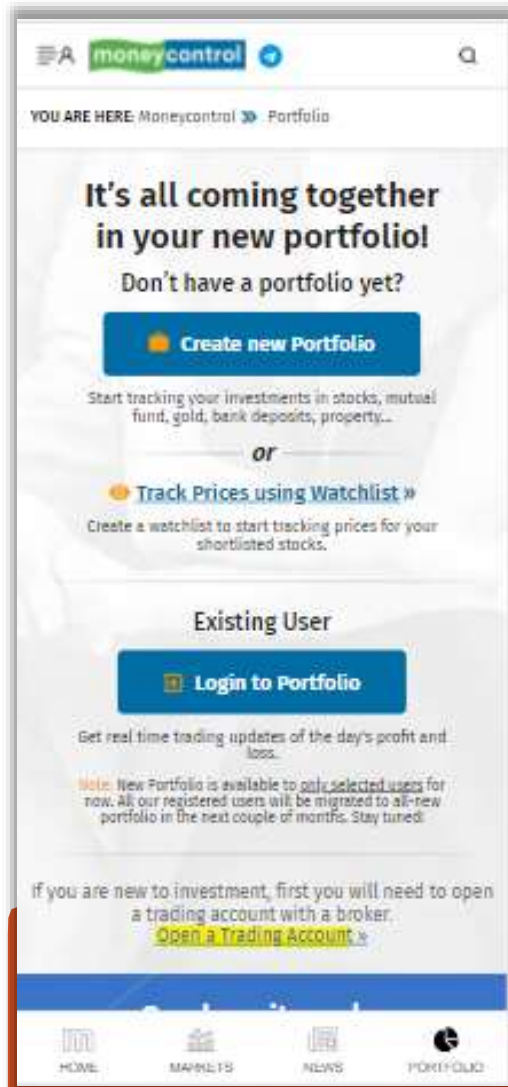
DEMOGRAPHY: AGE BRACKETS

Top 10 States
Maharashtra
Uttar Pradesh
Delhi
Karnataka
Gujarat
Tamil Nadu
Telangana
West Bengal
Bihar
Rajasthan

Top 10 Cities
Mumbai
Delhi
Bengaluru
Lucknow
Hyderabad
Patna
Ahmedabad
Pune
Indore
Jaipur

GEOGRAPHIC PROFILE

...WITH USERS SPENDING CLOSE TO **HALF AN HOUR** ON THE MOST ENGAGED SECTION...



MC currently has 5 Mn+ Portfolio users



Categories	Avg. session duration (in mins)
Portfolio	31:49
Indian Indices	27:40
Global Indices	16:57
Mutual Funds	13:51
Stock Pages	9:30
Messages	6:44
Commodities	6:09

PORTFOLIO USERS ARE THE MOST ENGAGED AND ALSO REPRESENT TRANSACTIONAL AUDIENCE – TG MOST BRANDS LOOK OUT FOR!

...AND
PRESENCE
ACROSS
2 INDIAN
LANGUAGES...

MONEYCONTROL HINDI

9.23 MN+ **32.98 MN+**
 MONTHLY ACTIVE USERS MONTHLY PAGE VIEWS

MONEYCONTROL GUJARATI

0.14 MN+ **0.55 MN+**
 MONTHLY ACTIVE USERS MONTHLY PAGE VIEWS

Born Recently, Growing Daily



MONEYCONTROL APP – THE UNDISPUTED LEADER FOR Money, Markets & News



OVERALL REACH

IOS + ANDROID

7.2
Mn+

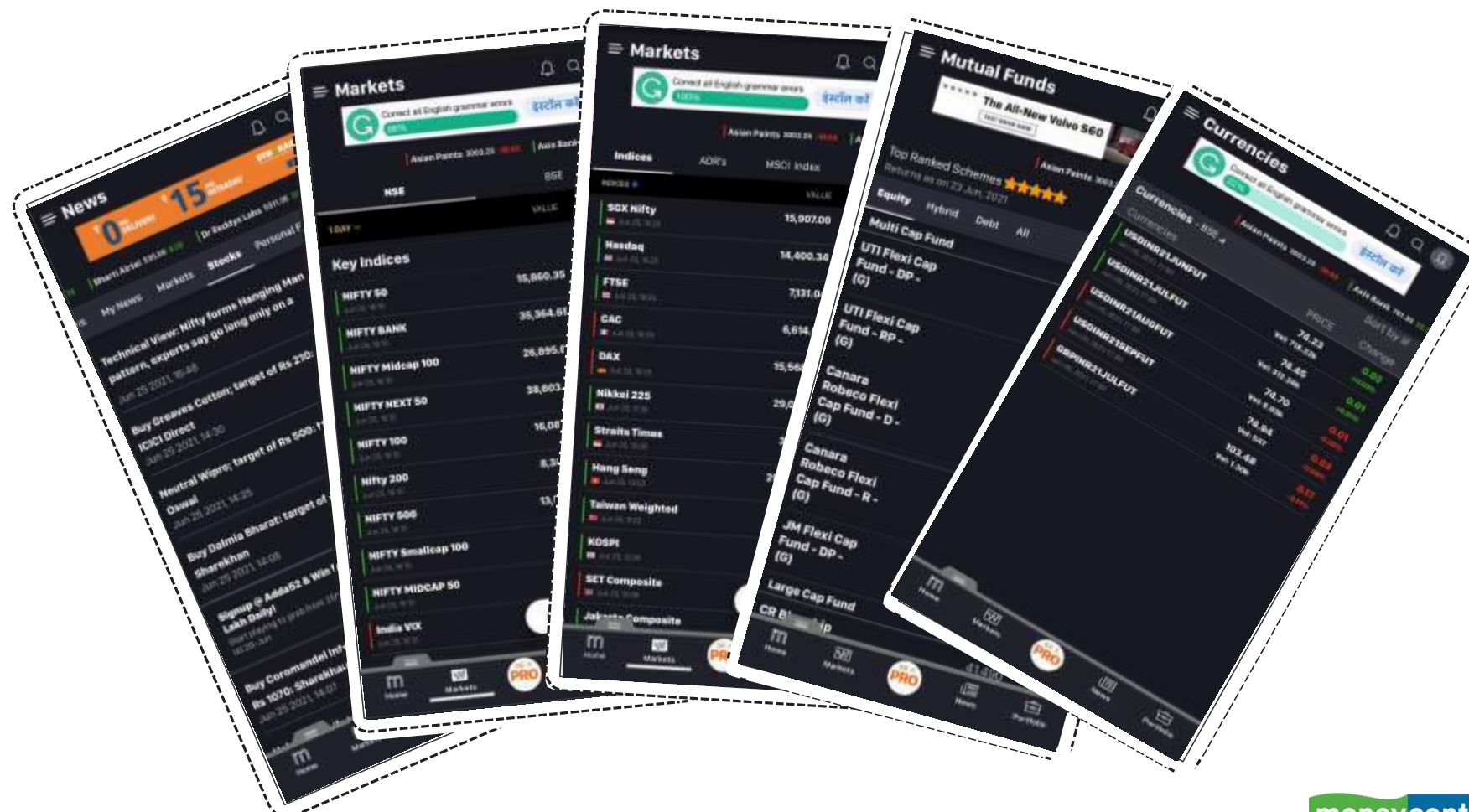
MONTHLY ACTIVE USERS

2.2
Bn+

SCREENVIEWS

Sessions / Users	SV / Sessions
45.7	18.3

...STOCK PAGES
GETTING OVER
100 MN PAGE
VIEWS IN A
MONTH...



Categories	PVs (Mn)
Stock Pages	104.59
Portfolio	20.69
News	145.21
Indian Indices	18.99
Watchlist	0.88
Messages	6.86
Global Indices	104.97

AFFINITY CATEGORY & IN MARKET SEGMENTS

Affinity Category (reach) 34.15% of total users

4.60%		News & Politics/Avid News Readers
4.10%		Lifestyles & Hobbies/Business Professionals
3.84%		Shoppers/Value Shoppers
3.79%		Travel/Travel Buffs
3.72%		Beauty & Wellness/Frequently Visits Salons
3.54%		Food & Dining/Cooking Enthusiasts/30 Minute Chefs
3.40%		Banking & Finance/Avid Investors
3.00%		Sports & Fitness/Sports Fans
2.82%		Travel/Business Travelers
2.75%		Shoppers/Bargain Hunters

In-Market Segment 26.47% of total users

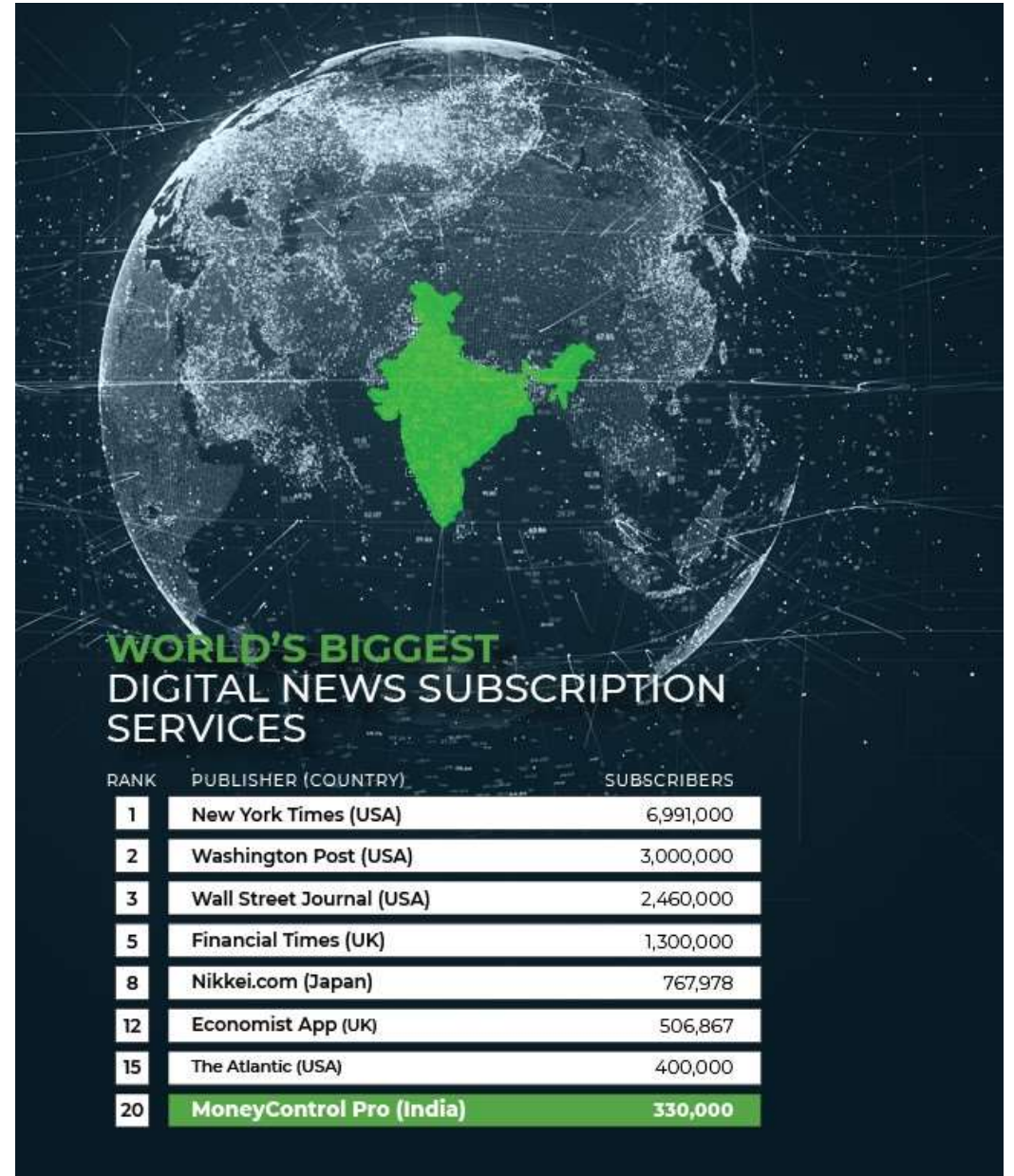
6.60%		Financial Services/Investment Services
3.43%		Financial Services/Banking Services
2.96%		Employment/Government & Public Sector Jobs
2.61%		Education/Test Preparation & Tutoring
2.34%		Employment
2.24%		Education/Post-Secondary Education
1.92%		Consumer Electronics/Mobile Phones
1.88%		Travel/Trips by Destination/Trips to Asia-Pacific/Trips to India
1.77%		Autos & Vehicles/Motor Vehicles/Motor Vehicles (New)
1.62%		Education/Primary & Secondary Schools (K-12)

...RESULTING
IN THE BEST
SUBSCRIPTION
SERVICE
PROVIDER IN
INDIA

5 Lac+
Subscribers

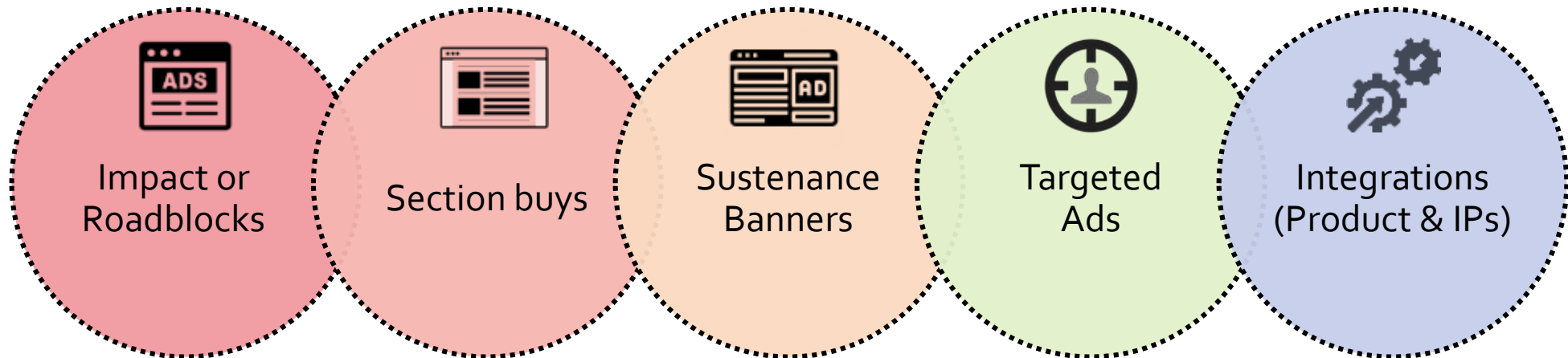
moneycontrol PRO

Only Indian
Publisher in List
that has NYT, WSJ,
Guardian etc



Source: Global Digital Subscription Snapshot by _____
FIPP, CeleraOne

Display Advertising on

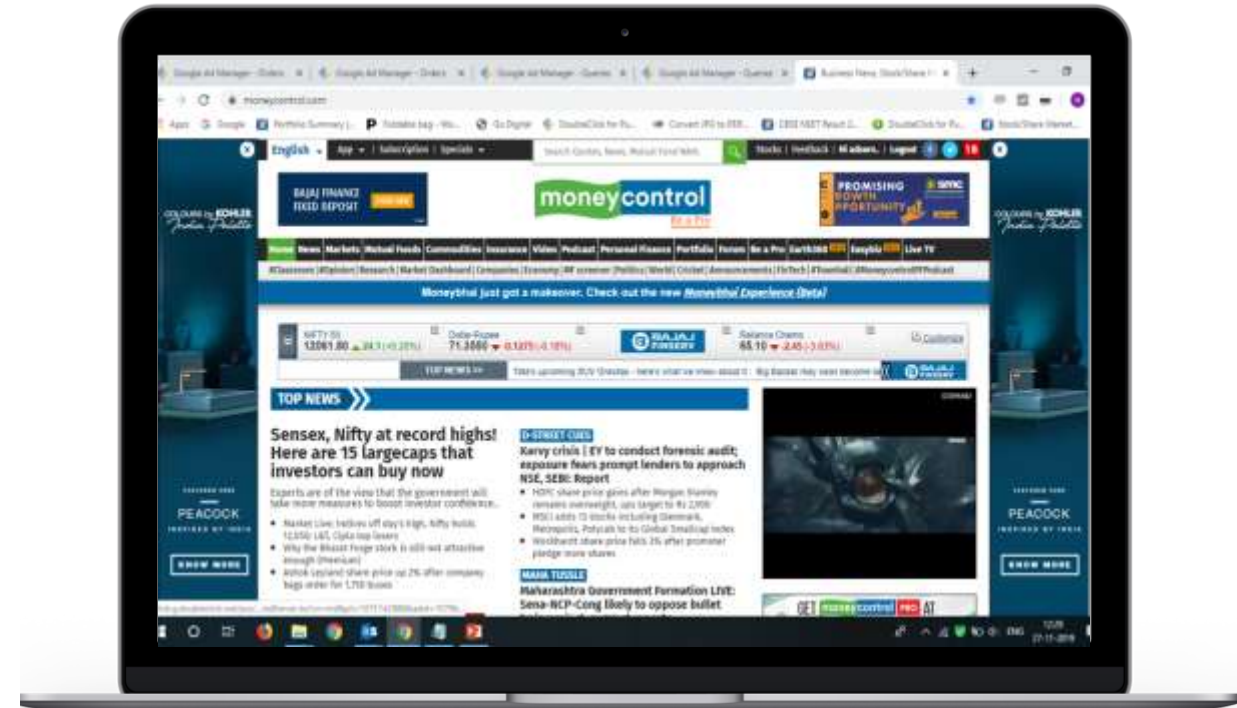
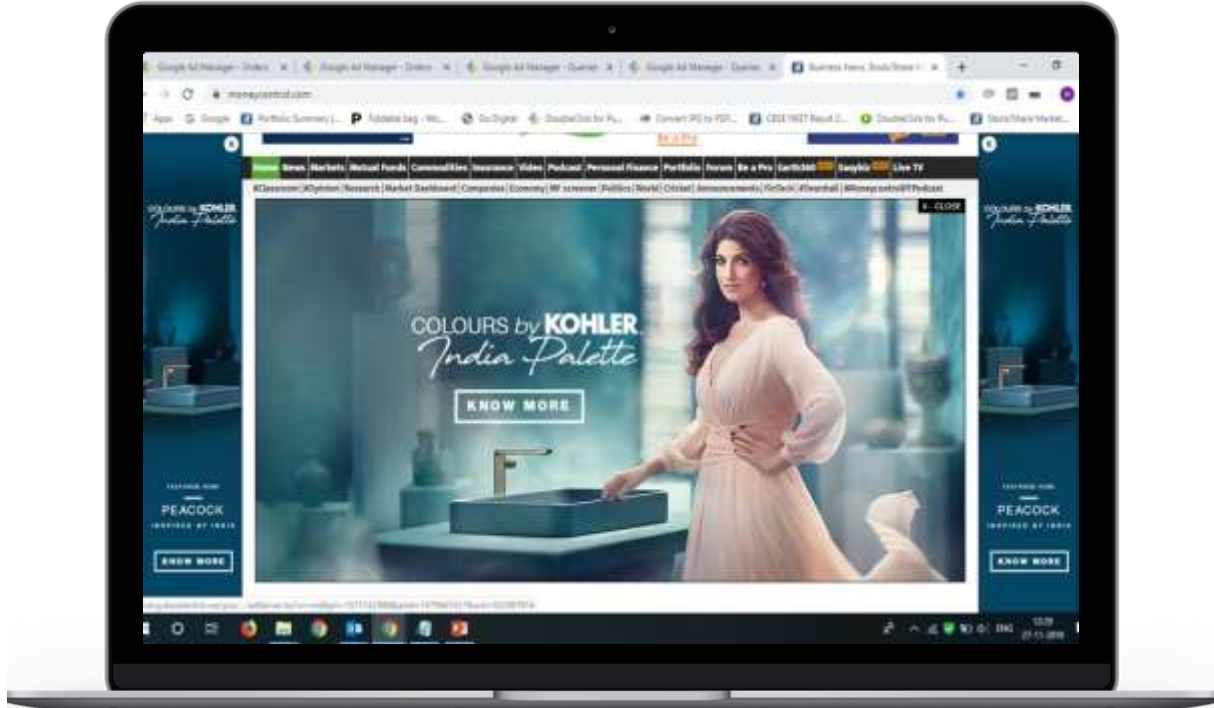


Display Advertising on Moneycontrol

- **Impact Roadblocks**
- **Section Buys**
- **Sustenance Buys**
- **Targeted Buys**
- **Product Integration**

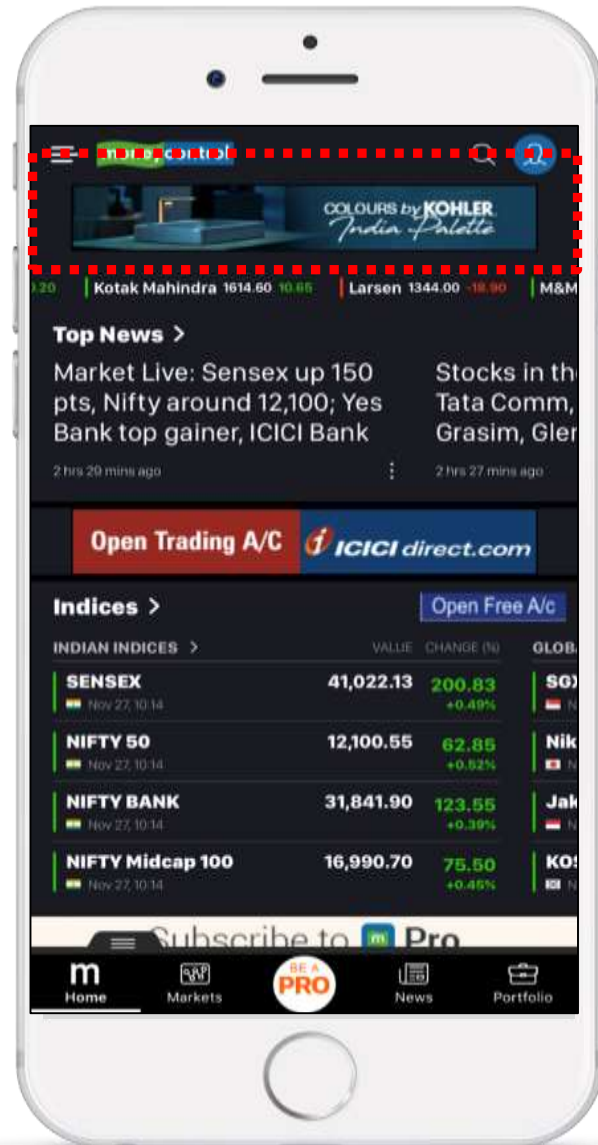
1. Homepage Takeover Impact RB – Web

Jacket + Skinner + Mrec



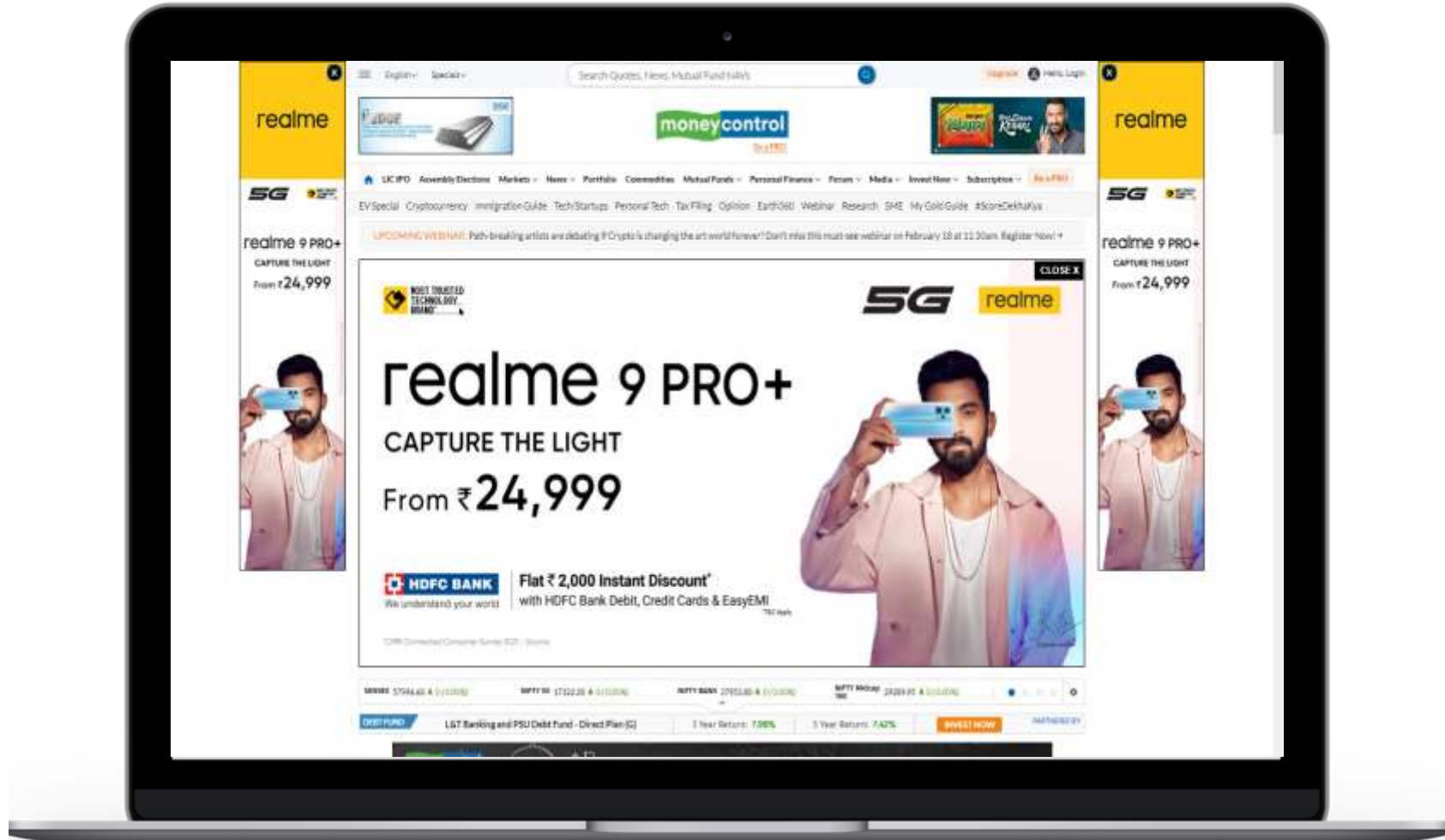
1. Homepage Takeover Impact RB on Mobile

WAP | APP (320*50 + 300*250)



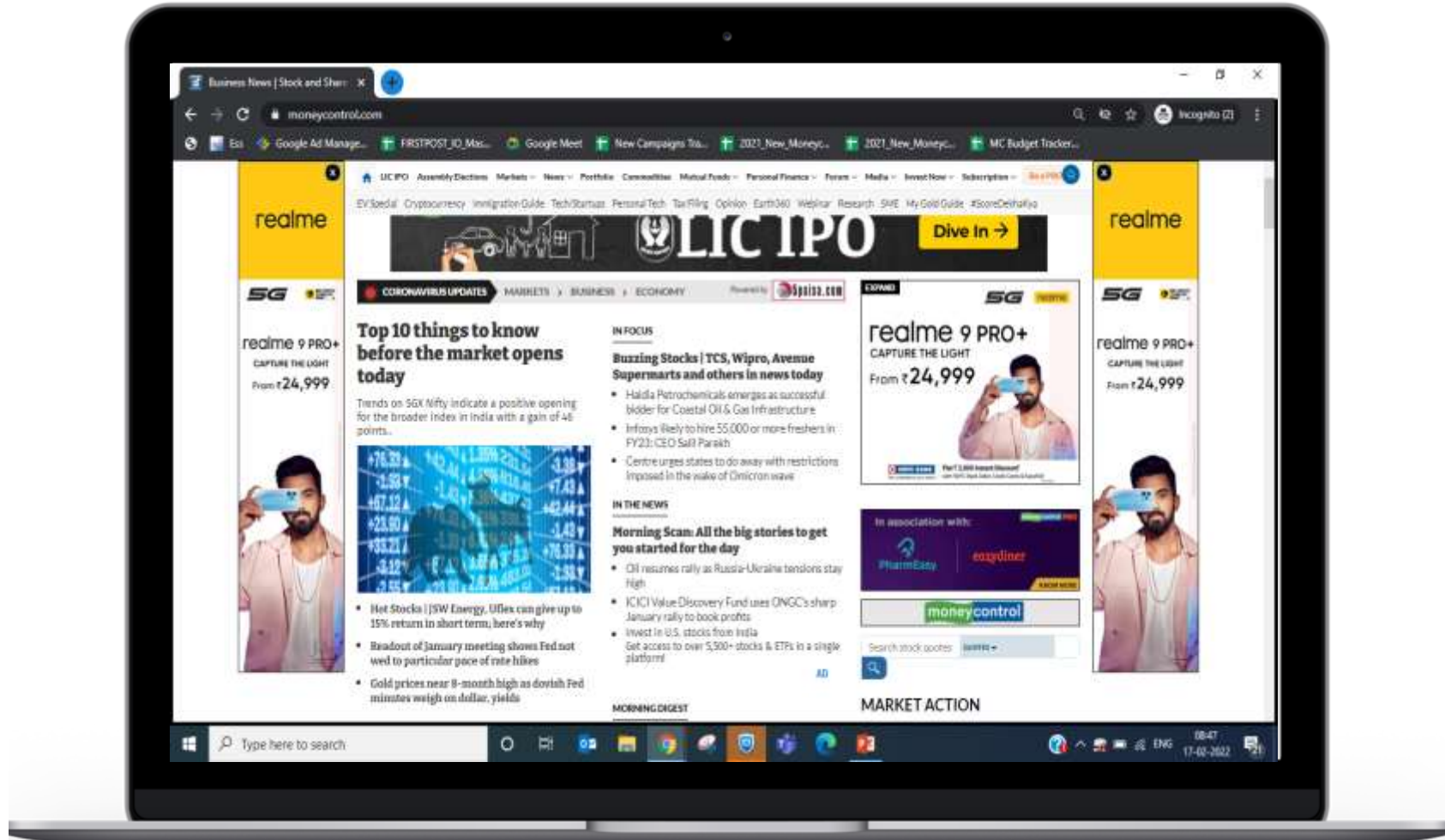
2. Cross Screen Innovation Impact RB

Web - Skinner + Content Pusher expanded

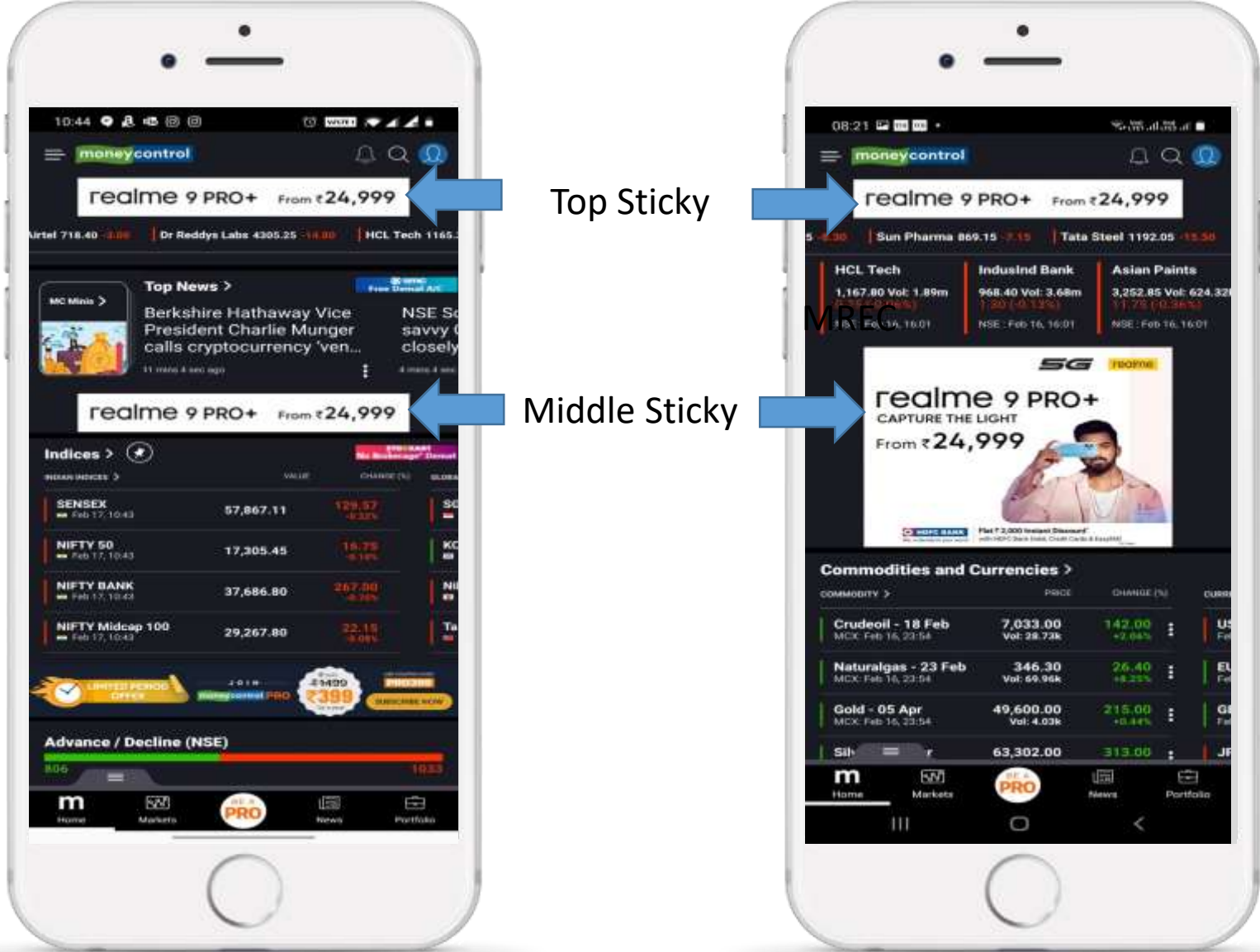


2. Cross Screen Innovation Impact RB

Web - Skinner + Content Pusher collapsed



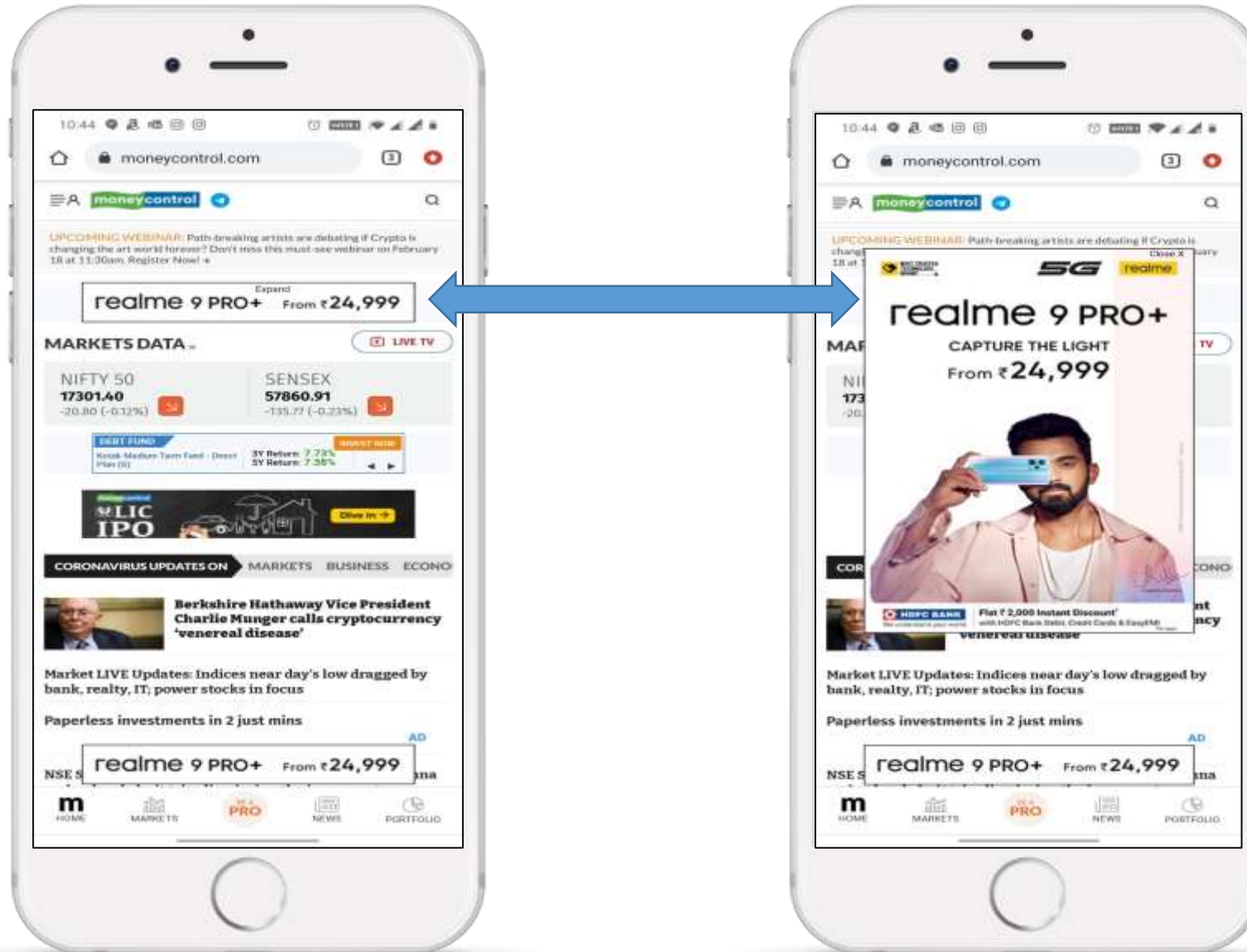
2. Cross Screen Innovation Impact RB – APP HomePage



2. Cross Screen Innovation Impact RB – Mobile Interstitial WAP + APP

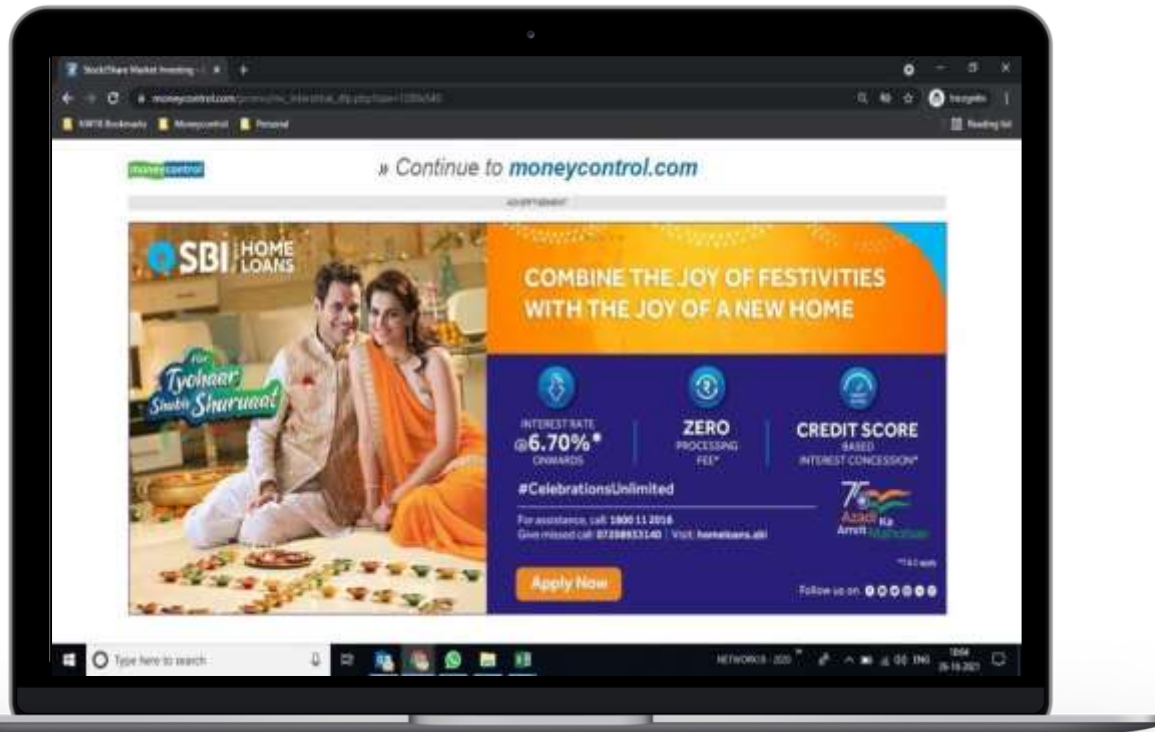


2. Cross Screen Innovation Impact RB – WAP Expando



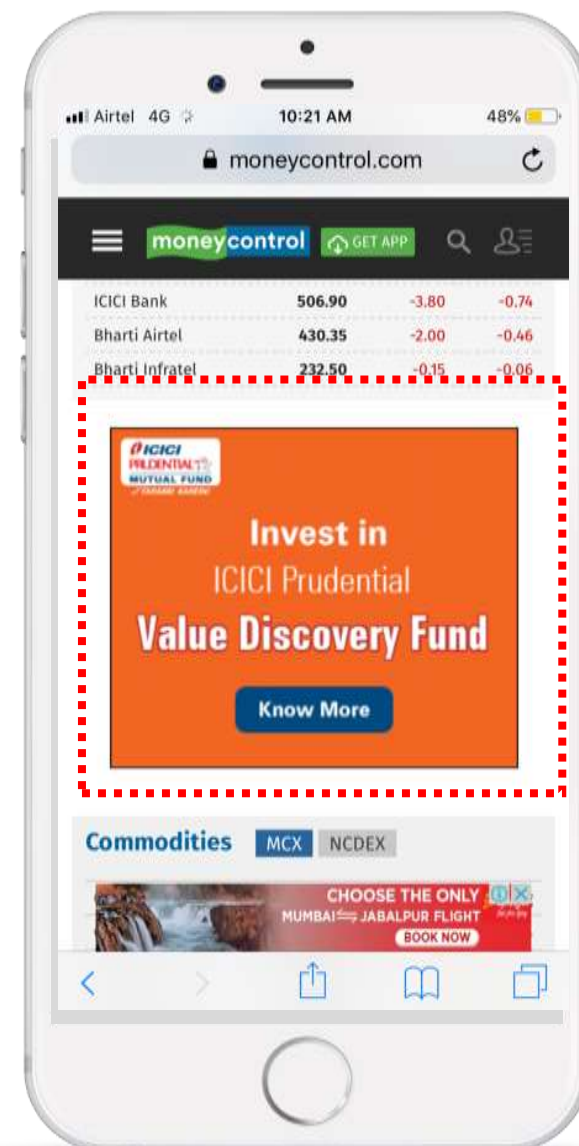
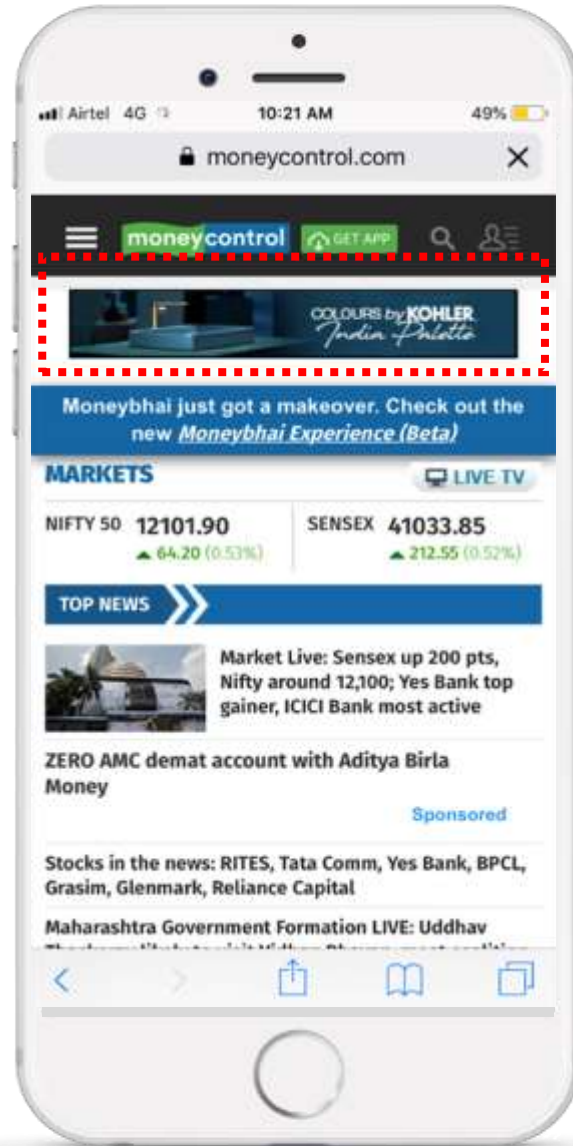
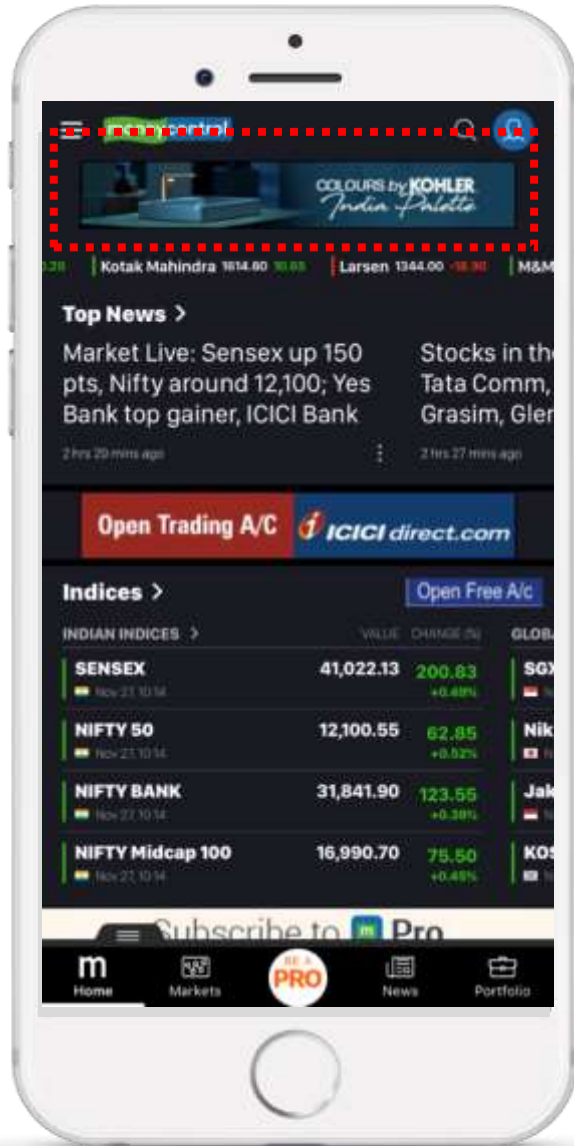
3.Web Interstitial RB

Web - 1200*540 + (WAP + APP) 320*480



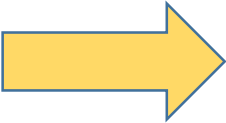
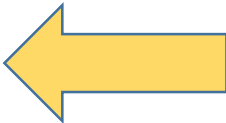
4. WAP | APP Sticky 320*50

5. WAP | APP 300*250



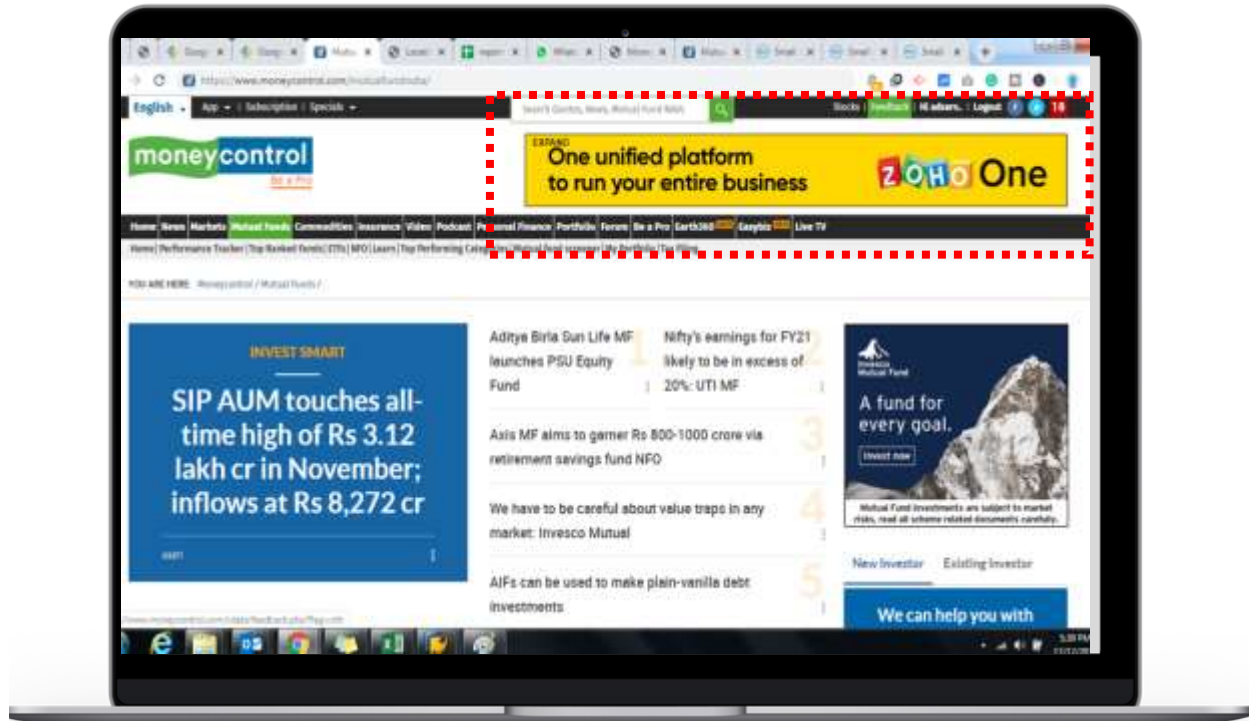
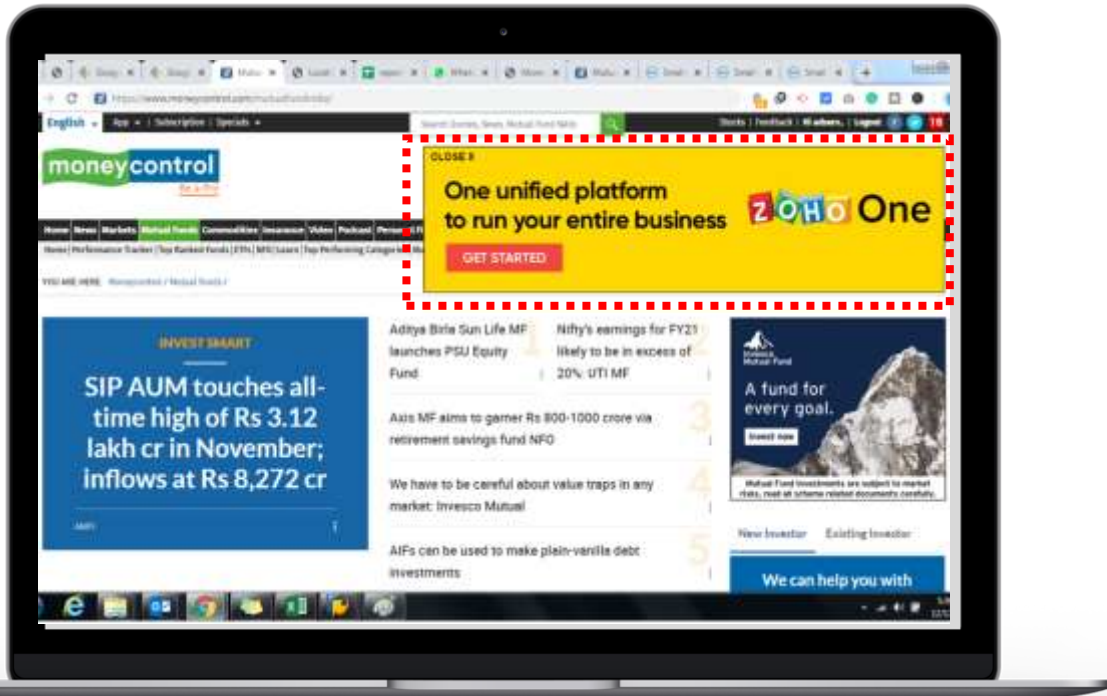
6.Web Ear Panels

Right and/or Left Panels 210*70

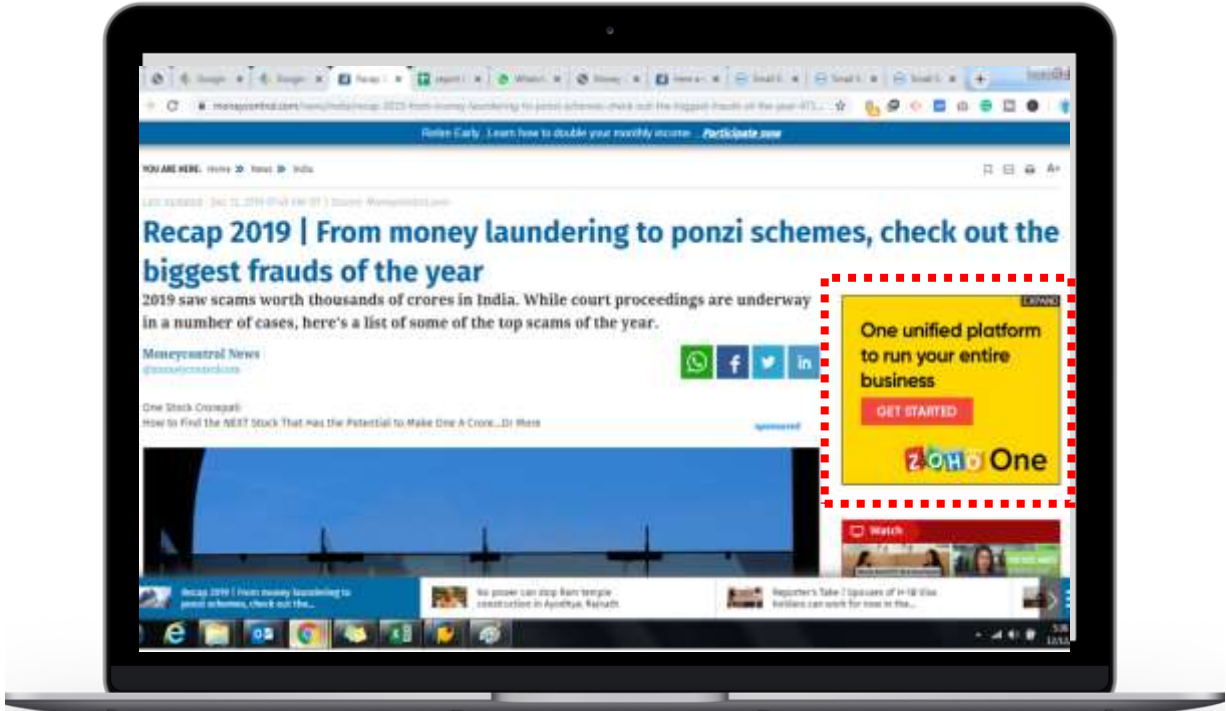
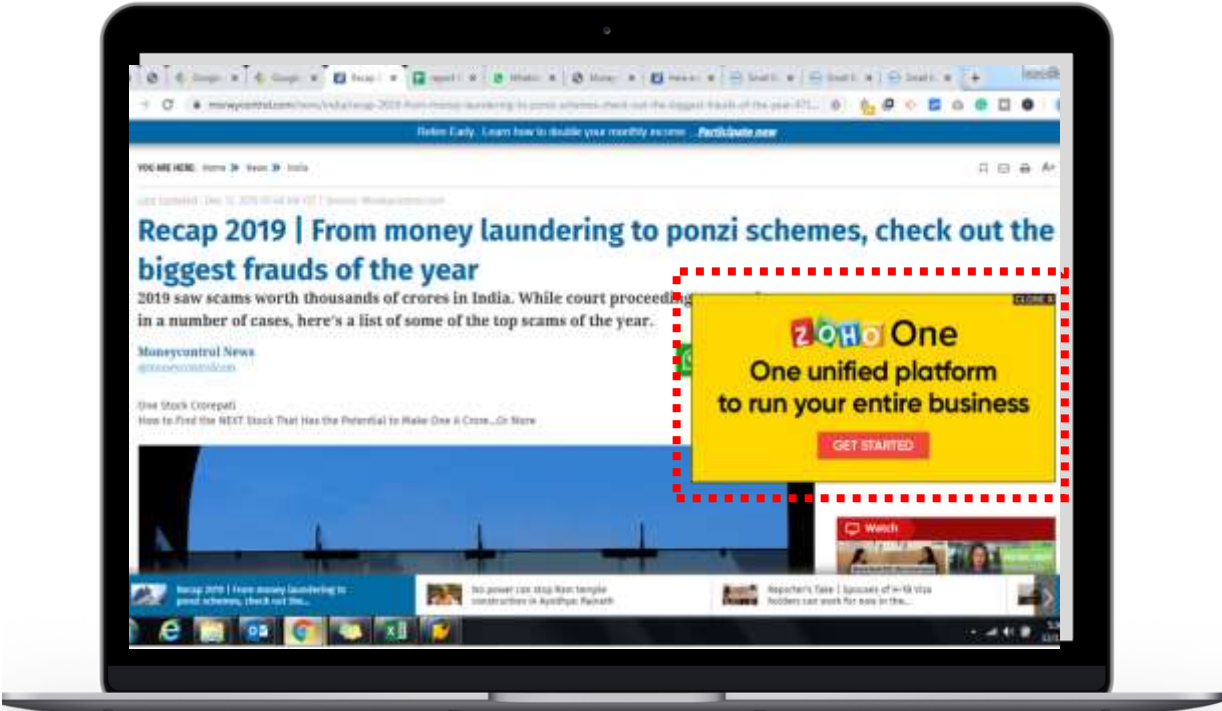
7. Expando Banners

728*90 expands to 728*180

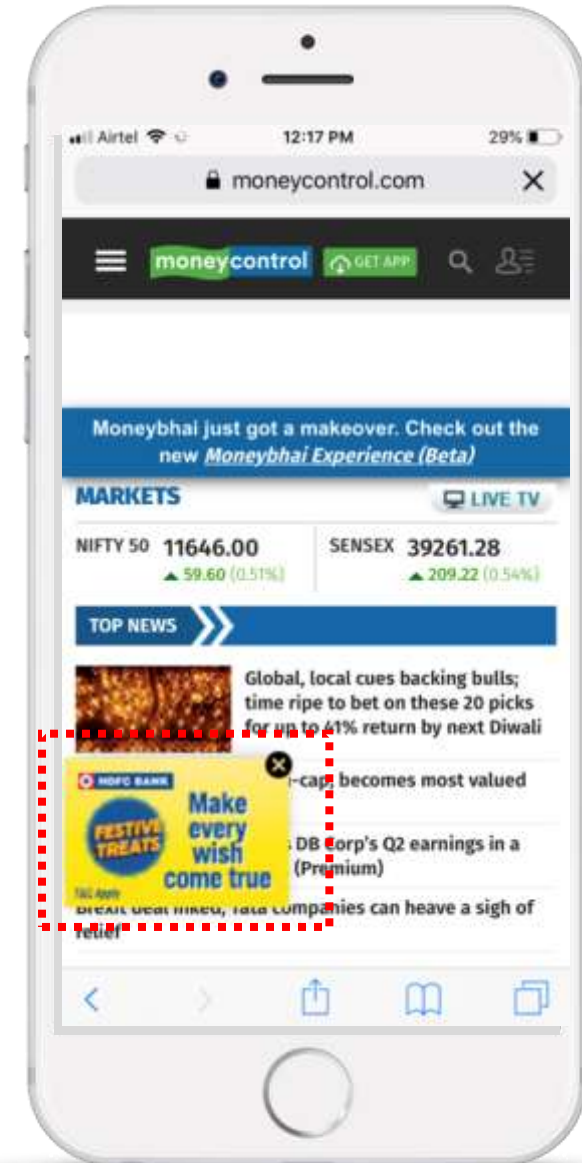
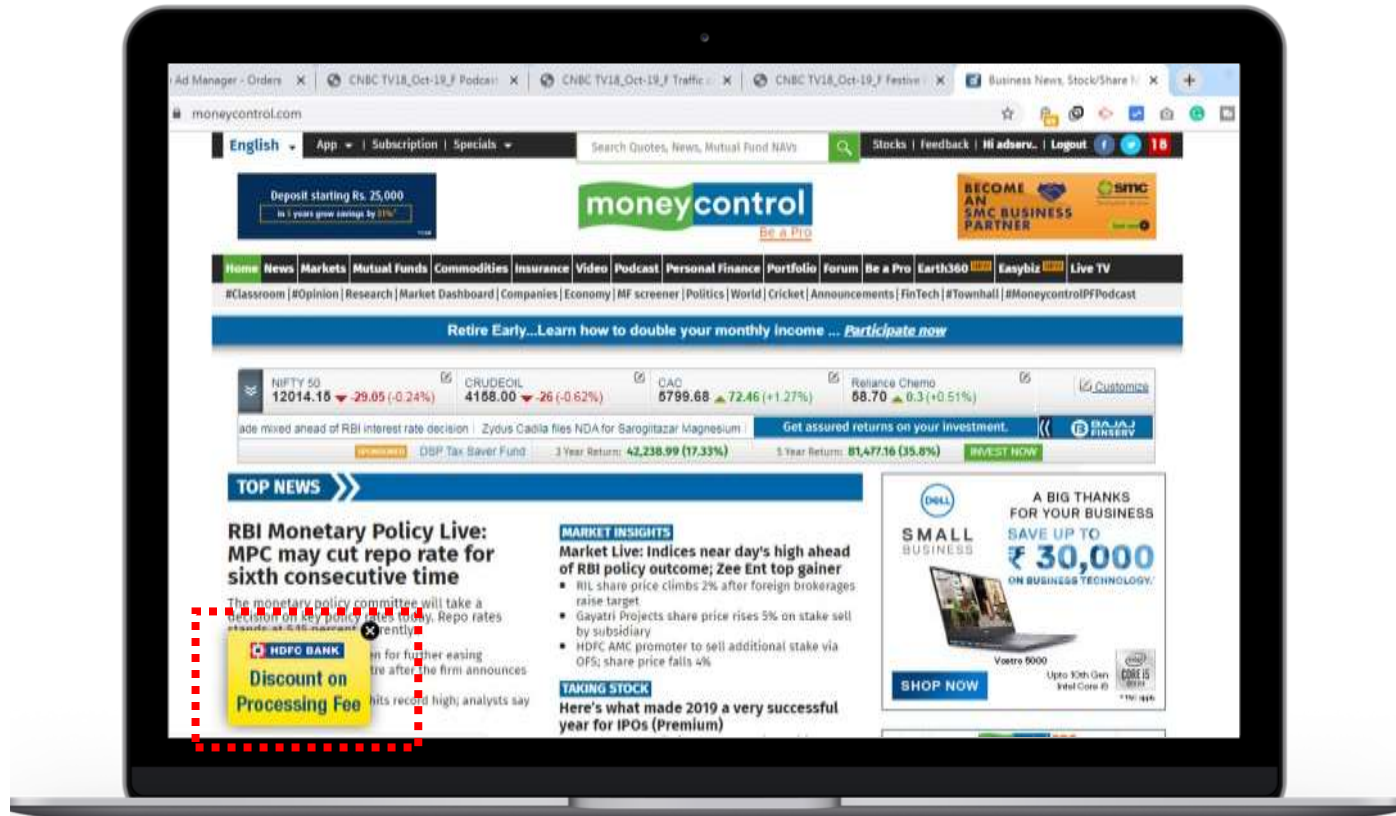


8. Expando Banners

300*250 expands to 500*250



9. Cube Innovation WEB (150*100) | WAP (120*80)



Cube Samples

Wipro, HDFC Bank among top 11 brokerage picks that can fetch double-digit returns

Here are the top 10 stocks from brokerages which could give up to 60 percent returns.

- LEEL Electricals: A company that gave its investors & Porinju Veliath lots of losses and learnings
- Market Live: Nifty around 10,880, Sensex slips over 200 pts; auto, metal stocks under pressure
- Momentum plays: 5 stocks that can give 7-15%

Ujjivan Small Finance Bank IPO Listing
02:41:58

Wipro, HDFC Bank among top 11 brokerage picks that can fetch double-digit returns

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Watch

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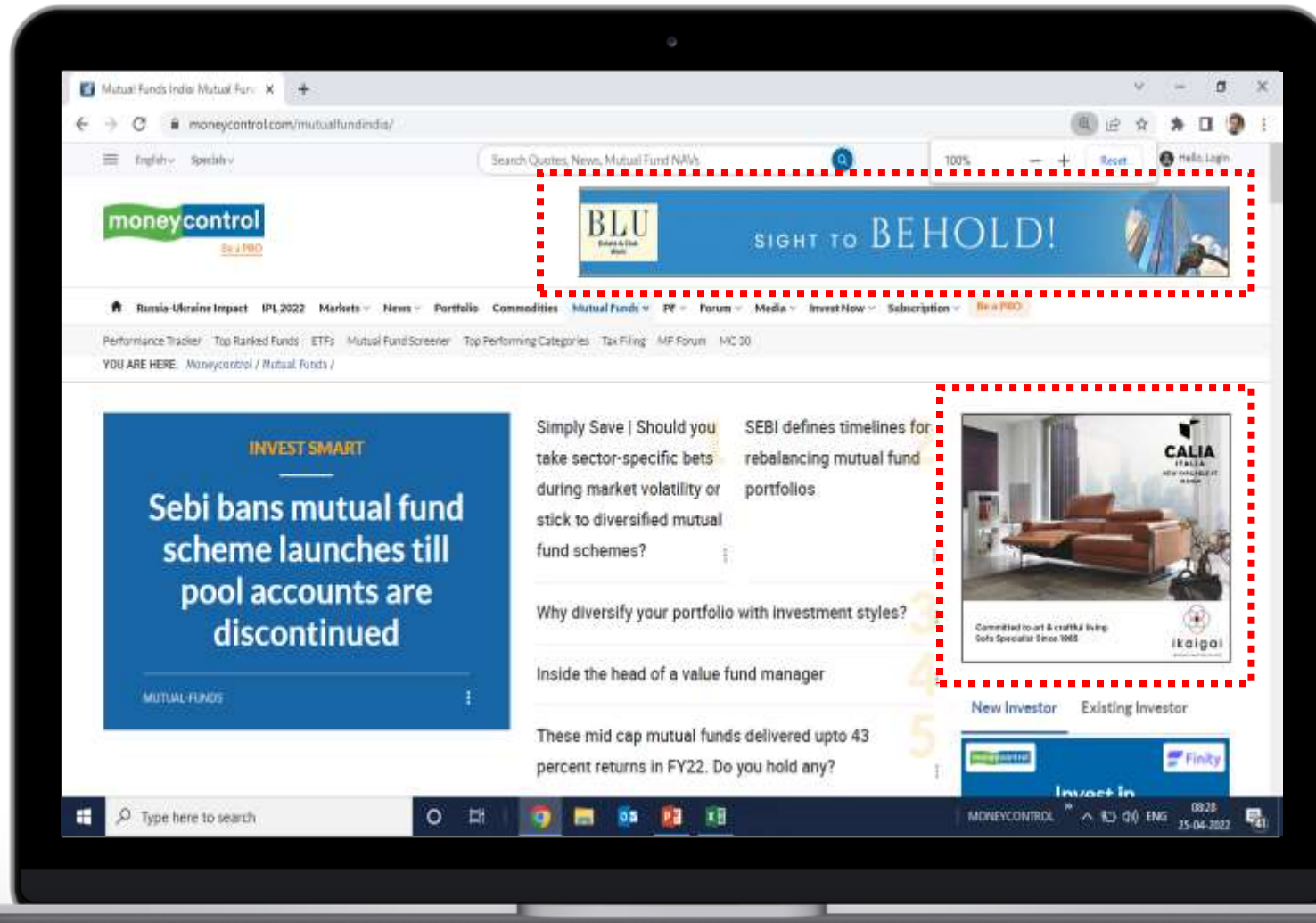
FOSSIL
ELECTION 2019
6 Days to go

Display Advertising on Moneycontrol

- **Impact Roadblocks**
- **Section Buys**
- **Sustenance Buys**
- **Targeted Buys**
- **Product Integration**

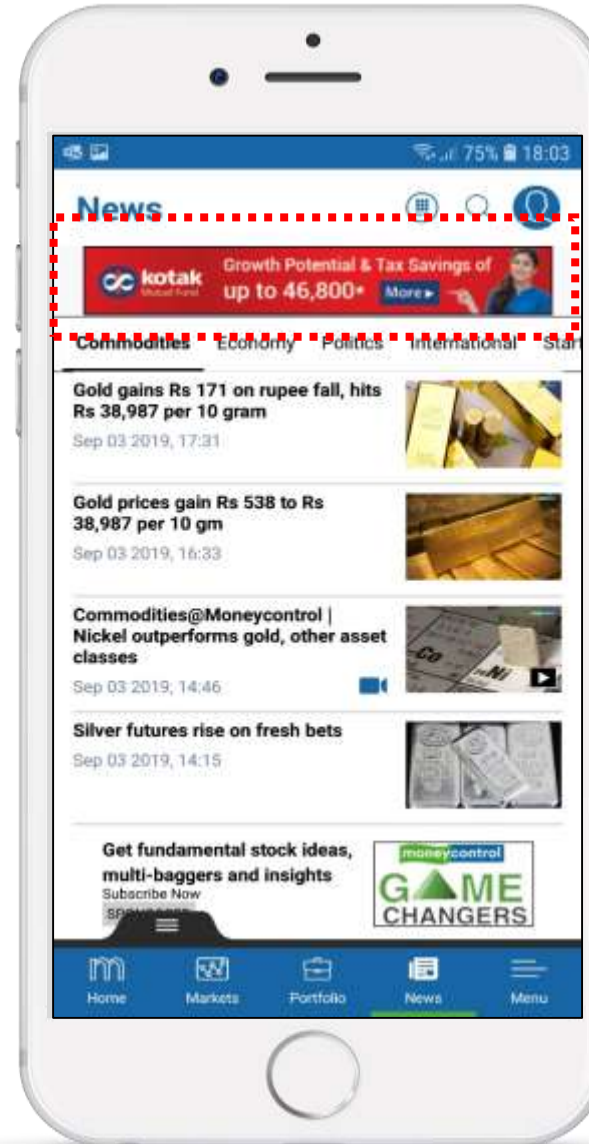
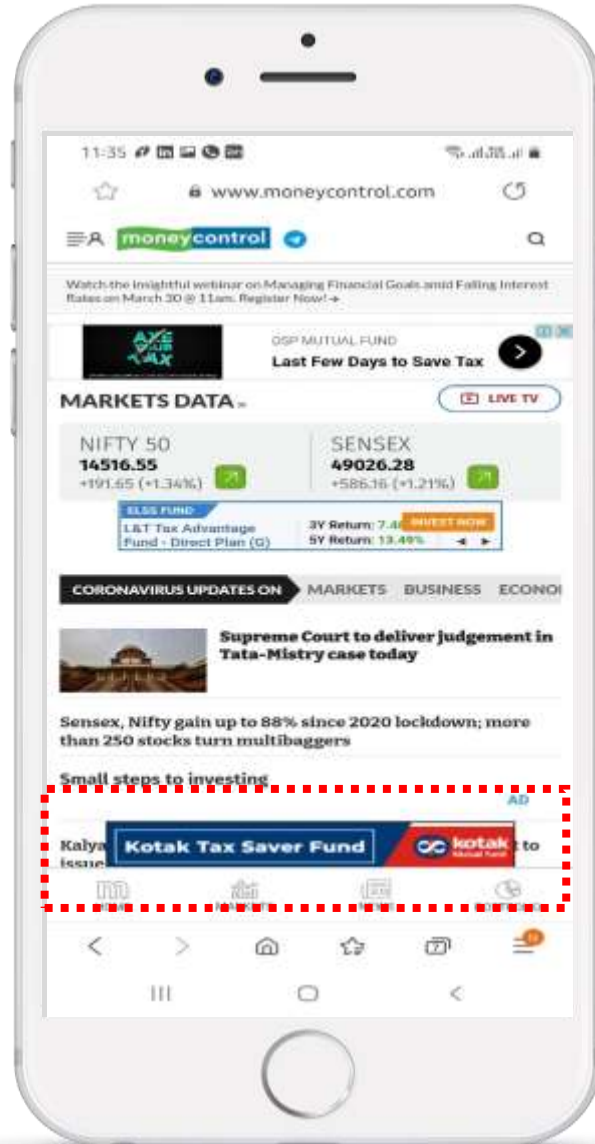
MF Section RB on Web

728*90 + 300*250



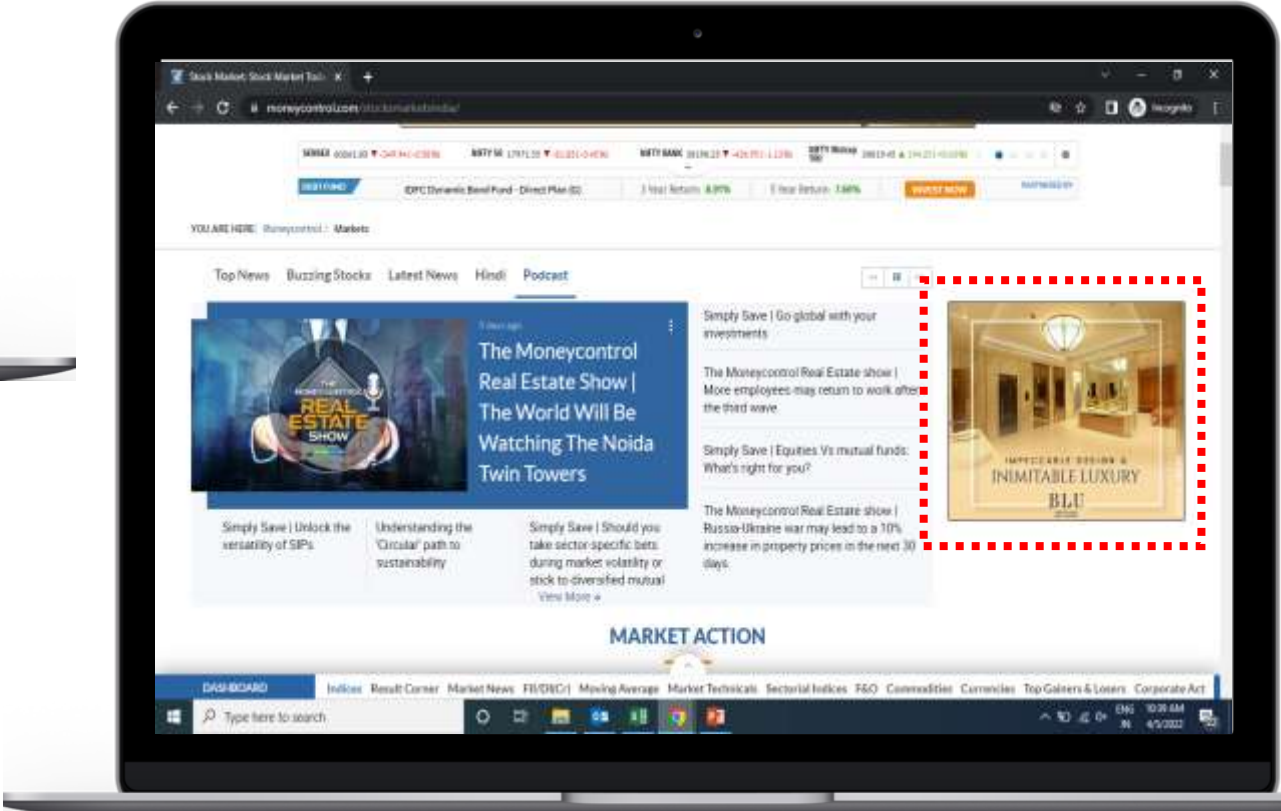
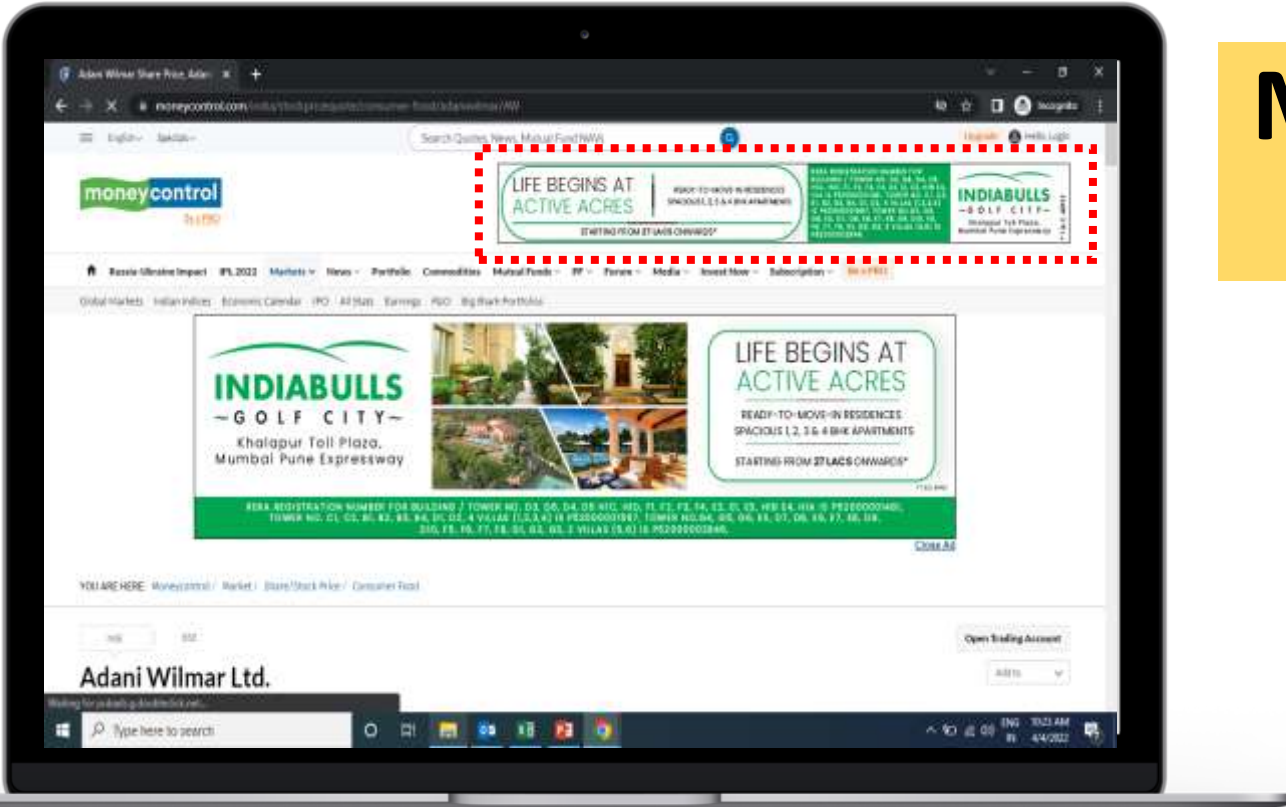
MF Section RB on Mobile

WAP + APP (300*250 + 320*50)



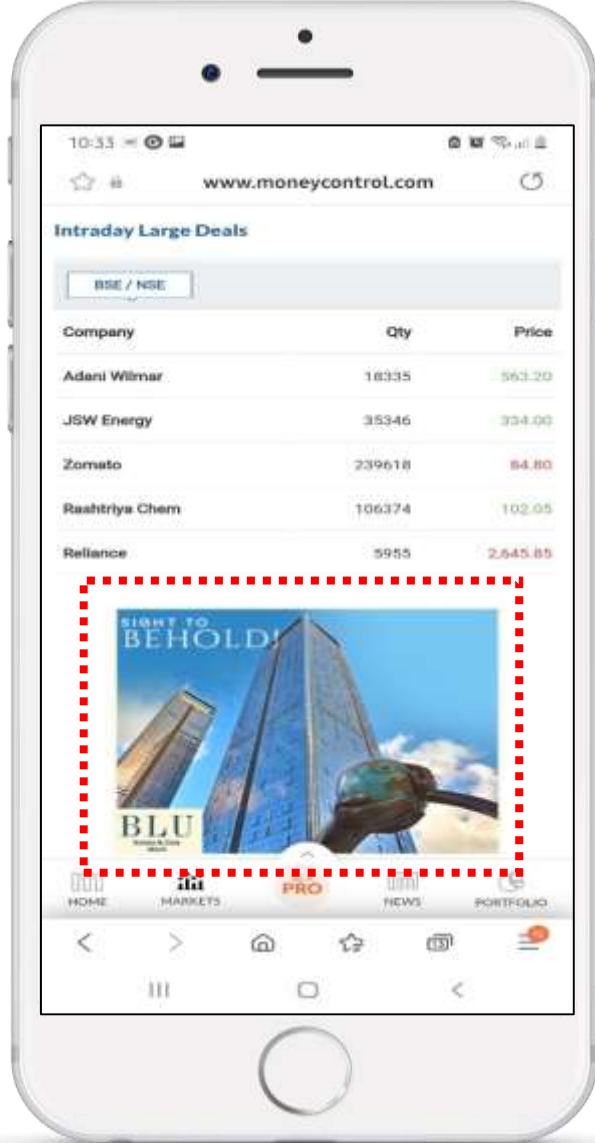
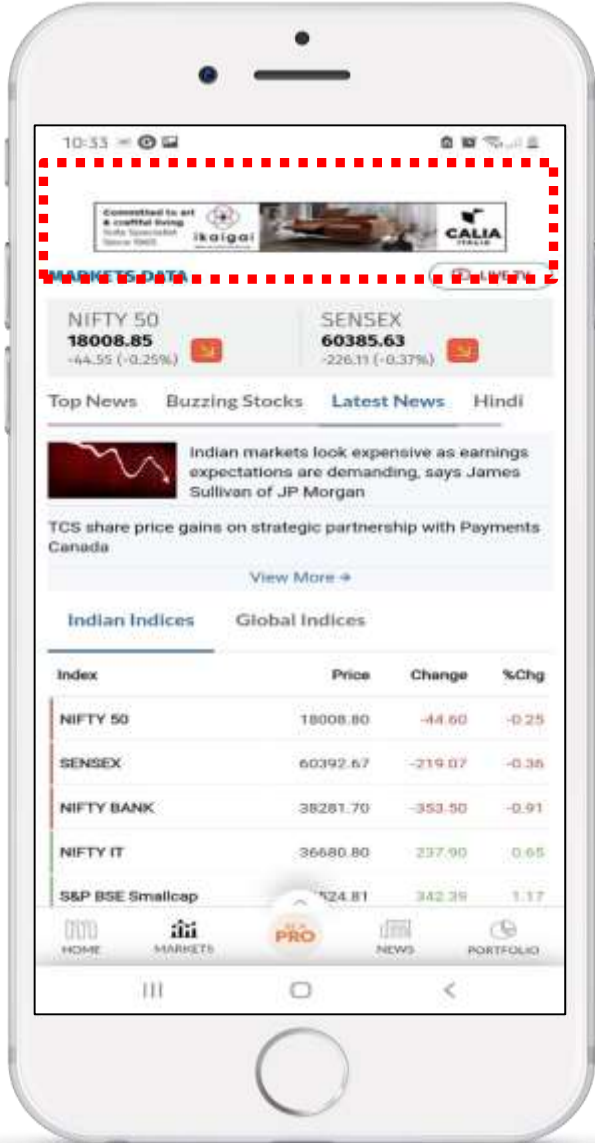
Market Section RB on Web

728*90 + 300*250



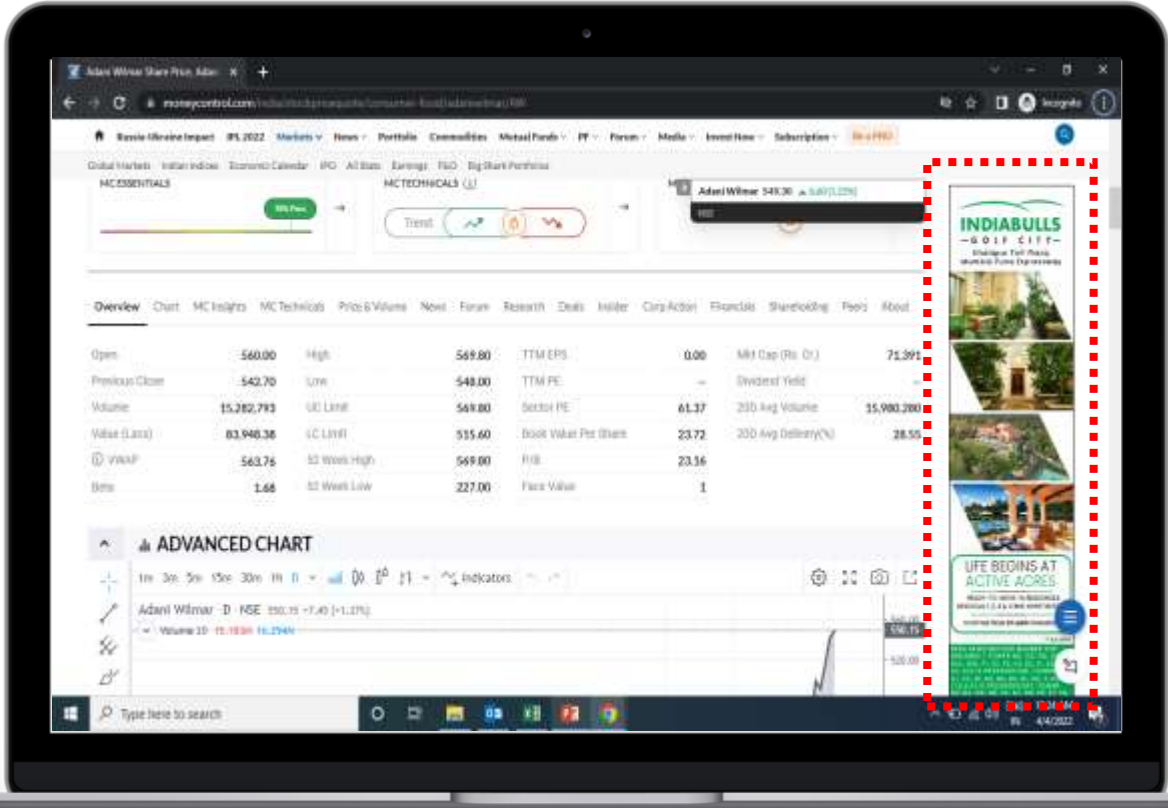
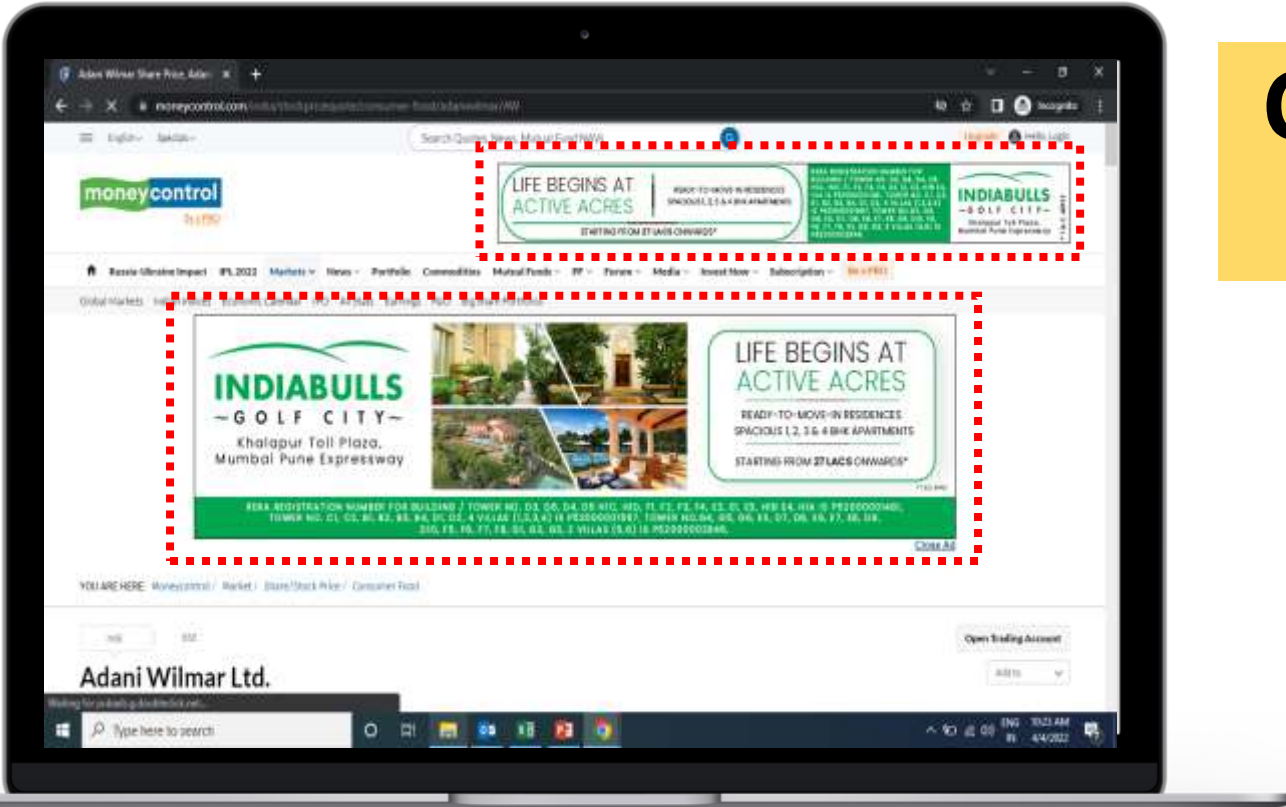
Market Section RB on Mobile

WAP (320*50 & 300*250) & APP (320*50)



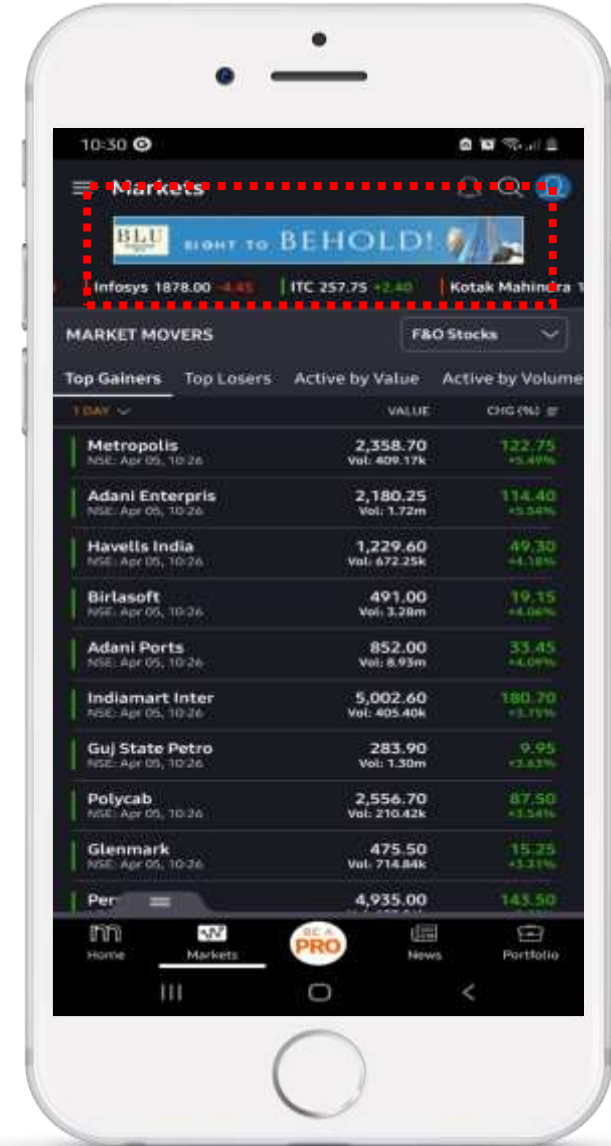
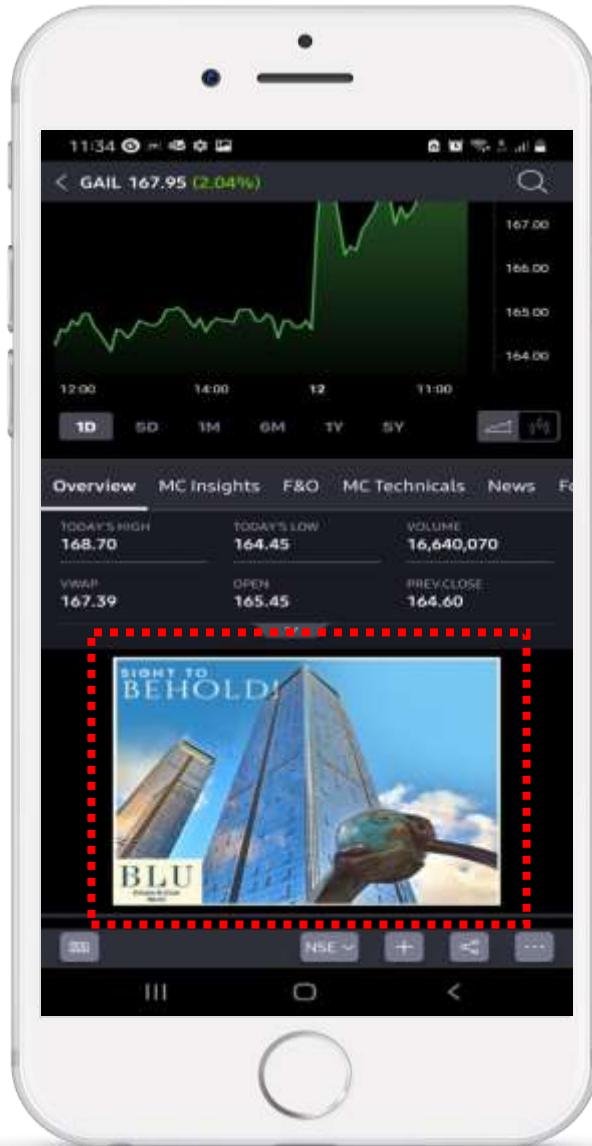
Company Page RB on Web

Jacket + 728*90 + 160*600



Company Page RB on Mobile

WAP + APP (300*250 + 320*50)



Display Advertising on Moneycontrol

- **Impact Roadblocks**
- **Section Buys**
- **Sustenance Buys**
- **Targeted Buys**
- **Product Integration**

Sustenance

728*90, 300*250 & 300*600

moneycontrol Be a Pro

MITSUBISHI ELECTRIC
Changes for the Better
PREPARING INDIA FOR ADVANCED AUTOMOTIVE SOLUTIONS
AUTOMOTIVE EQUIPMENT
DISCOVER

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Last Updated : Dec 12, 2019 11:28 AM IST | Source: Moneycontrol.com

Initiating coverage: HDFC AMC and M&M among 10 stocks that could return 10-40% in 2020

We have collated a list of 10 stocks where different brokerage firms initiated their coverage in December

Kshitij Anand
@kshanand

One Stock Crorepati
How to Find the NEXT Stock That Has the Potential to Make One A Crore...Or More

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sponsored

ARE 'CROREPATI' STOCKS SO EASY TO FIND?
Find the NEXT Stock That Has the Potential to Make One A Crore...Or More
equitymaster
Learn more

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08:47 Powered by Trinity Audio

The iPlus SIP Insurance facility offers investors a complimentary life cover that is equal to the remaining commitment of their long-term SIPs

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Godrej Prime, Chembur
2 BHK-Rs.1.89 Cr*. All In Ultra-Spacious Easy-to-move-in homes

Sponsored

Listen now
02:40 Powered by Trinity Audio

Axis Mutual Fund is looking to mop up Rs 800-1,000 crore through a new fund offer -- Axis Retirement Savings Fund, Chandresh Nigam, its CEO, told Moneycontrol.

Subscription to the scheme will open on November 29 and close on December 13.

MUTUAL FUNDS

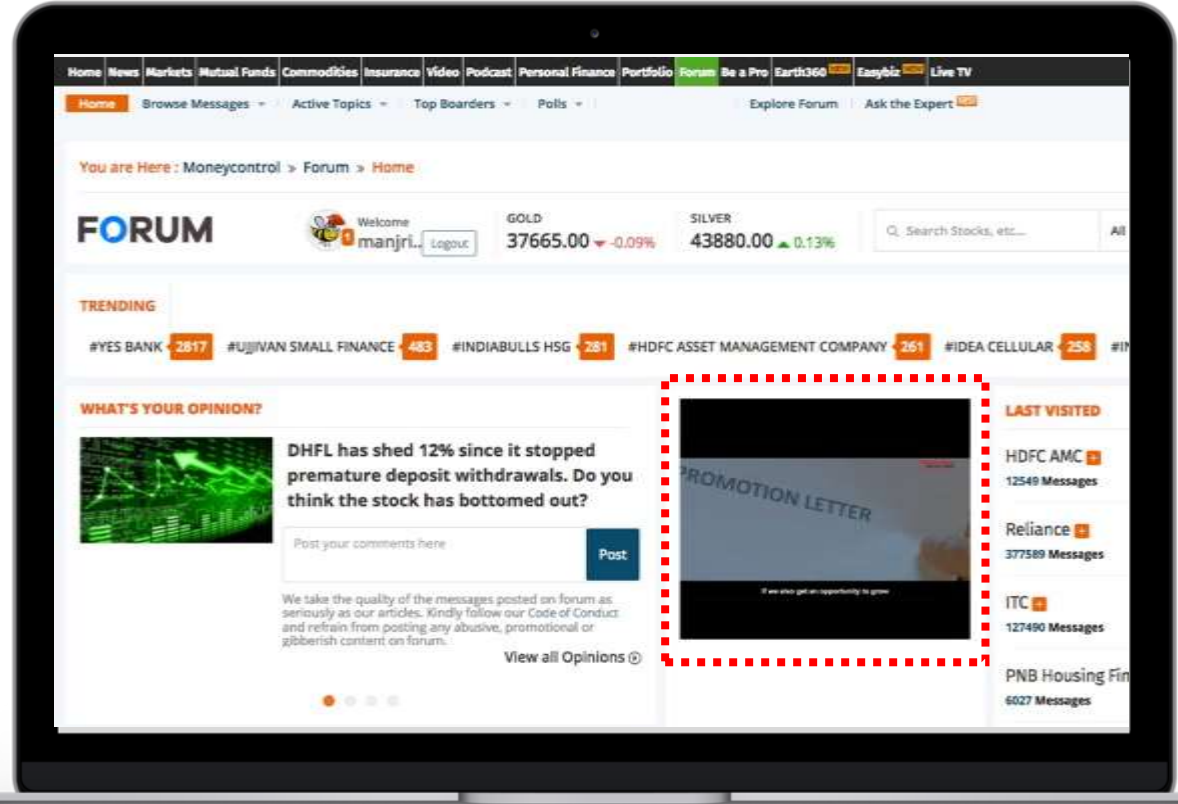
Sunteck
LAUNCHING LUXURIOUS LIFESTYLE

4th AVENUE
FINEST RESIDENCES
IN THE HEART OF 5th AVENUE

2 & 3 BED RESIDENCES
₹1.48Cr. 10:90
SunteckCity
CORPORATE DISTRICT CENTRE (DCI)
BROOKLANDS (B)

Mrec Video

300*250

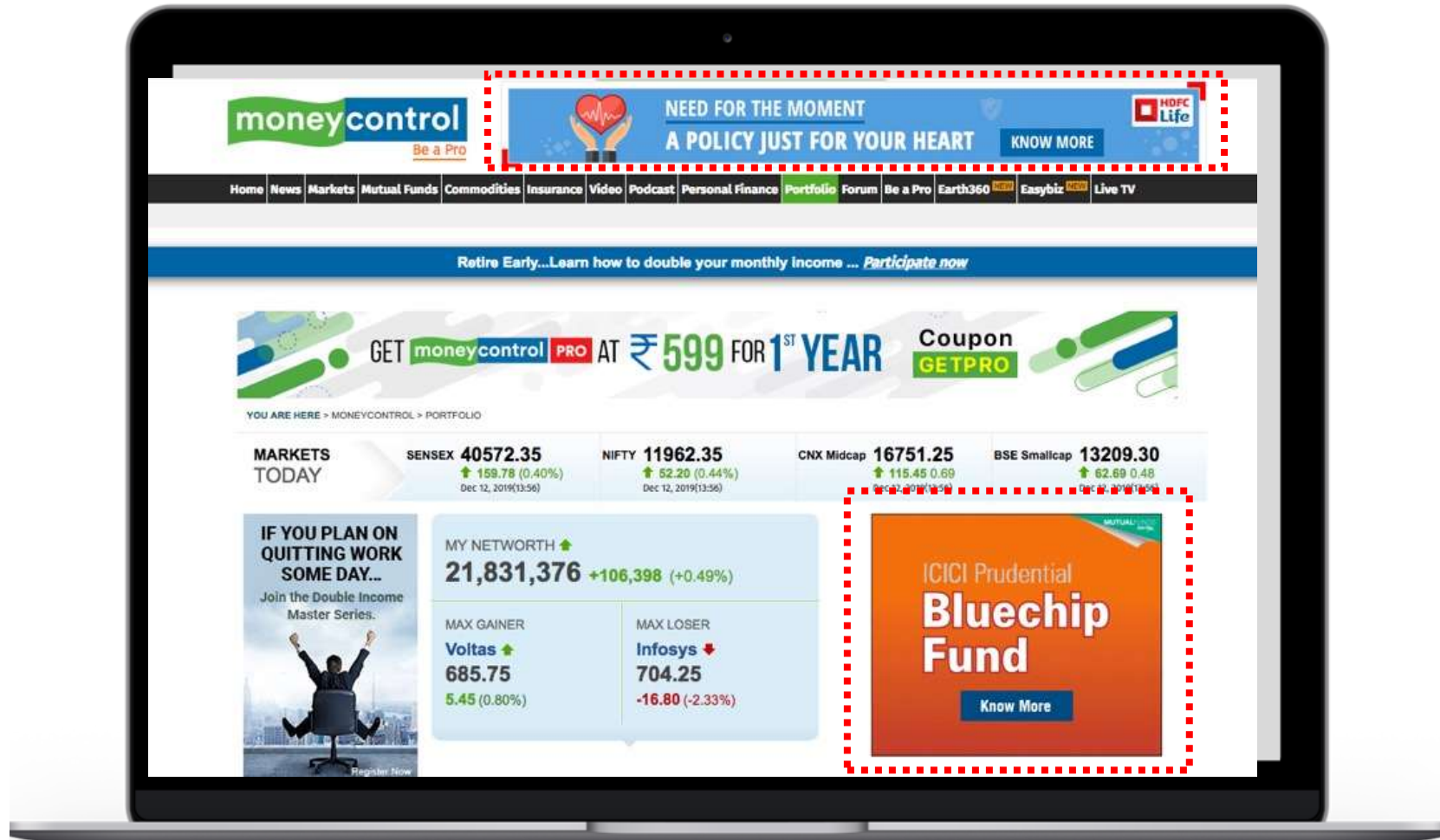


Display Advertising on Moneycontrol

- **Impact Roadblocks**
- **Section Buys**
- **Sustenance Buys**
- **Targeted Buys**
- **Product Integration**

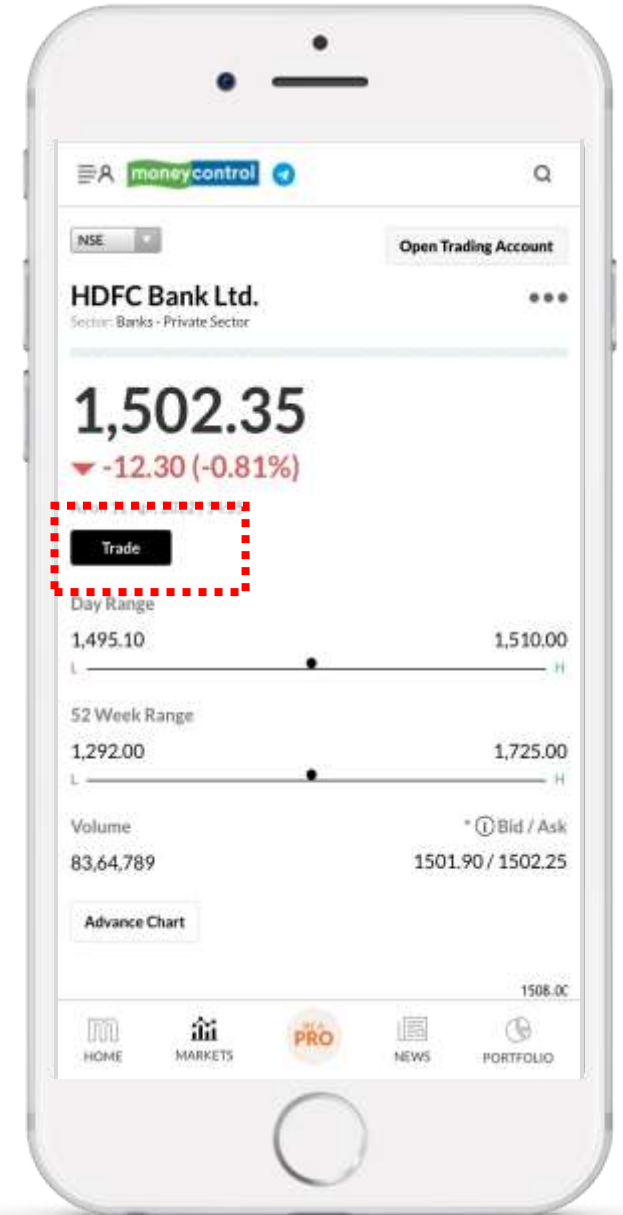
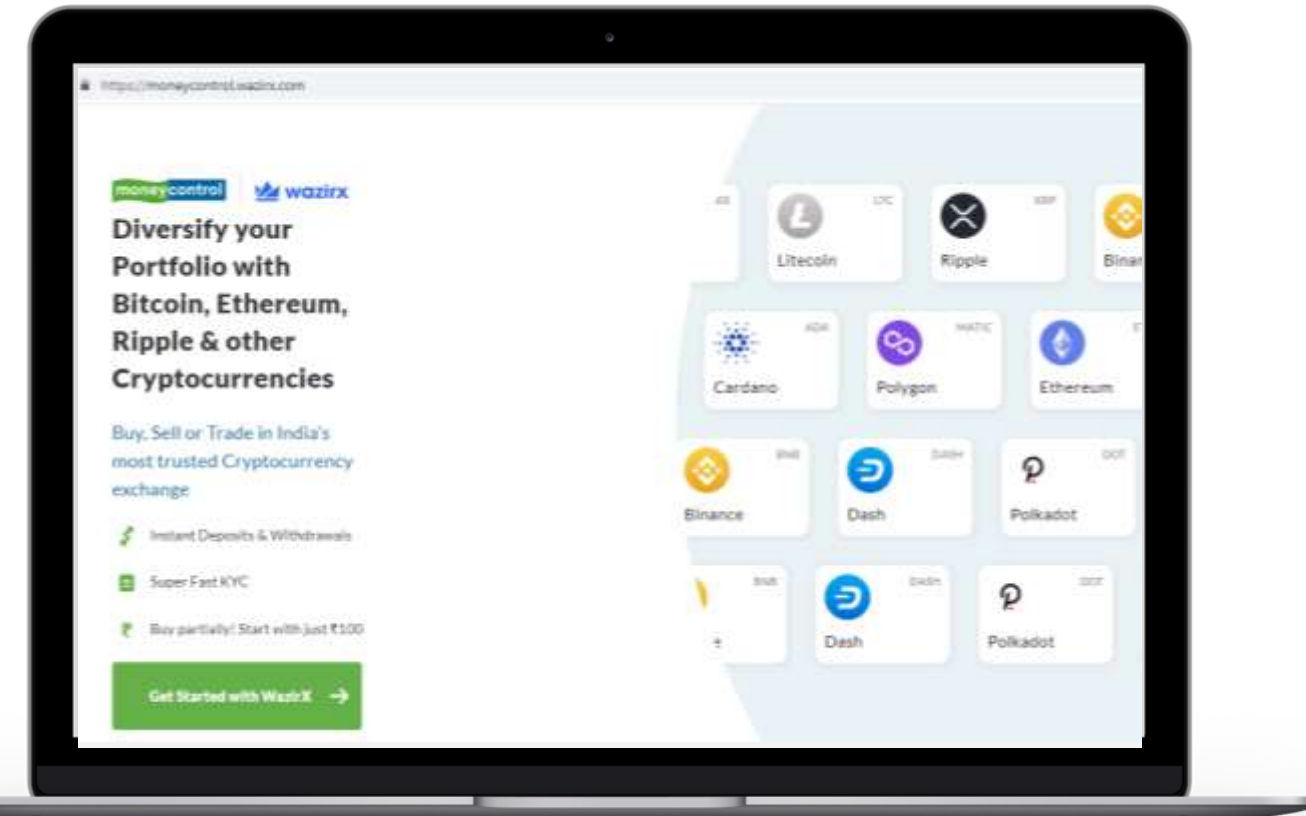
Portfolio Targeted Banners

728*90 & 300*250



Display Advertising on Moneycontrol

- **Impact Roadblocks**
- **Section Buys**
- **Sustenance Buys**
- **Targeted Buys**
- **Product Integration**



Product Integration

Across Platforms

MF Integration on Web : SIP Corner Integration

The screenshot displays a web browser window with the URL `moneycontrol.com/mutualfundindia/`. The page shows a table of mutual fund performance metrics and a 'MUTUAL FUND - SIP CORNER' section. A yellow arrow points to the SIP Corner section.

Fund Category	1Y	3Y	5Y	10Y
Equity: Small Cap Fund	52.10%	27.60%	13.10%	17.40%
Equity: ELSS	52.10%	26.50%	16.40%	14.60%
Equity: Sectoral/Thematic	52.30%	25.70%	16.10%	14.10%
Equity: Value Fund	42.10%	21.40%	14.60%	15.10%
Equity: Focused Fund	55.20%	26.70%	17.00%	15.50%
Equity: Dividend Yield Fund	56.70%	28.80%	15.50%	14.50%
Equity: Contra Fund	61.80%	31.20%	18.50%	16.60%
NIFTY Midcap 100	75.60%	32.60%	17.10%	13.80%
NIFTY BANK	74.30%	10.40%	13.30%	13.40%
NIFTY PHARMA	21.00%	34.80%	11.70%	4.00%
NIFTY INFRA	57.20%	23.60%	16.10%	11.30%
NIFTY IT	82.90%	54.90%	31.60%	28.10%
NIFTY ENERGY	38.80%	19.20%	11.00%	17.10%
NIFTY METAL	143.00%	-46.80%	14.00%	16.70%

MUTUAL FUND - SIP CORNER Sponsored

» Today's Theme : Large Cap - Direct Funds
Mutual Funds are professionally managed portfolio of stocks and/or bonds. Mutual fund companies (AMCs) collect money from thousands of investors and invest in researched stocks/bonds.

L&T India Large Cap Fund - Direct Plan (G) **START SIP**

Today's value of ₹1000 SIP started from:

₹ 49,703.40	₹ 91,547.30
3 year Annual Return: 27.08%	5 year Annual Return: 18.44%

Kotak Bluechip Fund - Direct Plan (G) **START SIP**

Today's value of ₹1000 SIP started from:

₹ 52,831.10	₹ 98,444.20
3 year Annual Return: 31.78%	5 year Annual Return: 21.45%

FIND ALL FUNDS FOR SELECTED AMC

Windows taskbar: Type here to search, 19:24, 22-09-2021

MF Integration on Web : Debt/ETF/ELSS Funds Integration

The screenshot displays the Moneycontrol website interface. At the top, there is a search bar and navigation menu. Below the header, a banner for 'AGL Asian Granito India Ltd.' is visible. The main content area features a 'DEBT FUND' section with a yellow arrow pointing to the 'Kotak Corporate Bond Fund - Direct Plan (G)'. The fund details include a 3 Year Return of 8.67% and a 5 Year Return of 8.14%, with an 'INVEST NOW' button. To the right of the fund listing is a 'CORONAVIRUS UPDATES' section with a 'MARKETS > BUSINESS > ECONOMY' breadcrumb. Below this, there is an 'IN FOCUS' section with the headline 'IDFC shareholders reject Vinod Rai's re-election on the Board' and a list of bullet points. Further down, there is an 'IN THE NEWS' section with the headline 'White House blacklists Russian...'. On the right side, there is a red advertisement for 'Presenting the 2020 and 2021 B. K. BIRLA - LONDON BUSINESS SCHOOL, SCHOLARS.' The Windows taskbar at the bottom shows the time as 19:27 on 22-09-2021.

Index	Value	Change
SENSEX	58927.33	-77.94 (-0.13%)
NIFTY 50	17546.65	-15.05 (-0.09%)
NIFTY BANK	36944.65	-291.2 (-0.78%)
NIFTY Midcap 100	29933.90	491.45 (+1.67%)

DEBT FUND
Kotak Corporate Bond Fund - Direct Plan (G)
3 Year Return: 8.67%
5 Year Return: 8.14%
INVEST NOW

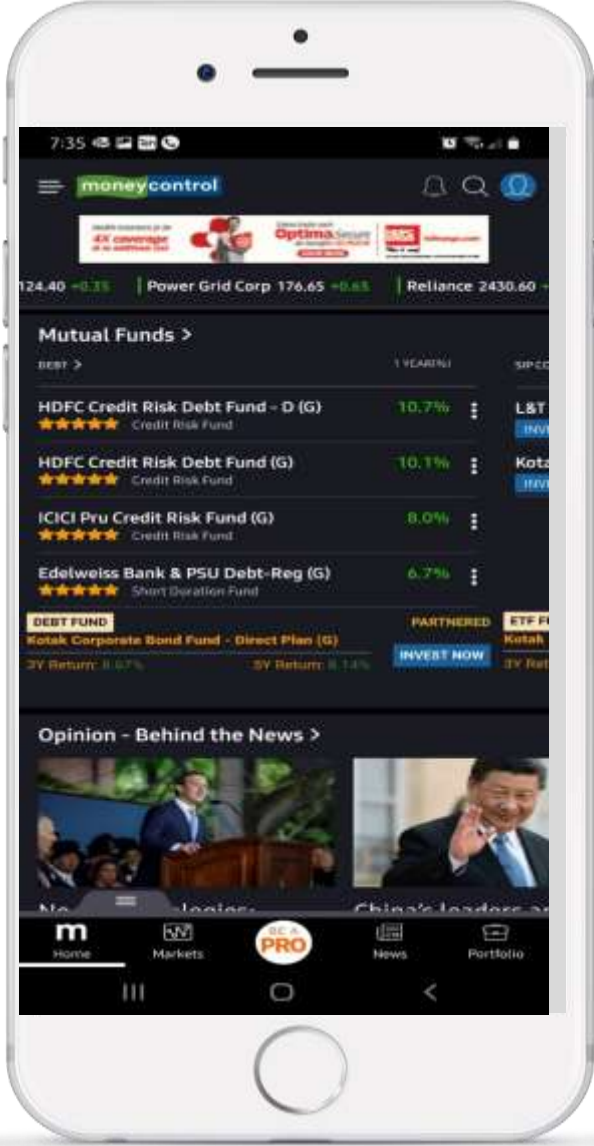
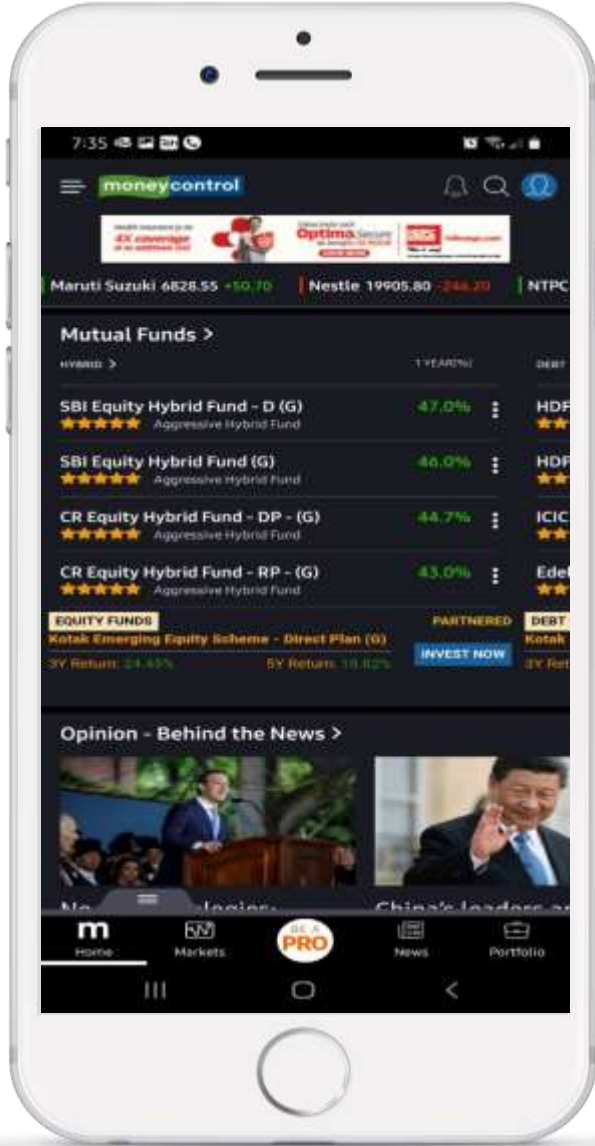
IN FOCUS
IDFC shareholders reject Vinod Rai's re-election on the Board
• India, UAE formally begin negotiations on economic partnership deal
• Why the Zee-Sony deal is a win-win for all
• Signs of world economy emerging from Covid impact, says RBI Governor Shaktikanta Das

IN THE NEWS
White House blacklists Russian...

Presenting the 2020 and 2021 B. K. BIRLA - LONDON BUSINESS SCHOOL, SCHOLARS.

MF Integration on WAP & APP

SIP Corner, Equity, Debt & ETF Funds Integration





Daily round up of market



Weekly round up of market



Daily Pre-Market Show



IP's

Content & Event Association

Let's Begin!