

COLLABORATION OPPORTUNITIES

Presented by:

OUTLOOKBUSINESS

THE JOURNEY SO FAR

1998 JULY

Outlook Money, India's No.1 personal finance magazine, has relentlessly worked as your money manager, helping you invest well, borrow wisely and spend smartly.



1995 OCTOBER

Outlook is India's most vibrant current affairs and news magazine. Known for its bold and aggressive reporting it continuously raises questions many had in their minds but never dared to ask.



2001 JUNE

Outlook Traveler India's No.1 Travel Magazine is a mine of information for the serious traveler, keeping them up-to-date with the latest trends in travel and tourism. Postcard pretty visuals, practical advice and atmospheric travel experiences make an engrossing and refreshing read.

2006 MAY

India's best and most read business magazine targeted at the Decision-Makers is insightful, analytical and thought-provoking. Outlook Business brings out the new business ideas, strategies, interviews and much more. Explore the ideas to achieve the goals.



2002 OCTOBER

Outlook Hindi is an attempt to take the quality content of outlook to the Hindi belt of India thus creating awareness.



OUTLOOKINDIA.COM

An extension of the magazine having equal content credibility.

MINIMAL | CREDIBLE | VIBRANT

**Much
beyond
magazine**

DIGITAL FOOTPRINT

240k
FOLLOWERS



252k
FOLLOWERS



51k
FOLLOWERS



1.1 mn
FOLLOWERS



85k
FOLLOWERS



33mn

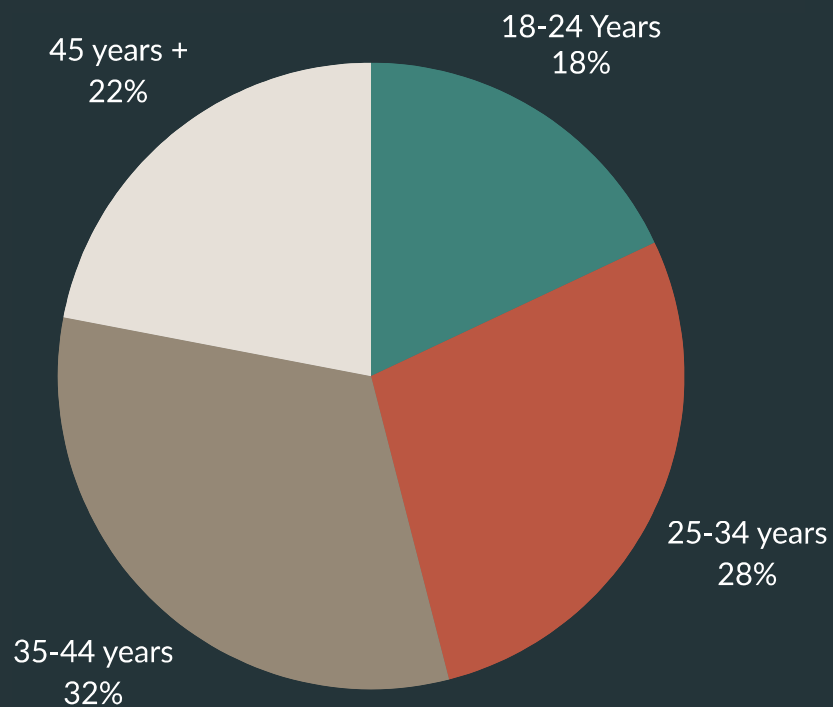
UNIQUE VISITORS

86 mn page views
Avg Engagement:
1.65 minutes



AUDIENCE THAT MATTERS

Dominated by young, matured, educated and employed users.



A. Postgraduates - 56%

B. Senior Management - 24%

C. Middle Management - 38%

D. Self-employed - 20%

SPONSORSHIP AND BRANDING OPPORTUNITIES



Dedicated Sports Section:
IPL/ ICC CHAMPIONS TROPHY/
ASIA CUP/ HOCKEY/ FIFA WC/
TENNIS/ PARA ATHELETICS ETC



Brand Studio



Health Special



Entertainment Section



Budget Section

BRAND STUDIO INITIATIVES



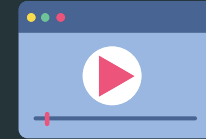
Campus Chronicles ✨

Campus Chronicles takes you on a vibrant journey through India's top campuses, with exclusive interviews, insider glimpses, and a deep dive into courses, culture, and cutting-edge facilities shaping student life.



Indian Festivals ✨

Festive Vibes" highlights India's vibrant festivals, featuring insights into rituals, traditions, and exclusive brand listicles, offering a unique platform to brands looking to engage with this cultural celebration.



Video Series ✨

Exclusive video series highlighting innovators across various sectors driving change and sustainability. Brands can engage to align with impactful progress, inspire action, and connect with forward-thinking, conscious audiences.

Nazar Ya ✨



Nazar Ya! offers engaging, well-researched videos that simplify complex topics, blending entertainment and education to spark curiosity and inspire thoughtful conversations on contemporary issues.



Realty Mirror ✨

Realty Mirror is your trusted destination for all things real estate—offering reliable insights, timely updates, and seamless support to make buying, selling, or investing simpler and smarter.

Digital lending platform Kisht has launched its new campaign 'Kisht Se Khushiyan Khul Kar Jeeyo'.

Spotlight
Updated on: 29 January 2025 6:51 pm



Kisht Launches 'Kisht Se Khushiyan Khul Kar Jeeyo' Campaign

SPONSORED CONTENT

The DVCs appeals to the aspirational GenZ and Millennials looking to fulfil their dreams

Kissh, a leading digital lending platform, has unveiled its latest ad film campaign, *Kissh Se Khushiyan Khul Kar Jeeyo*, focusing on empowering the aspirations of modern Indians. The campaign uses humour to capture relatable scenarios that highlight how quick, hassle-free personal loans from Kissh can transform lives by fulfilling desires and helping individuals upgrade their life.

Advertisement



MOST POPULAR

- 1 Why Online Currency Exchange Is The Smart Way To Travel
- 2 Priya Living Transforms The Concept Of Aging By Magnifying In India
- 3 Recently Launched IPOs In India: A Complete List
- 4 Kisshi! Launches 'Kissh Se Khushiyan Khul Kar Jeeyo' Campaign

Advertisement



Show hi

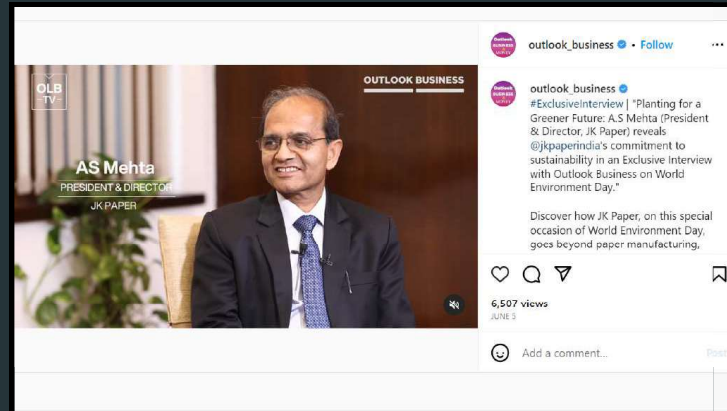
NATIVE ARTICLES



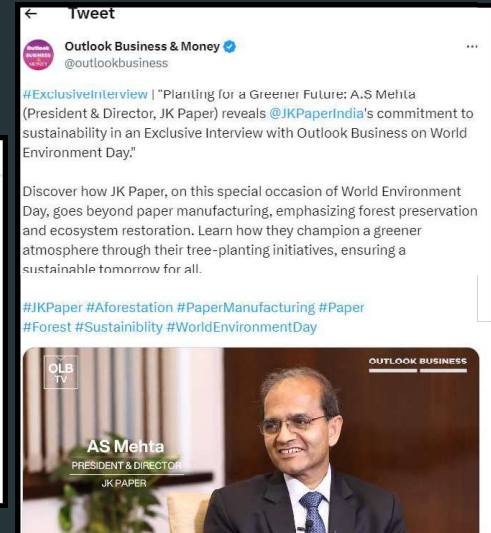
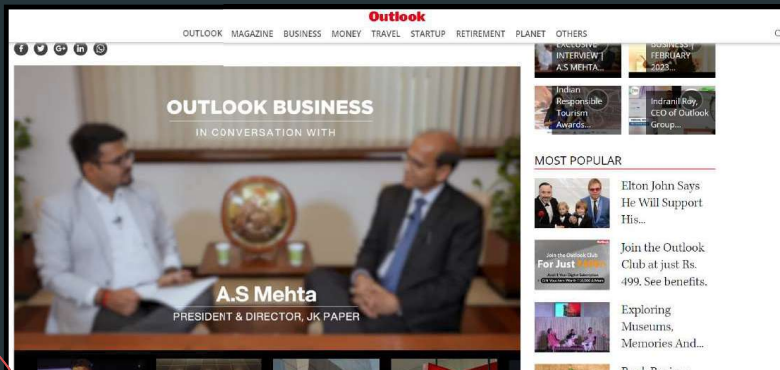
Article link

*For reference purpose only

VIDEO INTERVIEW

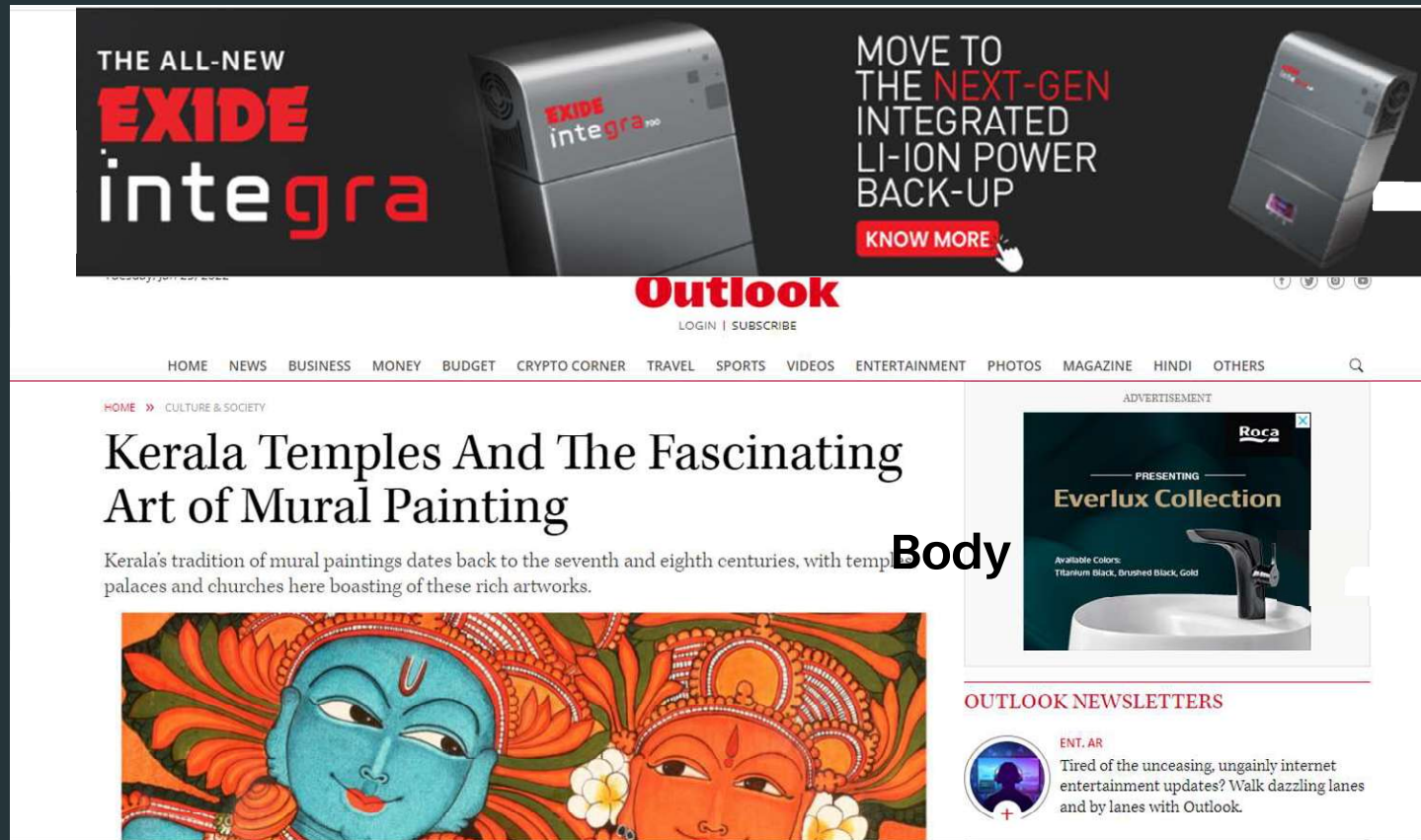


Outlook's Website and Social Media Handles



*For reference purpose only

STANDARD AD SIZES: DESKTOP



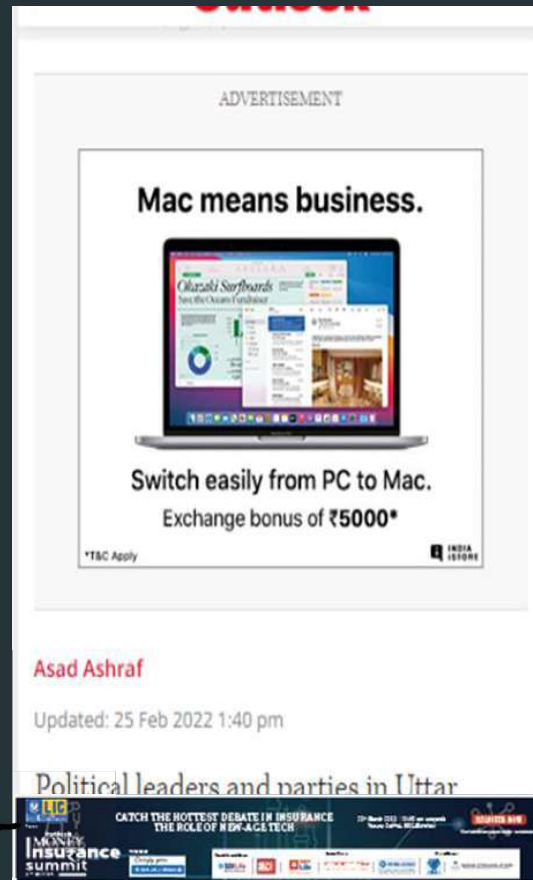
The screenshot displays the Outlook website on a desktop. At the top is a large banner advertisement for 'EXIDE integra' power backup systems, featuring two units and the text 'THE ALL-NEW EXIDE integra', 'MOVE TO THE NEXT-GEN INTEGRATED LI-ION POWER BACK-UP', and a 'KNOW MORE' button. Below the banner is the Outlook logo and a navigation menu. The main content area features an article titled 'Kerala Temples And The Fascinating Art of Mural Painting' with a colorful mural image. To the right of the article is a sidebar containing an advertisement for 'Roca Everlux Collection' faucets and a newsletter sign-up section titled 'OUTLOOK NEWSLETTERS'.

1280 x 250px
Leader Board

Body

300 x 250px
MPU

STANDARD AD SIZES: MOBILE

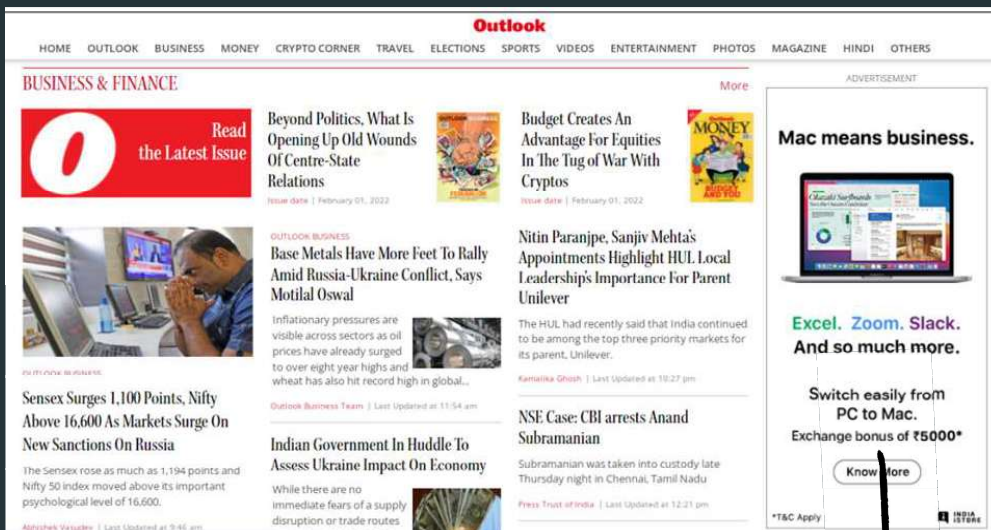


320 x 50 px

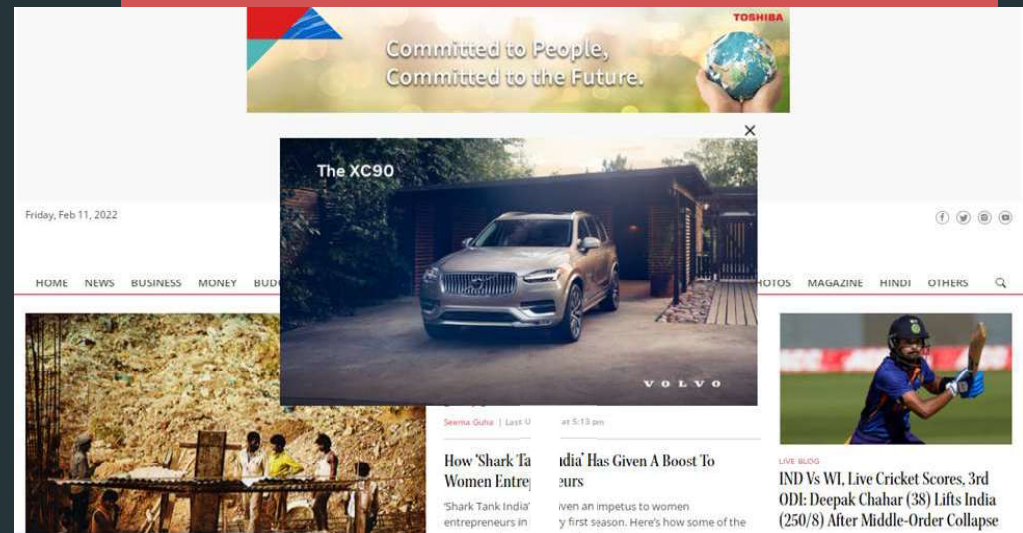


300 x 250px
MPU

IMPACT ADVERTISING: DESKTOP



Tower Banner
300 x 600 px

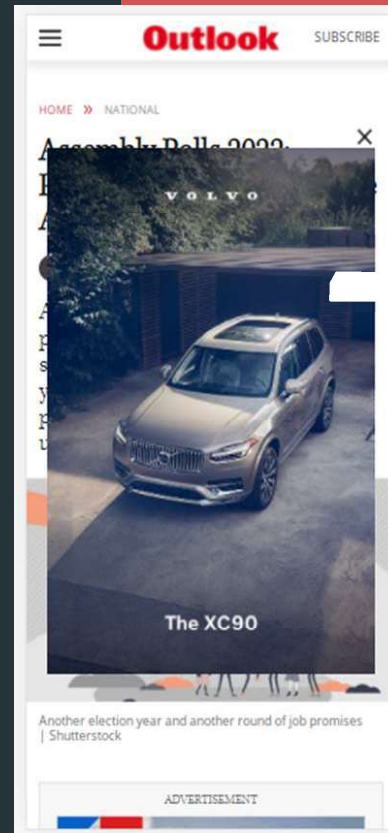
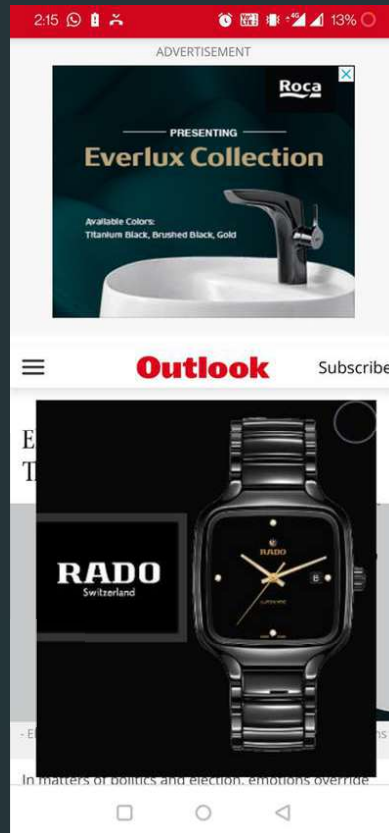


Overlay
924 x 545px

IMPACT ADVERTISING: MOBILE




Overlay
320 x 300 px



Overlay
320 x 350 px

PLACEHOLDER FOR DAVP ADS


LONG READ



Giving Scrap A Second Life

Archana Hande's installation 'My Kotage' is her innovative take on urbanisation and changing times. In her artwork, she has arranged discarded...


UMAR RAZDHI / last updated at 9:51 am



A Feminist Memory Project

The Nepal Picture Library showcases photos of women from that country, both ordinary and celebrated, so that history doesn't forget them


SNIGDHENDU BHATTACHARYA / last updated at 9:18 am



Capturing Conflict In Chhattisgarh

In his project 'A Peal of Spring Thunder', photojournalist Ishan Tarkha has captured the conflict in Chhattisgarh in captivating and compelling...


UMAR RAZDHI / last updated at 9:53 am



Outlook Stars In Netflix's New Documentary On Match-fixing

Outlook magazine's famous expose of cricket match-fixing starting from 1997 forms the basis of the new Netflix documentary, 'Caught Out: Crime...


AKSHAY SANKH / last updated at 7:53 am



Retracing The Historical Corridors

The Asiatic elephant was once also native to the Indus Valley. Archaeologists have discovered...


SAGNEE BENSUPTA / last updated at 8:28 am



Review: The Book of Desire

The book has been debated by Indologists over time and Kamil Zvelebil, the Czech expert on Tamil...


ANJANA BASU / last updated at 8:43 am



Consuming Playful Days Of Childhood


Mr was a driver by profession and would work long hours to feed his family. However, after his...

GULZAR BHATT / last updated at 11:08 am



Outlook Weekender

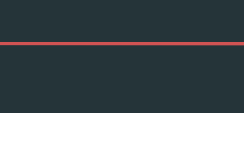
Introducing the newly-designed weekly section of Outlook, which will explore the linkages between a wide range of creative expressions, including literature and art.



Painting Dream Sequences For Collective Healing


Nepal-based artist Mekhi Limbu feels that while it is important to talk about suffering and suppression, conversations around the process of healing are equally important. Through his paintings, which depict dream sequences, he is striving to preserve Adivasi tradition and languages

ABHIR BHATTACHARYA / last updated at 8:58 am



SCHOOL OF EMINENCE

NEW AGE GOVERNMENT SCHOOLS OF PUNJAB




Latest Issue

Kuchi Magazine Reminds Giving Scrap A Second Life

Archana Hande's installation 'My Kotage' is her innovative take on urbanisation and changing...


UMAR RAZDHI



Kuchi Magazine Reminds A Feminist Memory Project

The Nepal Picture Library showcases photos of women from that country, both ordinary...


SNIGDHENDU BHATTACHARYA



Kuchi Magazine Reminds Capturing Conflict In Chhattisgarh

In his project 'A Peal of Spring Thunder', photojournalist Ishan Tarkha has captured the conflict...


UMAR RAZDHI



Kuchi Magazine Reminds Australia's Tent Of Resistance In India

Australian artist Richard Bell maps the spirit of the aboriginal resistance by setting up a tent...

ABHIR BHATTACHARYA



Kuchi Magazine Reminds Painting Dream Sequences For Collective Healing

Nepal-based artist Mekhi Limbu feels that while it is important to talk about suffering and suppression, conversations around the process of healing are equally important. Through his paintings, which depict dream sequences, he is striving to preserve Adivasi tradition and languages

ABHIR BHATTACHARYA

Following the meeting, the Centre sent around 20,000 paramilitary personnel to Punjab, drawn from the Central Reserve Police Force (CRPF) and its specialised anti-riot unit Rapid Action Force (RAF).

Initially, about 1,900 regular personnel of CRPF were deployed to Punjab along with specialised anti-riot unit RAF personnel for strengthening the security grid. Last week, the Union Home Ministry also ordered the deployment of 18 companies in Punjab for 'aid of the state government during law and order duties.' Out of the 18 contingents, eight are drawn from RAF while the rest are regular ones. The overall strength of these companies is around 19,000 personnel.

Officials on Saturday said the Union Home Ministry was 'closely monitoring' the situation in Punjab in the wake of renewed activities of some Khalistani supporters.

Amritpal Singh's rise as Khalistan's voice

Amritpal has lately emerged as a leading Khalistani voice in restive Punjab.

Dubai-returned Amritpal was last year anointed the head of 'Waris Punjab De', which was founded by actor and activist Deep Sidhu who died in a road accident in February last year. The event was held at Moga's Rode, the native village of slain militant Jarnail Singh Bhindranwale.


The Khalistan movement is a decades-old call for a separate Sikh nation called Khalistan. The Khalistan movement waged a bloody insurgency in Punjab for decades before it ebbed in 1990s. Though the armed element ebbed in '90s, there continues to be support for the movement from abroad, such as from Canada, where several groups are based that advocate the Khalistani cause.

Amritpal has said that he does not identify himself as an Indian and has also threatened that Union Home Minister Amit Shah might meet a fate similar to former Prime Minister Indira Gandhi who was assassinated by her Sikh bodyguards.

'Amit Shah had said that he won't let the Khalistan movement rise. I had said that the same was done by Indira Gandhi and if you do the same then you'd have to face consequences. If the Home Minister says the same to those demanding 'Hindu Rashtra', then I'll see if he remains Home Minister,' Amritpal had said on February 23, as per ANI.

'I don't consider myself a citizen of India. I just have a passport, which does not make me Indian. It's a travel document,' said Amritpal further to ANI.

(With PTI inputs)



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 Owaisi Praises KCR In Bihar

CAMPAIGN SCREENSHOTS

This screenshot shows a large advertisement for the OnePlus Nord 4 smartphone on the Outlook Business website. The ad features the phone in two colors (blue and white) and includes the following text: "amazon specials", "OnePlus Nord 4", "Metal unibody smartphone in 5G era", "Starting at ₹27,999*", and "With up to ₹3,000 off". A "Buy Now!" button is visible. The background is a dark, reflective surface. The Outlook Business logo and navigation menu are visible at the top.

This screenshot shows the Outlook Business website header and a banner for the Indian Responsible Tourism Summit & Awards 2025. The header includes the Outlook logo, navigation links (BUSINESS, MONEY, TRAVELLER, LUXE, HINDI), and a search bar. The banner features a woman's face and the text "Indian Responsible Tourism Summit & Awards 2025" and "Are you the next winner?". A "SUBSCRIBE" button is also visible.

This screenshot shows an advertisement for the Canara Robeco NFO on the Outlook Business website. The ad features a green background with a person jumping and the text "PLAY THE LONG GAME WITH AN ALL-ROUNDER" and "Invest Now". It also includes the text "NFO Opens : July 12, 2024" and "NFO Closes : July 26, 2024". The Outlook Business logo and navigation menu are visible at the top.

This screenshot shows the Outlook Business website with market news and a Kotak advertisement. The market news section includes "TOP MARKETS" with a 0% change, "NIFTY Midcap 100 56681.20", and articles such as "Nazara Technologies Gets Creditor Approval to Acquire Smaaash Entertainment", "Stocks to Watch: LIC, Cochin Shipyard, Eicher Motors And Others in News", "Sebi-RIAs Welcome Relaxation Proposal, Say It Will Increase RIA Number, Help Them Focus On Core Job", and "Why Venture Capitalists are Betting on Spiritual, Astrology Start-Ups". The Kotak advertisement features a man in a red suit and the text "Jitne Sapne Utni SIP,". The Outlook Business logo and navigation menu are visible at the top.

This screenshot shows an advertisement for the OnePlus 13 Series Winter Launch Event on the Outlook Business website. The ad features the text "OnePlus 13 Series Winter Launch Event" and "Jan 7, 2025 | 9:00 PM IST". It also includes the text "amazon specials" and a "Know More" button. The Outlook Business logo and navigation menu are visible at the top.

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1+ ONEPLUS

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