

Outlook
group

Outlook

**Outlook
traveller**

Outlook MONEY

OUTLOOK BUSINESS

THINK BEYOND. STAY AHEAD.

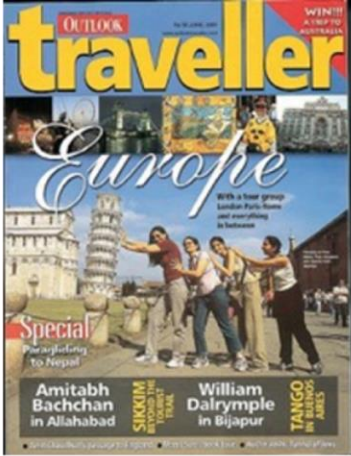
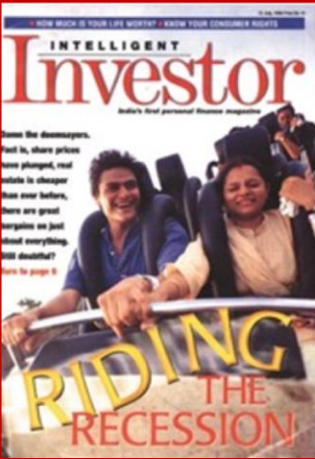
आउटलुक

27 YEARS OF OUTLOOK



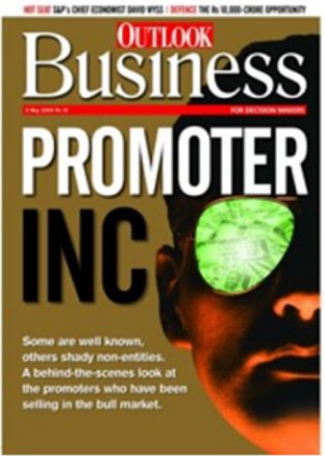
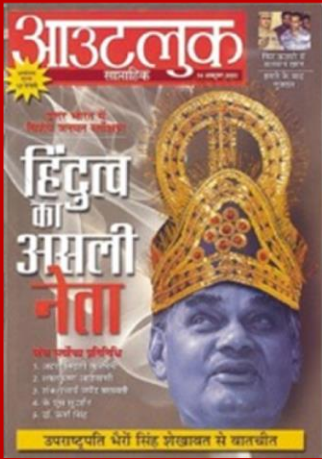
OUTLOOK
October
1995

OUTLOOK MONEY
July 1998



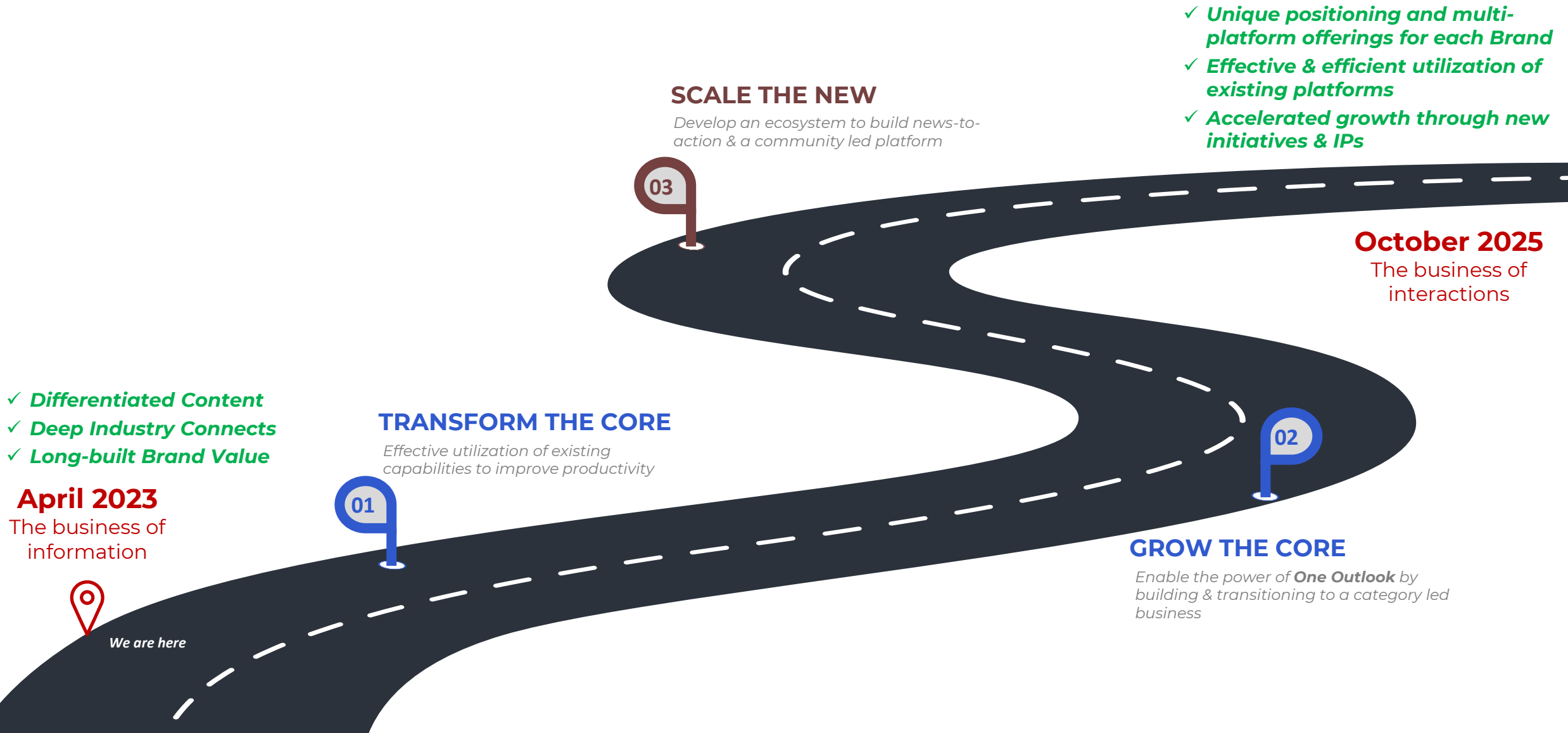
**OUTLOOK
TRAVELLER**
June 2001

OUTLOOK HINDI
October
2002



OUTLOOK BUSINESS
May 2006

OUTLOOK HAS PARTNERED WITH ACCENTURE FOR THE DIGITAL ENHANCEMENT OF OUR 4 KEY BRANDS



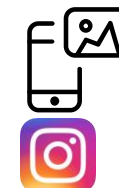
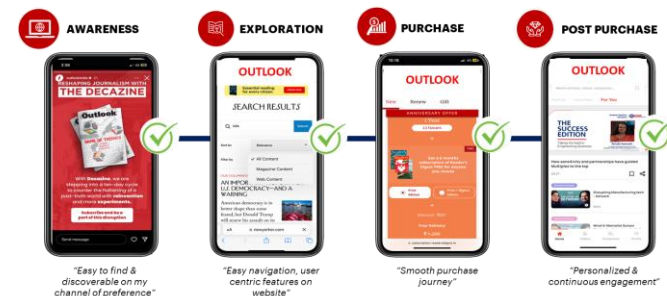
THE FUTURE OF OUTLOOK'S DIGITAL PROPERTIES

BREAKING AWAY FROM THE TRAP OF NEWS CYCLE TO ISSUE BASED, MEANINGFUL JOURNALISM PACKAGED FOR THE DIGITAL WORLD

OUTLOOK INDIA

OUTLOOK
TRAVELLEROUTLOOK
BUSINESSOUTLOOK
MONEY

DECAZINE

REVAMPED JOURNEY
EXPERIENCE ON WEBFORM FLUID
MULTI FORMAT CONTENTTARGETING NEW-AGE,
FUTURE READERSHIPYoung Digital consumers
(18-35 yrs – age group)

ON THE BACK OF...

STRUCTURED
CONTENT STRATEGYON-GROUND ACTIVATION
PROGRAMME – Campus
ChroniclesMULTI PLATFORM
JOURNALISM

ENVISIONING THE NEW OUTLOOK TRAVELLER: ONE-STOP-DESTINATION FOR TRAVELLERS TO PLAN END-TO-END JOURNEYS

OUTLOOK INDIA

OUTLOOK
TRAVELLEROUTLOOK
BUSINESSOUTLOOK
MONEY

On the back of...

Incorporating
emerging trends in
the travel industry

Catering to
evolving customer
demands

Carving out a niche
in sustainable
travel

STAGES OF A TRAVELLER'S JOURNEY
IMPACTED



OUTLOOK BUSINESS WILL HELP READERS TO THINK BEYOND AND STAY AHEAD OF THE GAME

Content will be divided into 7 key categories...



ECONOMY & POLICY



STARTUPS



SUSTAINABILITY



DIVERSITY & INCLUSION



CAPITAL MARKETS

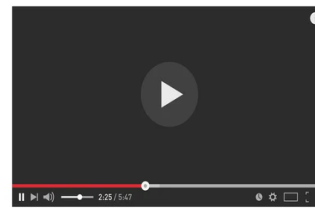


INDUSTRIES



TECHNOLOGY

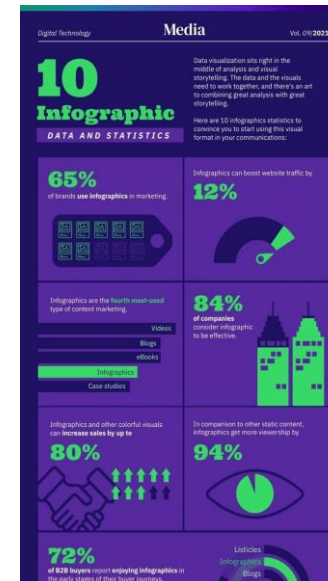
...To be published in engaging formats...



Videos & Visuals which attract customers and allow them to consume content on-the-go



Audio content like Podcasts to capture the younger audience and provide for the otherwise engaged target group



Infographics to interact and communicate with the intended audience quickly and efficiently

...For targeted audience segments



Corporate Leaders

CXOs & Senior Management



Policy Professionals

Founders & other stakeholders in the startup ecosystem



Entrepreneurs

Bureaucrats, policymakers, other professionals in civil administration

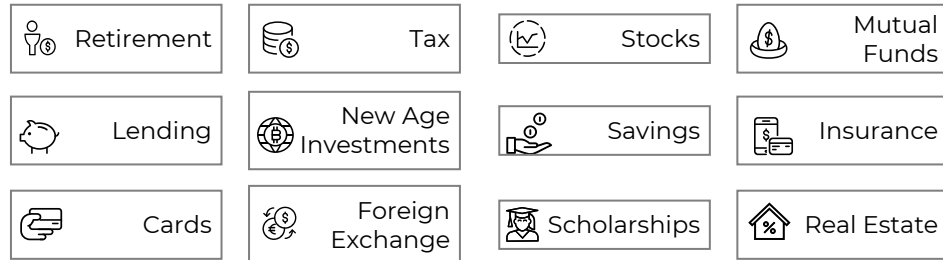


Business Students & Young Professionals

Business students, newly-minted professionals, mid management

OUTLOOK MONEY WILL LEAD THE CHANGE WITH OWNING FINANCIAL DECISIONS THROUGHOUT THE "JOURNEY OF LIFE"

Outlook Money will provide information around 12 key categories



In an easy to consume language

While addressing different customer personas and their unique needs



Sneha
24, Young Fresher



Divya & Rahul
32, Urban Couple

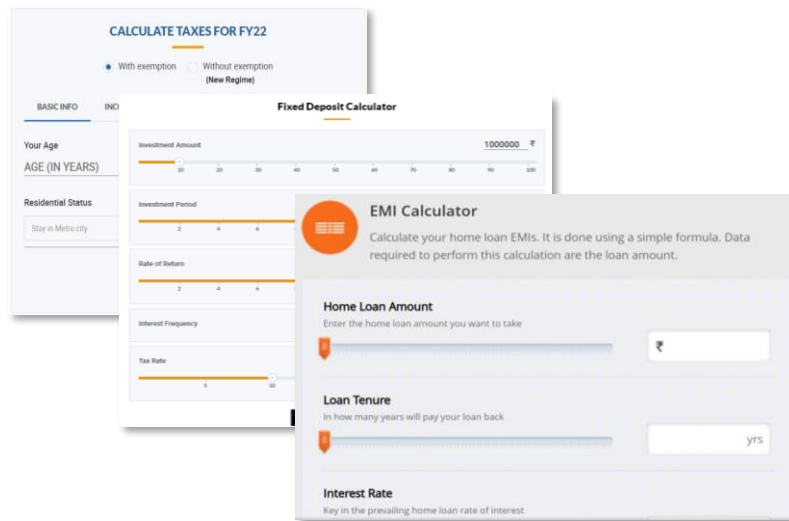


Yusuf
48, Senior Executive



Anita
42, Working Mother

The digital platform will have interactive content...

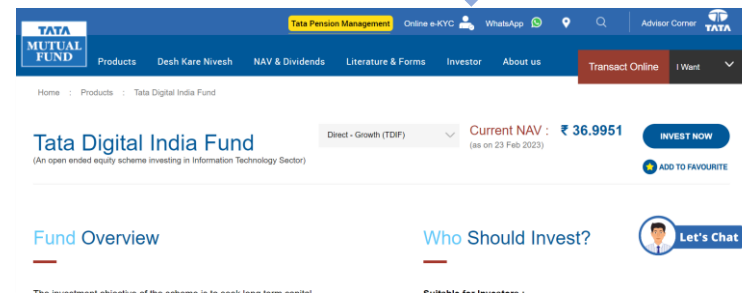


...And provide an end-to-end journey for the user to learn, understand and invest consciously...

Top performing Mutual Funds

Quant Small Cap Fund Direct Plan-Growth	49.23%	23.93%	Invest
Tata Digital India Fund Direct-Growth	29.25%	23.49%	Invest
ICICI Prudential Technology Direct Plan-Growth	32.40%	22.99%	Invest
SBI Technology Opportunities Fund Direct-Growth	28.69%	22.28%	Invest
Aditya Birla Sun Life Digital India Fund Direct-Growth	29.22%	22.17%	Invest

Affiliate linking - Clicking on Invest takes us to partner website



..While hosting IPs around financial planning

40 AFTER 40

Financial IPs

Aimed to assist and connect individuals aged 40+ with retirement planning

OLM will also conduct financial training workshops with partner brands



Corporate Induction Workshops

Assisting corporates in training their employees through money management workshops

OUR FOOTPRINT

AUDIENCE INSIGHTS - DEMOGRAPHICS

REACH & ENGAGEMENT

Engagement

4+ MINUTES

Avg session duration

Page Views

50 MILLION

Avg per month

Unique Users

17 MILLION

Avg per Month

AGE SPLIT

18-25

26%

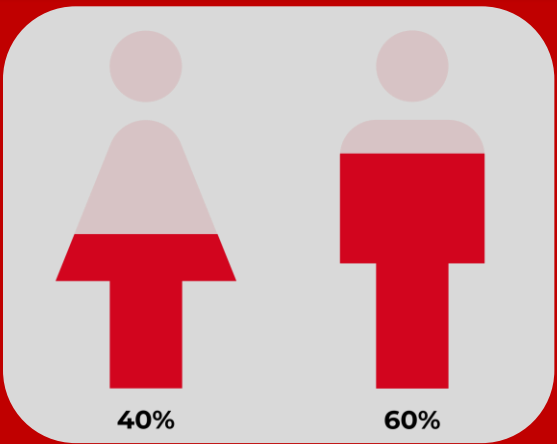
25-35

27%

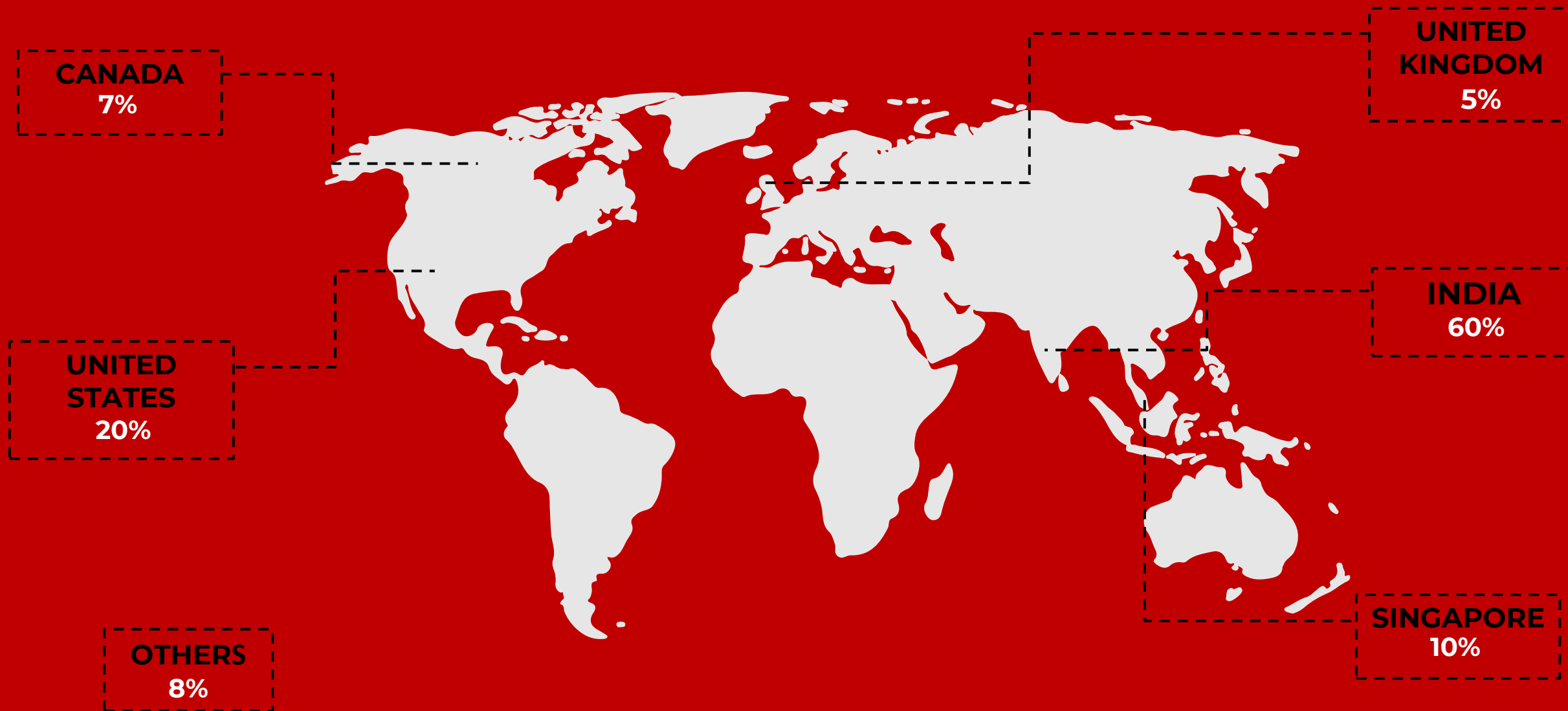
35+

47%

GENDER SPLIT



GLOBAL READERSHIP



OUR CURRENT SOCIAL MEDIA NUMBERS



We are vigorously prioritizing our social media strategy with the aim of significantly increasing these numbers.

*Outlook Business & Money have a combined Twitter and Instagram handle

AUDIENCE INSIGHTS – GOOGLE IN-MARKET SEGMENTS



Investment Services

11% Sessions



Banking Services

8.4% Sessions



Women's Apparel

6.2% Sessions



Gifts & Occasion

7.7% Sessions



Home Décor

6.4% Sessions



Employment services

7.1% Sessions

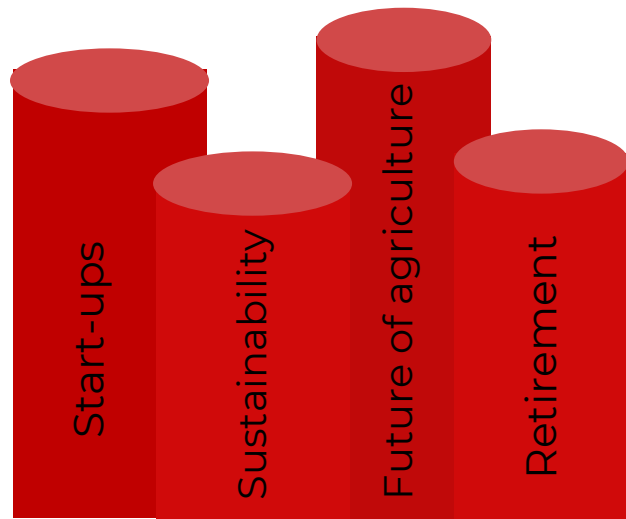


Test Preparation

6% Sessions

OUTLOOK IS IN THE BUSINESS OF CRAFTING THE MOST EFFECTIVE BRAND SOLUTIONS FOR INDIA INC. AND THE GOVERNMENT

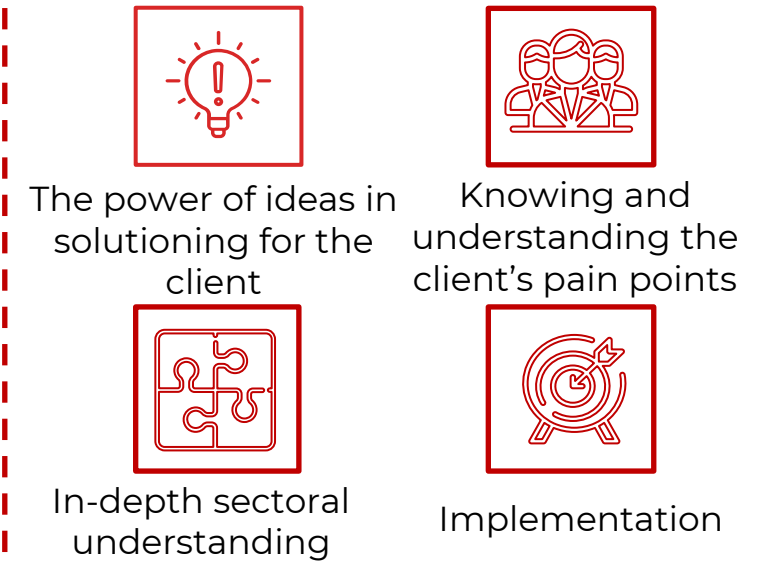
OUR MAIN PILLARS FOR THE FIRST YEAR OF OPERATIONS ARE



OUR BUSINESS SOLUTIONS INCLUDE



OUR KEYS TO SUCCESS:



OUR USP

We create insights and communities all wrapped around credible and thought-provoking storytelling. Outlook is known for credibility and igniting insightful discourses. Both these qualities set us apart in our endeavour towards creating a specialised arm looking at brand solutions.

EVENT PLANNER FOR 2023-2024



STARTUPS

An in-depth ranking of Startups along with states and cities to see how they are catalysing the sector. The reports will be followed by awards and will be amplified in print, digital and a mega event in Delhi in September



LEADING EDGE

Outlook Business Leading Edge is a leadership event meant only for business leaders. It's a peer learning platform, where leaders share their life and leadership experiences, apart from business trends, concerns and innovative solutions.



OUTLOOK TRAVELLER AWARDS

The Outlook Traveller Awards have been well accepted as a benchmark in the field of travel and tourism, it is a recognition of the efforts and creative solutions put in by the tourism industry towards benefitting stakeholders across.



SUSTAINABILITY

We are the first Indian media house to come out with an ESG Preparedness Report; a sectoral study to gauge the ESG preparedness of India Inc



RETIREMENT

The goal is to provide comprehensive retirement support by offering various products and services, building a community of individuals with similar aspirations, and encouraging people to pursue their hobbies and passions post-retirement.



RESPONSIBLE TOURISM AWARDS

Outlook Responsible Tourism Summit and Awards celebrate trailblazers and unsung heroes of responsible tourism across the country. We are reminded of the wind beneath our wings, of all the inspiring stories and people, and the wonderful community spirit we're surrounded by.



SPEAKOUT

With Outlook speakout, we aim to showcase the diverse talents, grit, and determination of sportsmen and women in different states through various conversations and recognitions empowering viewers from all walks of life to pursue their passions and dreams.



HOSPITALITY AWARDS AND SUMMIT

The inaugural Outlook Traveller Hospitality Awards 2023 recognized the best in the hospitality industry and sparked a new discussion around sustainability. The Summit focused on "Transformation Through Innovation".



EDUCATION CONCLAVE

Secondary education focused conclave across the country. The conclave is aimed at catalysing the brightest minds of India towards issues of national importance.



Some Recent Campaigns



Outlook Business Event

OUTLOOK BUSINESS
SPOTLIGHT

PRESENTS

**VISIONARY
LEADER
AWARDS 2023**

POWERED BY


BRANDFOSYS MEDIA

CELEBRATION PARTNER  **Radico**
SPIRIT OF EXCELLENCE

REAL ESTATE PARTNER  **AEFC**



GUEST OF HONOUR
**MR. AJAY
THAKUR**

CONRAD PUNE - LUXURY BY HILTON (PUNE),
19th, MAY 2023

Outlook Business Event - Upcoming

OUTLOOK BUSINESS
SPOTLIGHT
PRESENTS
Business Excellence Awards 2023
POWERED BY

DigiTech Media

LOGISTICS PARTNER

EASTERN SUPPLY CHAIN & LOGISTICS PVT. LTD.

PRINTING SOLUTION PARTNER

FUJIFILM
Value your business

GAME PARTNER

FIRST GAMES

CHIEF GUEST
ADVOCATE RAHUL NARWEKAR
Speaker of Maharashtra Legislative Assembly, MLA (Colaba)

Date: 24th June 2023 | **Venue:** The Lalit Mumbai
Time: 6:00pm onwards

Display Campaigns



CITROËN

NEW CITROËN C3
#ExpressYourStyle

Drive home in Comfort Class today
at an all-inclusive EMI of ₹7,999*

*T&C Apply

BORN FRENCH
MADE IN INDIA

Monday, Jun 19, 2023

Outlook

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Chinki Sinha, the poem is an obituary in memory of the Balasore train...

[MOUMITA ALAM](#) / last updated at 1:52 pm

inclusivity

A viral Starbucks advertisement shows the rekindling of a daughter - a transgender woman - with her parents as they accept her new identity. However, a lot of...

[SHARMITA KAR](#) / last updated at 3:40 am

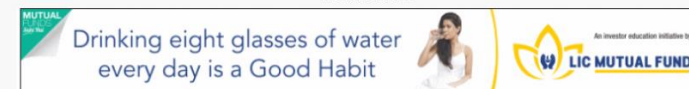
Artist and puppeteer Sudipta Mukherjee Mandal writes about travelling and a mountain tea shack that she found on a trekking trip.

[SUDIPTA MUKHERJEE MANDAL](#) / last updated at 9:18 am

Retired Justice M.R. Shah's unwavering belief in the theory of deterrence and advocating stricter laws for serious offenders has somehow shaped the...

[TANUJOY MAJUMDER](#) / last updated at 7:50 am

ADVERTISEMENT



Drinking eight glasses of water every day is a Good Habit

LIC MUTUAL FUND


The investor education initiative by

WORLD NEWS


[More](#)



Display Campaigns



Experience the thrill of luxury and performance with the Audi Q3



Power: 190 hp Gesture-controlled tailgate Audi virtual cockpit plus quattro all-wheel drive

#FutureIsAnAttitude

*T&C Apply. Image for representation purpose only. Accessories and equipment shown may not be currently offered in India.


Book a test drive

Monday, May 01, 2023


Outlook


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IPL-2023
INDIAN PREMIER LEAGUE
MARCH 31st TO MAY 28th, 2023






AN IDEAL BOY
AN IDEAL GIRL

ADVERTISEMENT*



Experience the thrill of luxury and performance with the Audi Q3



Power: 190 hp Gesture-controlled tailgate Audi virtual cockpit plus quattro all-wheel drive

#FutureIsAnAttitude

Book A Test Drive

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THANK YOU