

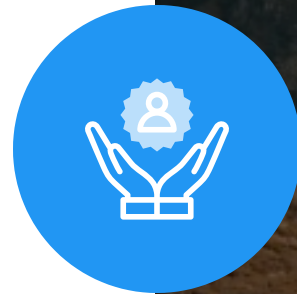
# DEFINING PATRIKA.COM USER

# Foreground

Their content preferences and purchasing power provide insights.

## User Profile

The Patrika.com user is a digitally active individual.



## Digital Footprint

Their digital footprint provides valuable insights into lifestyle and habits.



## Ecosystem Navigation

Navigates a broad ecosystem of news, entertainment, e-commerce, and social platforms.



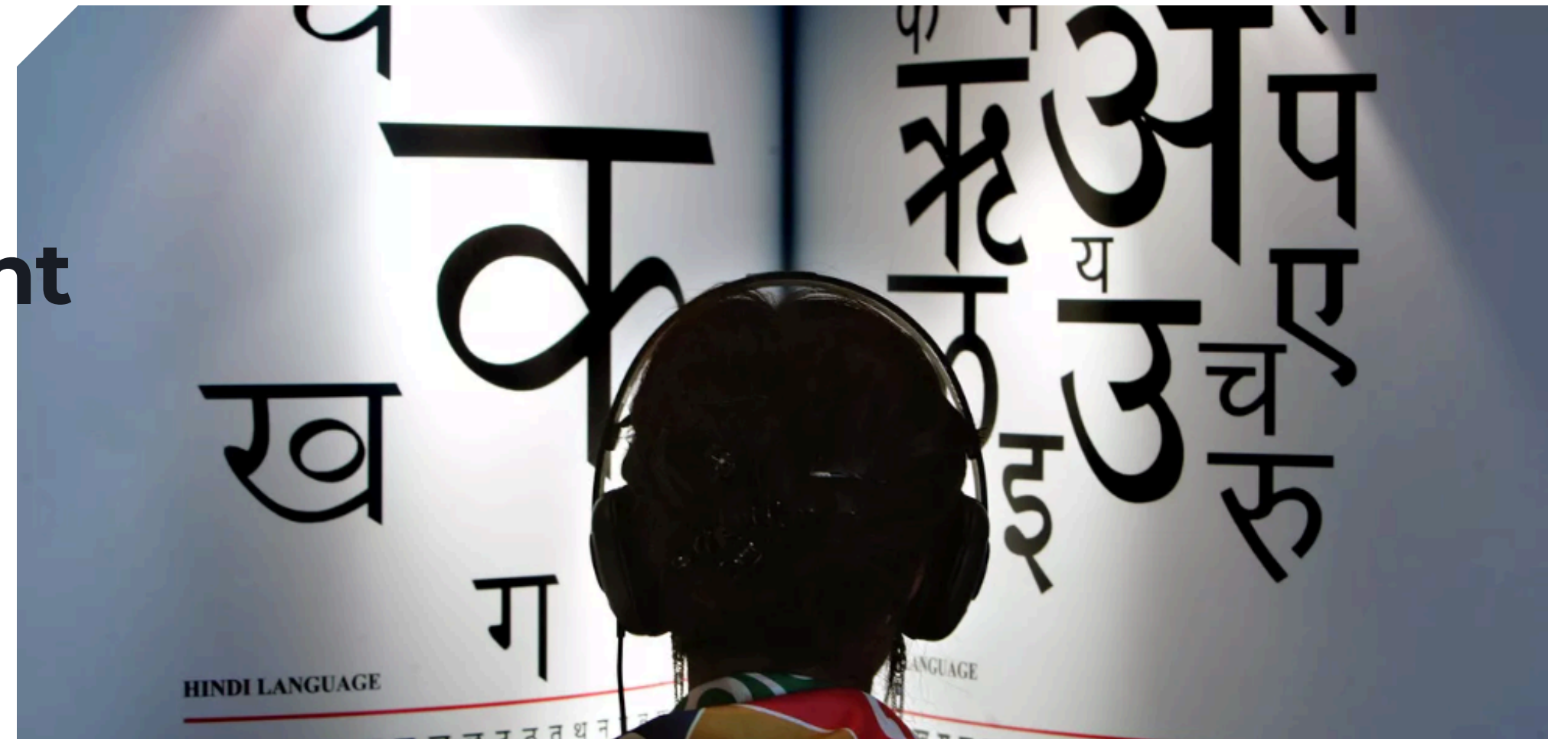
## Consumer Potential

Insights into consumer potential through online engagement patterns.



# Why is Language important on Digital?

Connecting with the Masses in their language



**886Mn**

**Current Active Internet Users in India**

Projected to surpass 900 million by 2025.

**55%**

**Rural Internet Users**

488 million users

**45%**

**Urban Internet Users**

398 million users

**98%**

**Indic Language Usage**

A significant majority of internet users access content in Indic languages.

**57%**

**Urban Preference**

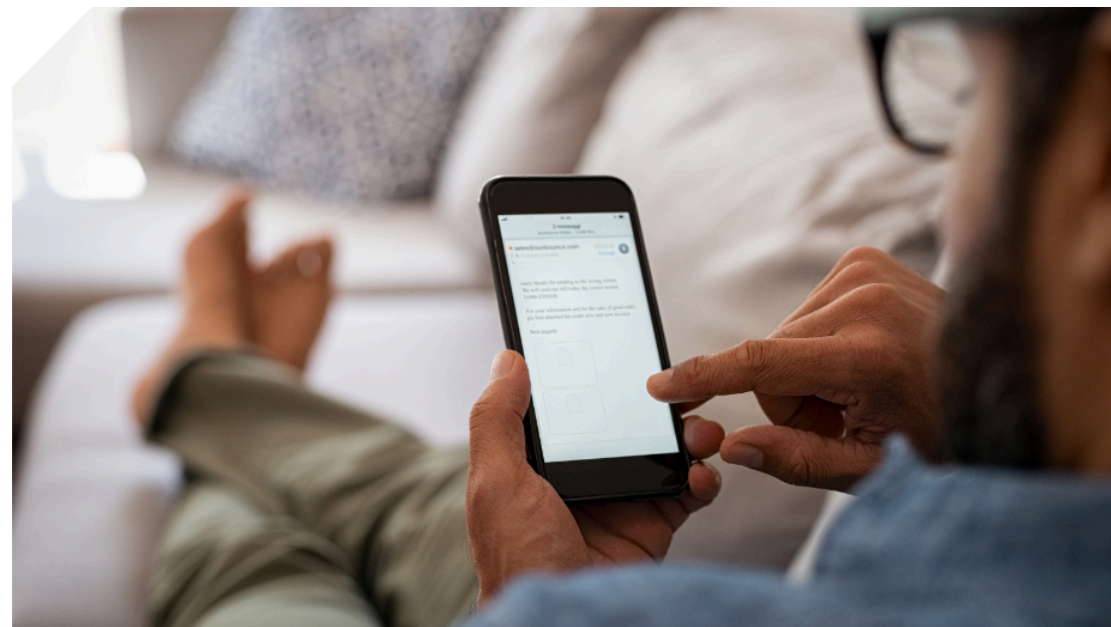
Users prefer consuming content in regional languages

# Consumption Patterns

Unlike social media-driven clickbait or impulsive browsing, Patrika.com users consciously seek information, indicating: - High percentage of direct traffic (users typing the URL or using bookmarks). - Repeated daily visits, reinforcing habitual behavior. - Higher time-on-site per session, indicating deep engagement with articles.

## 01 1st Touchpoint

Typically Direct Visit (habitual users) or Google Search (SEO-driven).



## 02 2nd Touchpoint

Internal recommendations (related news links). Social Sharing on Facebook & WhatsApp, which expands reach. Push Notifications or email newsletters for recurring readers.



## 03 3rd Touchpoint

Regular users return daily, creating a cycle of habitual engagement.



# Understanding Unique's

There's an optimal ratio between the New Users & Returning Users.

The Returning Visitor Rate (RVR) is high around 45%.

Overall Stats	Total UV	New UV	Existing UV
<b>Patrika</b>	41.9M	23.0M	18.9M

# Stats beyond Unique's

Media	Visits	Avg. Daily Users	User Frequency	Avg. Mins per Visitors	Avg. Mins per Visits
<b>Patrika</b>	297.5M	1.35M	7.1 visits per month	17 mins	30 mins

# Demographics

Users <35 Years The majority of users are aged 18-34.

86%

**Majority of users are under 35.**

This indicates a strong preference for services among younger users.

59%

**Age group 25-34.**

A substantial portion of users falls within this age range.

6%

**Age group 45+.**



27%

**Age group 18-24.**

This demographic shows significant engagement.

8%

**Age group 35-44.**

This group represents a smaller segment of the user base.

# Core Content Affinities

## Regional & Hindi News

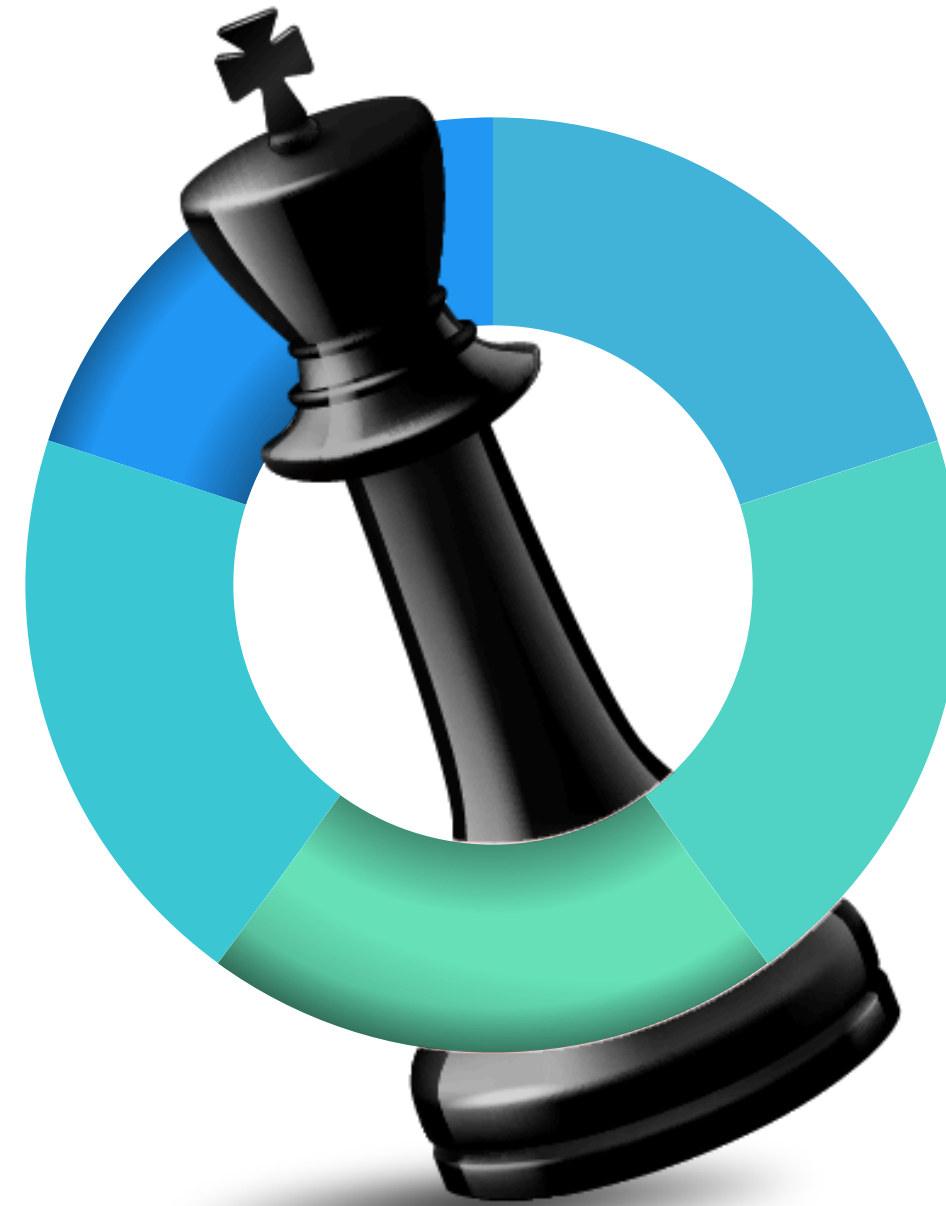
Strong preference for local updates over English-language news.

## Bollywood & TV Industry

Regular readers of entertainment gossip, celebrity news, and reality shows.

## Sports (Cricket, Kabaddi, Olympics)

Seasonal spikes in engagement, especially around IPL & World Cup events.



## Politics & Governance

High engagement with political events, election coverage, and policy debates.

## Astrology & Spirituality

Loyal audience for daily horoscopes, Vastu, numerology, and religious festivals.

# Lifestyle & Consumer Preferences

Health & Wellness, Automobile Enthusiasts, Finance & Investments, Fashion & Shopping

## Health & Wellness

Growing interest in Ayurveda, home remedies, fitness, and yoga.



## Automobile Enthusiasts

Following new car launches, bike comparisons, and fuel price updates.

## Fashion & Shopping

Engaging with festive trends, wedding season shopping, and discount sales.

## Finance & Investments

Interest in stock market updates, mutual funds, and gold prices.



# Device & Platform Preferences

- ✓ **80%+ Mobile-first audience**  
Accessing news on-the-go.
- ✓ **Android-dominated users**  
High adoption of budget smartphones.
- ✓ **App vs. Web Usage**  
Users split between mobile browser visits & app-based engagement.
- ✓ **Push Notifications**  
High CTR (Click-Through Rate) for breaking news alerts.

# Time-of-Day Consumption



## **Morning (6 AM - 9 AM)**

News, horoscope, regional updates.



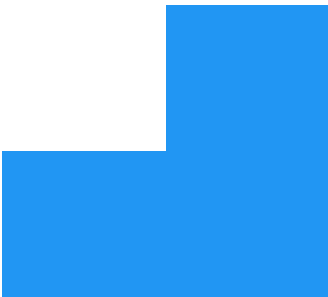
## **Evening (7 PM - 10 PM)**

Prime-time political analysis, sports, and OTT entertainment.

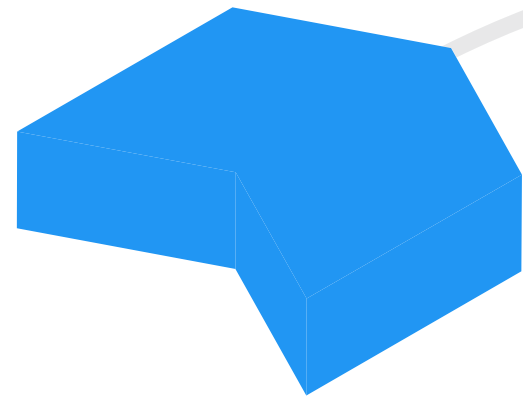


## **Afternoon (12 PM - 3 PM)**

Entertainment, trending topics, social media browsing.



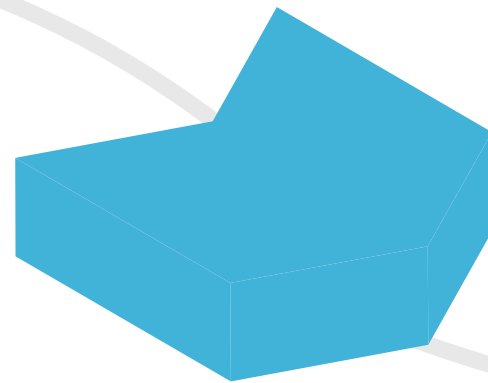
# Engagement Trends



**35-45%**

**Returning Users**

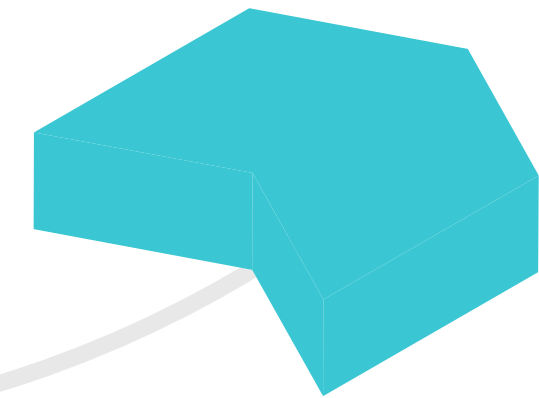
Strong habitual consumption.



**13-15 minutes**

**Average Session Duration**

Reflecting healthy user interest and interaction with the content.



**52.52%**

**Bounce Rate**

Lower for direct visitors compared to social media-driven users.

# Purchasing Power & Economic Demographics

Economic Segmentation and online shopping trends.

## **Upper-Middle Class (25%)**

Working professionals, business owners, premium content consumers.

## **Middle Class (50%)**

Salaried employees, students, digital shoppers, OTT subscribers.

## **Lower Middle Class (25%)**

Budget-conscious consumers, WhatsApp-driven news sharers.

## **Festive Season Shoppers**

High engagement during Diwali, Holi, Dussehra sales.

## **Fashion & Electronics Buyers**

Strong engagement with Flipkart/Amazon deals.

## **Travel & Hospitality Spending**

Booking flights, hotels, and movie/event tickets online.

## **Freemium Preference**

More likely to consume ad-supported content rather than pay for news.

## **UPI & Digital Wallet Usage**

Regular online transactions, indicating a cashless preference.

## **Financial Literacy**

Some users invest in mutual funds, stocks and gold indicating financial awareness.

# Social Media Behaviour

Here's where you can provide additional context and details about your AI-Enhanced concise headline.



## YouTube - 4.55M Subscribers

Primary video news source, high Hindi content engagement.

## Facebook - 31M Followers

News sharing, political discussions, community groups.

## Instagram - 0.81M Followers

Bollywood, trending reels, youth-focused.

## X - 1.2M Followers

Breaking news, political debates, trending hashtags.

Aspect	Patrika Newspaper Subscribers	Patrika.com Users
<b>Primary Medium</b>	Physical newspaper	Digital (website, mobile app)
<b>Demographics</b>	Primarily older adults, traditional readers, predominantly from Tier 2 and Tier 3 cities	Younger, tech-savvy users, increasingly mobile-first, from across India
<b>Engagement Frequency</b>	Daily (part of morning routine)	Frequent daily visits, especially during breaking news events
<b>Content Format</b>	Text-heavy, images, occasional supplements	Interactive, multimedia (videos, images, articles)
<b>User Behavior</b>	Regular consumption of a daily news cycle	Real-time access, instant updates, and multimedia content
<b>Average Time Spent</b>	Varies; typically 30-45 minutes daily	Varies; can be over 30 minutes per visit for engaged users

Aspect	Patrika Newspaper Subscribers	Patrika.com Users
<b>Interaction &amp; Engagement</b>	Passive consumption	Interactive (comments, shares, likes)
<b>Access to Archives</b>	Limited (physical copies)	Unlimited archives & search feature
<b>Overlap Between Print Subscribers &amp; Digital Users</b>	20% to 40% of print subscribers also engage with Patrika.com regularly, particularly older readers and those from regions with high mobile penetration	Mobile-first and digital-native consumers, likely with lower overlap with print-exclusive subscribers

# **How to Reach this Audience Effectively**



**Let's Discuss**