

TEHCiRCLE



# TECHCIRCLE

TechCircle.in is the home of enterprise and emerging technologies. The narratives include a judicious mix of research and top quality journalism.

# TechCircle Offerings

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1

**Research & Insights** - With the core team of 50+ analysts, we house the largest tech insights platform of ~1.8 Lakh organizations along with their key financials, IT spend by technology, key stakeholders and developments.

2

**GTM & Sales Strategy** - Based of the research intelligence, we support our vendor partners in prospect identification, segmentations around new growth markets and help them in sales effectiveness by creating tools & workshops around their focus sectors.

3

**Digital platforms & IP Events** - Banking upon the neutrality, we work with our customers helping them meet their target market through various IP events and bespoke digital programs such as Future of Digital.

4

**Custom Solutions** - Depending on the clients need and business priorities, we can create various physical and digital properties - such as boardrooms, Innovation & discovery workshops to captive events with detailed end to end agenda driving engagement.

# Subscribers Reach

## By Designation (2)

CIO: **17%**

CXO: **13%**

Founders: **14%**

ITDMs: **44%**

Marketing: **12%**

## By Segment (1)

Very Large Enterprise: **18%**

Large Enterprise: **25%**

DNB/Mid-Market: **30%**

Core Startups: **19%**

Startups Non-Digital: **8%**

## Subscriber Segmentation

CIO: **9180**

CXO: **7020**

Founders: **7560**

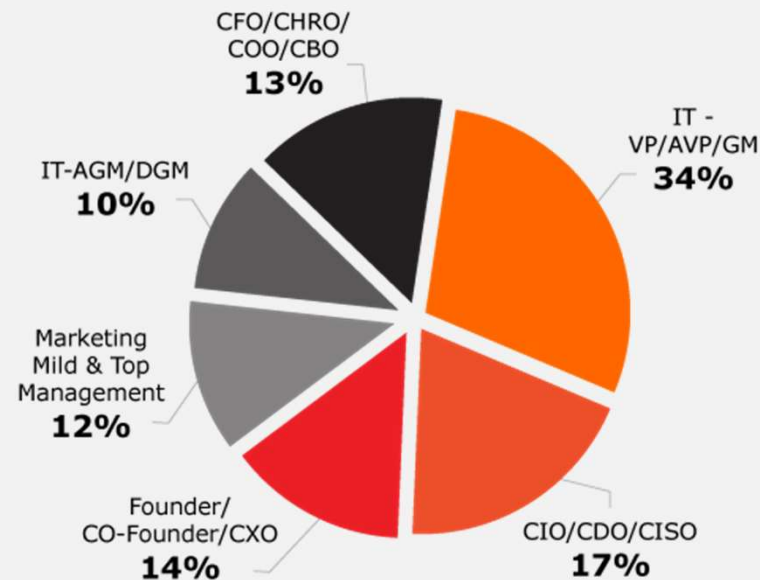
ITDMs: **23,760**

Marketing: **6480**

# Industries & Audience Attentiveness Towards Our Content

Newsletter Subscriber Database

## Digital & Emerging Technology Profile



**31% Digital & Emerging Technology**

**27% Startups**

**25% BFSI**

**10% Consumer & Manufacturing Industry**

**3% Telecom/Internet Service Providers**

**2% Media/Entertainment/Advertising/PR**

**2% Others**

# Techcircle Newsletter: Our Best Reads Compiled Daily

**52,179**  
No. of subscribers

**146k+**  
Mobile & desktop  
notifications subscribers



Daily newsletter

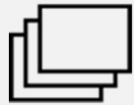
Weekly newsletter



# TechCircle Incremental Reach



**3.4 Mn**  
Page views



**9.16**  
Pages/session



**0.37 Mn**  
New users  
added/month



**39%**  
Returning  
visitors/users



**19,098**  
Facebook



**31,200**  
Twitter



**10,319**  
LinkedIn

# TechCircle Display ADs Inventory

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## TechCircle Display Ads Inventory

The screenshot shows the TechCircle website interface. On the left is a navigation menu with categories like TECHNOLOGY, STARTUPS, MONEY, CIO FOCUS, PODCAST, VIDEOS, POLICY, ANALYSIS, PEOPLE, SEARCH, and NEWSLETTER. The main content area features several articles under the 'Technology' section, each with a thumbnail image and a title. Four orange arrows point from the right side of the page towards the table, indicating the specific ad placements for each row.



Property Name	Appx. impressions (per month)
300x250 RHS1	1.6 Mn
300x250 RHS2	1.6 Mn
300x250 RHS3	1.6 Mn
300x250 RHS4	1.6 Mn

# TechCircle Content Inventory

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## TechCircle Content Inventory

<b>Sponsored Content</b>	Sponsored Article
	Q&A Format Interview
	CEO Profiling
	Infographic
Link - <a href="https://www.techcircle.in/tag/brand-solutions">https://www.techcircle.in/tag/brand-solutions</a>	

## Brand Solutions

BRAND SOLUTIONS

Corner Office Conversations with Sharad Sanghi, CEO- NTT India Ltd- Part 2

[Jaideep Mehta](#)

8 May, 2021



BRAND SOLUTIONS

Corner Office Conversations with Sharad Sanghi, CEO - NTT India Ltd - Part 1

[Jaideep Mehta](#)

29 Apr, 2021



BRAND SOLUTIONS

Living the transformation - The corner office conversation


[Jaideep Mehta](#)

16 Apr, 2021



**TECHCIRCLE** Tuesday, April 24, 2018

TECHCIRCLE #TechCircle



**Analysis**  
**How SoftBank has spun its web across India's internet companies**  
 SoftBank is the new IPO. For startups struggling to turn in profits, an initial public offering remains an unattractive proposition. With its \$100 billion war chest...

**Money**  
**Exclusive: Air-travel lending platform Mihuru raises seed funding**

**Venture Capital**  
**Exclusive: Sticker search app Emojifi secures pre-Series A funding**

**Venture Capital**  
**Car servicing platform Pitstop gets additional pre-Series A funding**

**E-Commerce**  
**Online beauty retailer Nykaa raises \$11 mn in fresh funds**

Invest in a US based startup  
 Mini-IPO in **15%** | **2000+** | **1000+** | **5000+**

**MORE STORIES**

- TCS looking at newer tech to take digital revenue past \$5 bn
- Larsen & Toubro Infotech integrates SAP S/4HANA for digital transformation
- Inside Amazon's plan to expand its grocery business in India
- Health-tech startup Doxper bags pre-Series A funding

## TechCircle Content Inventory

<h1>Mailer</h1>	Mailer release (EDM Blast - Content, Creative provided by the client)
	Mailer release (EDM Blast- Content, Creative and HTML done by VCC inhouse team)