

INDIA'S ONLY OMNI-CHANNEL DIGITAL NEWS GROUP

Web | Mobile | Video | Social | Audio | E-Magazines



TV Channel Brands

05

Magazines Brands

10

Digital Brands

09

Digital First Brands

26

INDIA TODAY GROUP

287
Million Avg. Weekly TV Viewership

16

Million Avg.

Quarterly Readership

169 Monthly Unique Visitors

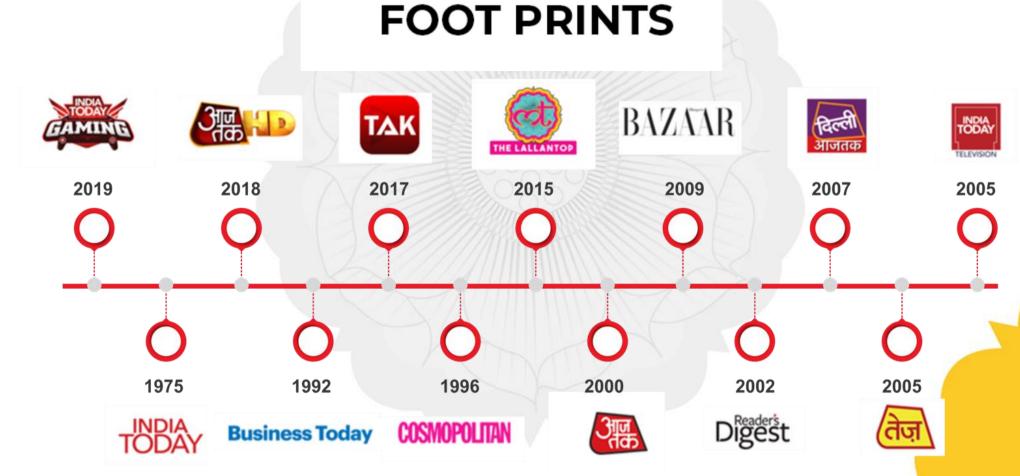
Million Avg.

1.3

Billion Avg. Monthly Video Views









INDIA TODAY DIGITAL GROUP



Million Avg. 169

Monthly unique visitors

169

1.72 Billion Avg.
Monthly page visitors



1.30 Million Avg.
Monthly video views

1 DESTINATION WEB, APP & VIDEO



6.7 Million Avg.
Monthly app users



Million Avg.
Monthly Social Media
Interactions



3.53 Billion Avg.

Monthly watch minutes

165 Million

Social Media fan base

INDIA TODAY GROUP



ENGLISH WEBSITE

HINDI WEBSITE

HINDI MOBILE FIRST VIDEO CHANNEL



बिहार Tak

Tak

दिल्ली Tak





INDIA'S NO.1 NEW AGE NEWS BRAND

21
MILLION
SUBSCRIBERS

World's First New Age Brand with over

PER VIDEO 2.2 LACS

Avg. Video view on Youtube

Over 100 MILLION

Monthly Video Views on Facebook

Over 280 MILLION

Monthly Video Views on Youtube







22 Million

Unique Visitors,21



20 Million

Unique Visitor,21

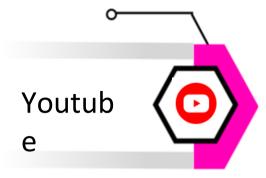
6.6Million

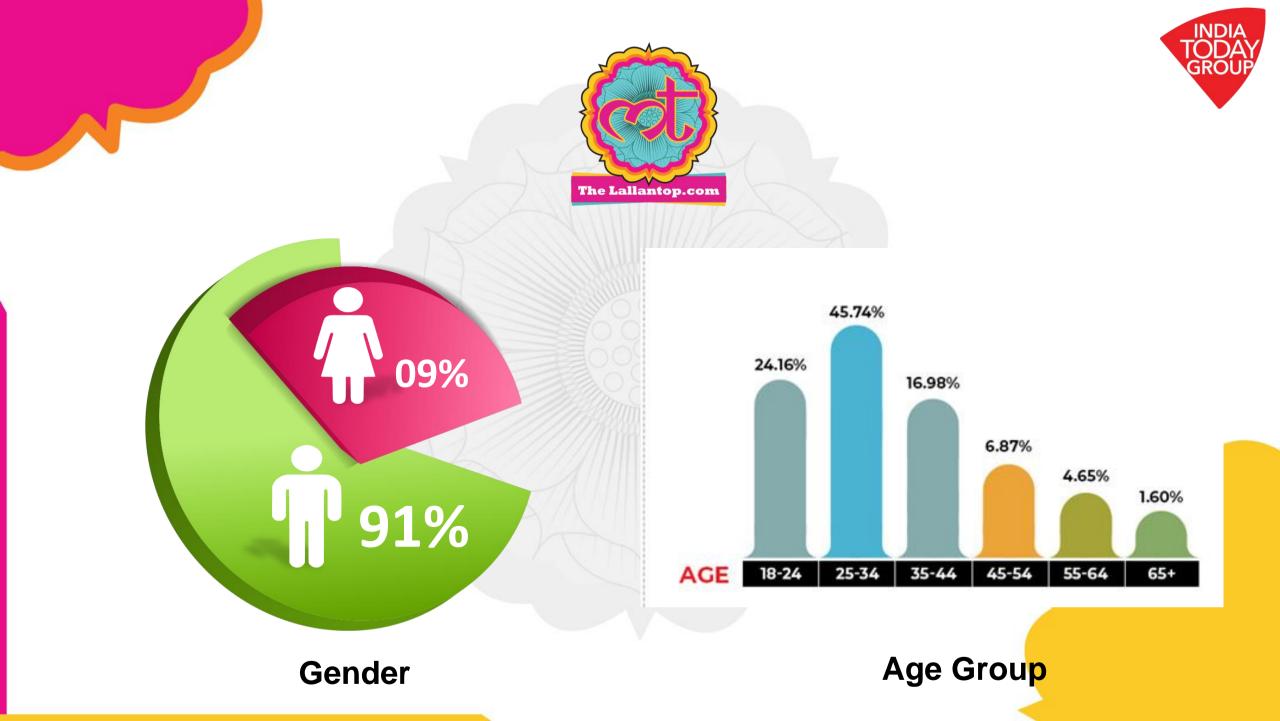
Page Likes, 22

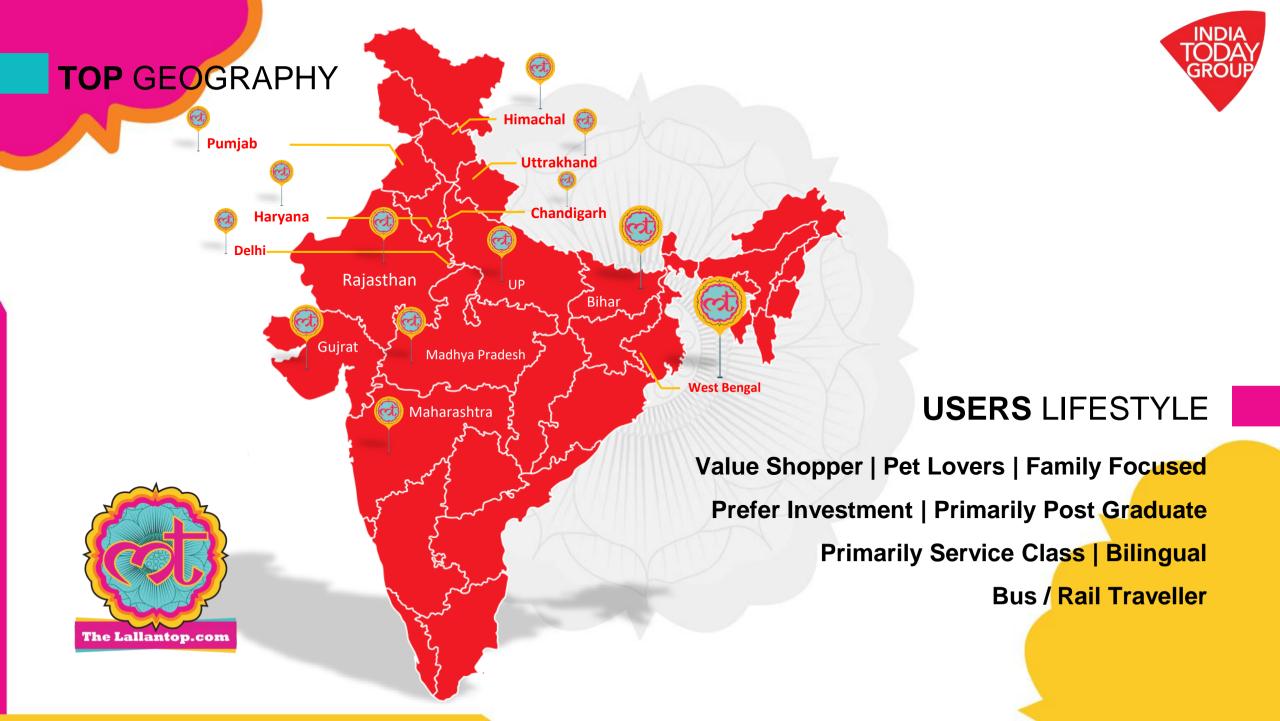


21 Million

Subscribers, March 22









WHY LALLANTOP



- The Lallantop is a Digital First Hindi News Initiative by India Today Group.
- The Lallantop, since its YouTube debut in 2016 has managed to gain popularity and loyal fan base amongst the Hindi hinterlands, that is India's own emerging market. The channel has colloquial flavour that resonates well with the new internet audience.
- The channel not only provides extensive News coverage but also segments like Fact Check, Quiz, Entertainment, Business etc. During state/ general elections, the channel provided ground reporting from local cities/towns/states of India to understand the real issues being faced by population in those states.
- It's the first digital channel that has extended its brand salience on TV as well, The Lallantop has prime time slot on TEZ TV news channel.



WHY LALLANTOP The Numbers Say it all



The Lallantop is the first and only digital Hindi news channel in the world to receive YouTube Diamond Button for achieving 10 M Subscriber base milestone in 2019.

Currently the channel has more than **18.6 M+ subscribers and growing fast.** The Lallantop now holds **3 YouTube Play buttons** i.e. **Silver, Gold & Diamond Button** for their Journey so far.

The Lallantop Universe

Since the inception The Lallantop Universe on YouTube has increased tremendously. The numbers say it all.

- 20+ Million Subscribers
- 5+ Billion Views on more than 20K+ Videos 212+ Million hours of Watch Time
- 5+ minutes of Avg. view duration 50+ Million Likes
- 6.5+ Million Comments
- 12.5+ Million Shares



WHY LALLANTOP



The channel reaches 50+ million unique viewers monthly

The Lallantop				
Month	UV	Watch time (hours)	Video Views	Average View Duration
Feb 21	54,901,579	16,800,849	247,035,679	00:04:54

- Youtube is estimated to have 285 Million unique subscribers in India
- 93% of Video Watchers in India are on YT
- Lallantop Reaches out to 1 in 5.4 People on YT and if we just take male population the No is 1 in 4



RECOGNITION





- The Lallantop is India's No. 1 New Age News Brand on YouTube
- Awarded gold trophy for best use of YouTube at

IAMAI Digital Awards

The Lallantop has bagged best digital news channel and best digital coverage on social issue- ENBA 2021.

- YouTube CEO Susan Wojcicki personally congratulated The Lallantop and editor Saurabh Dwivedi
- The Lallantop has the highest view per video among new age channel and traditional channel in the news category- Vidooly





Covers Wide Range of Content











Reviews





Sports



Covers Wide Range of Content

















Recent Recognition







INDIA'S ONLY OMNI-CHANNEL DIGITAL NEWS GROUP

Web | Mobile | Video | Social | Audio | E-Magazines





Matches and bouts and everything that one needs to know to stay updated on national and international sports. Sports Tak brings news, views, commentaries & trends in a byte sized format

FACEBOOK

0.42

Million

LIKES

11.5

Million

AVG. MONTHLY VIDEO VIEWS



6.03

Million

YOUTUBE **SUBSRIBERS** 50.4

Million

AVG. MONTHLY VIDEO VIEWS



Aaj Ka Agenda



Exclusive with Sports

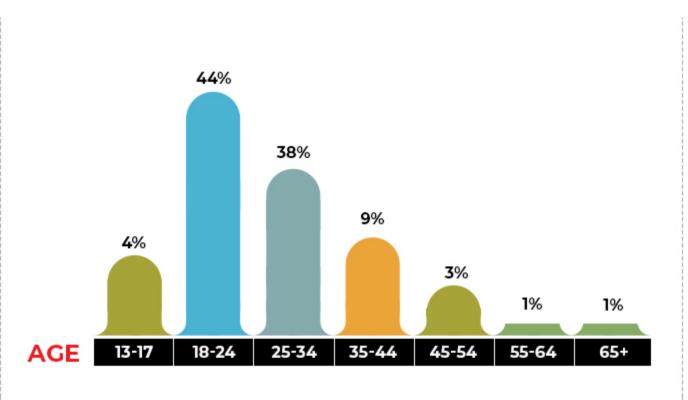












- Delhi
- Mumbai, Maharashtra
- 3 Kolkata, West Bengal
- 🕢 Ahmedabad, Gujarat
- 6 Patna, Bihar
- 6 Surat, Gujarat
- Bangalore, Karnataka
- 8 Lucknow, Uttar Pradesh
- 9 Pune, Maharashtra
- 10 Jaipur, Rajasthan





This channel covers News & Politics section. It gives you glimpse of what is happening around the world and political demographics.

From Incidents to accidents!



1.9

Million

39.1

Million

8.76

Million

Million

53.4

FACEBOOK

LIKES

AVG. MONTHLY VIDEO VIEWS

YOUTUBE

SUBSRIBERS

AVG. MONTHLY VIDEO VIEWS



Top 5 News



News Story



Bollywood



NEWS ਹੈਂ

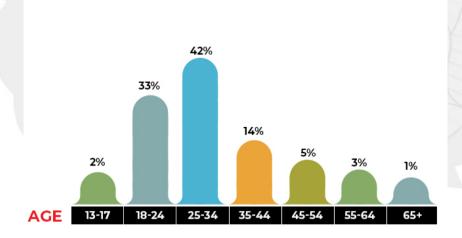
Gender

80



20

Age Group



Top Cities in

- India Delhi, India
- Mumbai, Maharashtra
- Kolkata, West Bengal
- Ahmedabad, Gujarat
- 5 Lucknow, Uttar Pradesh
- 6 Surat, Gujarat
- Patna, Bihar
- 8 Jaipur, Rajasthan
- Bangalore, Karnataka
- Dune, Maharashtra





Bharat Tak is an exclusive mobile platform that provides all the information about India, its rich history, cultures, its various states, its soldiers, and its freedom struggle. From its flag to its leaders, Fundamental Rights to its saviors on Bharat Tak

FACEBOOK

0.86

Million

LIKES

17.3

Million

AVG. MONTHLY VIDEO VIEWS



YOUTUBE

5.84

Million

Million

SUBSRIBERS

AVG. MONTHLY VIDEO VIEWS

43.5





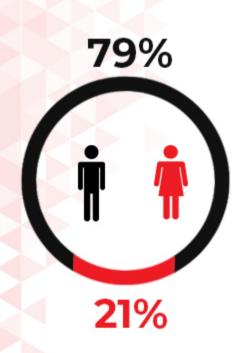


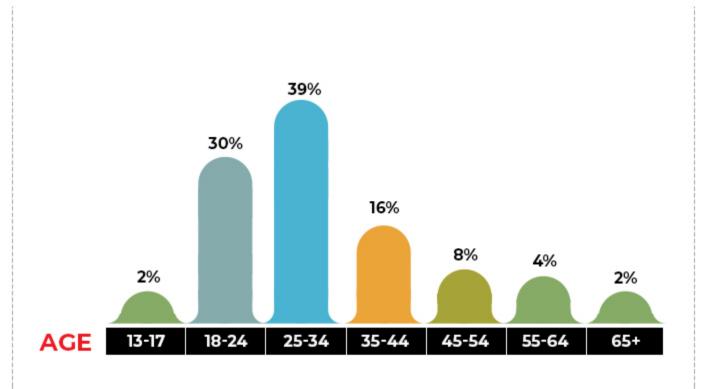












- Delhi
- Mumbai, Maharashtra
- 🔞 Kolkata, West Bengal
- Ahmedabad, Gujarat
- 5 Lucknow, Uttar Pradesh
- 6 Surat, Gujarat
- Patna, Bihar
- 8 Jaipur, Rajasthan
- Bangalore, Karnataka
- 🔟 Pune, Maharashtra





Duniya Tak is a one-stop shop for international news in Hindi. It provides international news round-the-clock with speed, facts, accuracy and

FACEBOOK

0.12

4.1

Million

LIKES

Million

AVG. MONTHLY VIDEO VIEWS

0

YOUTUBE

1.45

Million

Million

SUBSRIBERS

AVG. MONTHLY VIDEO VIEWS

4.5





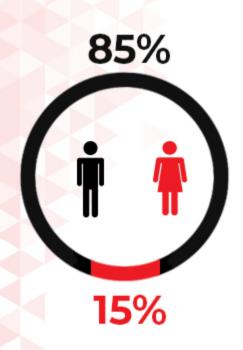


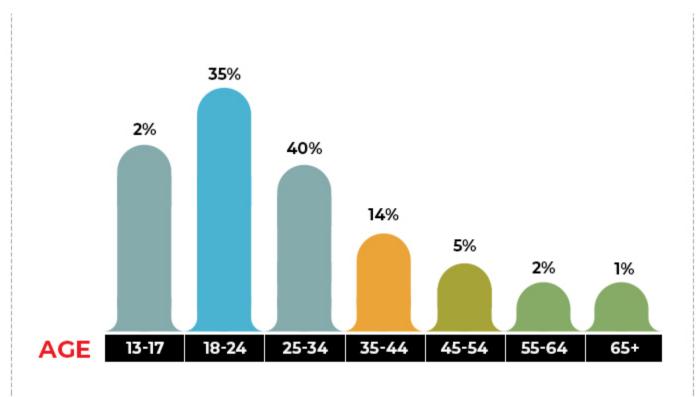






Age Group





- Delhi
- Mumbai, Maharashtra
- 3 Ahmedabad, Gujarat
- 🙆 Surat, Gujarat
- 5 Jodhpur, Rajasthan
- 6 Kolkata, West Bengal
- Ucknow, Uttar Pradesh
- 8 Jaipur, Rajasthan
- Bangalore, Karnataka
- D Hyderabad, Telangana





UP Tak is a platform where we will get you news from the nook and corners of Uttar Pradesh. Gear "UP" for the fastest and the most interesting content on UP Tak



0.76

Million

LIKES

22.9

Million

AVG. MONTHLY VIDEO VIEWS



YOUTUBE

5.77

Million

Million

SUBSRIBERS

AVG. MONTHLY VIDEO VIEWS

102.1





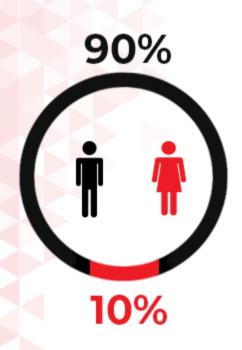


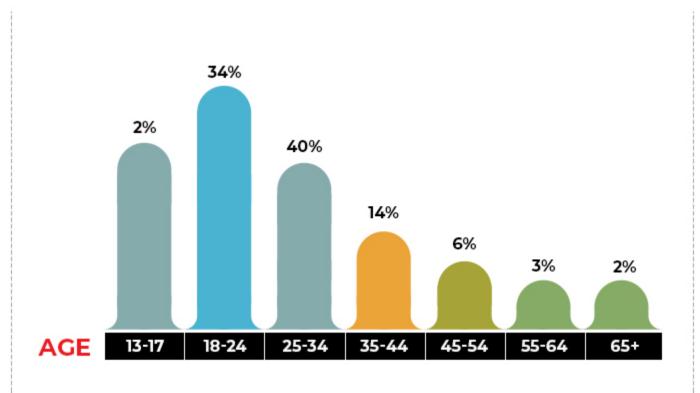






Age Group





- Delhi
- Mumbai, Maharashtra
- Lucknow, Uttar Pradesh
- Kanpur, Uttar Pradesh
- 6 Allahabad, Uttar Pradesh
- 6 Varanasi, Uttar Pradesh
- 7 Ahmedabad, Gujarat
- 8 Agra, Uttar Pradesh
- Meerut City, Uttar Pradesh
- Molkata, West Bengal





MP Tak is a dedicated regional mobile channel that offers all the latest news, updates and everything which affects the lives of people in Madhya Pradesh.



0.29

Million

LIKES

7.2

Million

AVG. MONTHLY VIDEO VIEWS



1.87

Million

SUBSRIBERS

40.8

Million

AVG. MONTHLY VIDEO VIEWS





Leaders Speak



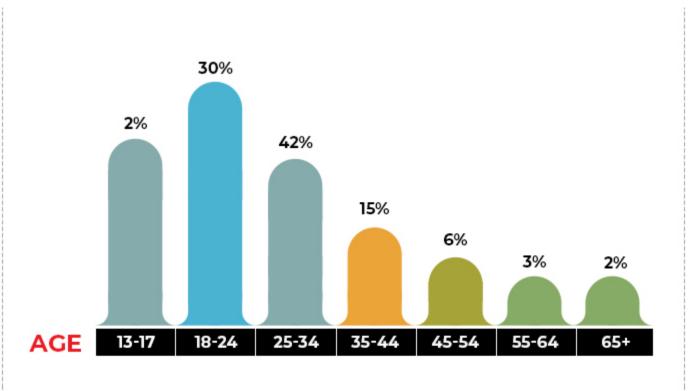






Age Group





- 1 Indore, Madhya Pradesh
- 2 Delhi
- Bhopal, Madhya Pradesh
- 🙆 Mumbai, Maharashtra
- Gwalior, Madhya Pradesh
- 6 Ahmedabad, Gujarat
- Surat, Gujarat
- 8 Lucknow, Uttar Pradesh
- 9 Kolkata, West Bengal
- 🔟 Jaipur, Rajasthan





Bihar Tak brings you the aroma of history with the allure of popular tradition from the tales of Samrat Ashok, here you will find news, views and never ending entertainment. Anything about Bihar, is here at Bihar Tak

f

FACEBOOK

0.6

LIKES

39.4

Million

Million

AVG. MONTHLY VIDEO VIEWS

0

YOUTUBE

2.45

Million

Million

27.8

SUBSRIBERS

AVG. MONTHLY VIDEO VIEWS



Bihar News



Jab Bihari pada sab par bhari



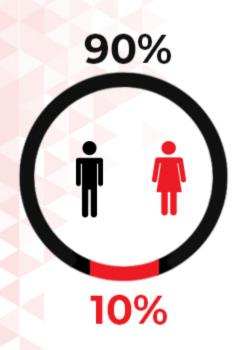
Bihar Local Food

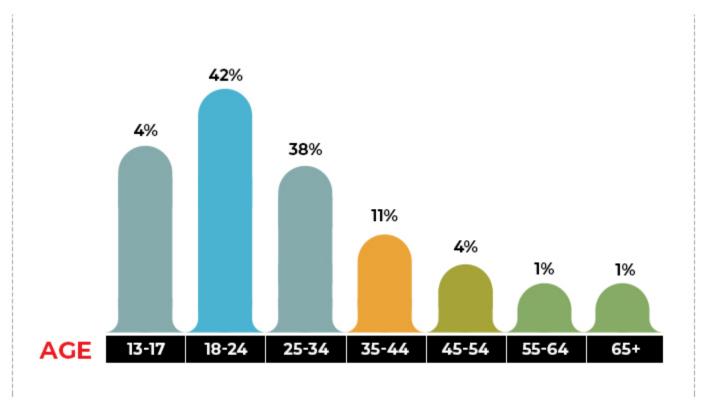






Age Group





- Delhi
- Patna, Bihar
- Mumbai, Maharashtra
- 🙆 Darbhanga, Bihar
- 6 Muzaffarpur, Bihar
- 6 Kolkata, West Bengal
- 7 Bangalore, Karnataka
- 8 Surat, Gujarat
- 9 Ranchi, Jharkhand
- Lucknow, Uttar Pradesh





Mumbai Tak is a dedicated regional mobile channel that offers all the latest news, updates. Coverage of Bollywood ,nightlife and everything else that affects the lives of people in Mumbai.

FACEBOOK

0.43

LIKES

7.9

Million

Million

AVG. MONTHLY VIDEO VIEWS

0

YOUTUBE

1.53

Million

SUBSRIBERS

15.6

Million

AVG. MONTHLY VIDEO VIEWS





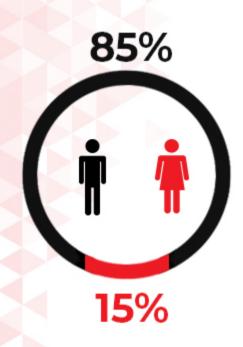


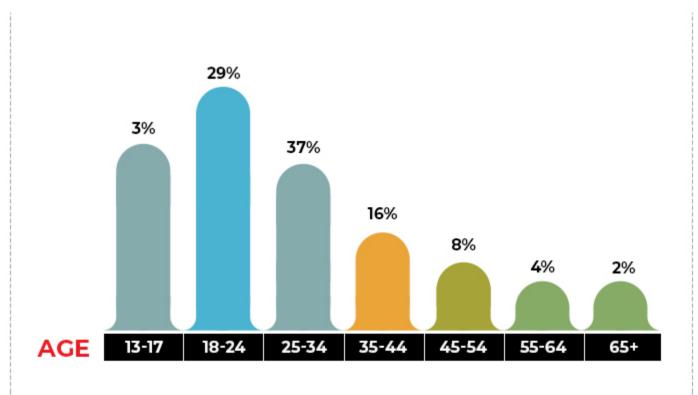






Age Group





- 1 Mumbai, Maharashtra
- 2 Delhi
- Surat, Gujarat
- 🙆 Ahmedabad, Gujarat
- 6 Pune, Maharashtra
- 6 Kolkata, West Bengal
- Hyderabad, Telangana
- 8 Lucknow, Uttar Pradesh
- Bangalore, Karnataka
- 10 Jaipur, Rajasthan





Rajasthan Tak is a platform for the people to raise voice on issues they feel strongly about and it is a medium which not only provides news and analysis but also showcases the cultural heritage of the royal Rajasthan



0.57

) /

Million

LIKES

7.7

Million

AVG. MONTHLY VIDEO VIEWS



YOUTUBE

8.0

Million

SUBSRIBERS

5.7

Million

AVG. MONTHLY VIDEO VIEWS



Rajasthan News



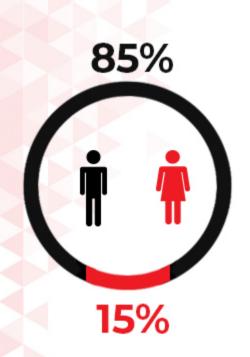
Rajasthan Ki Shaan

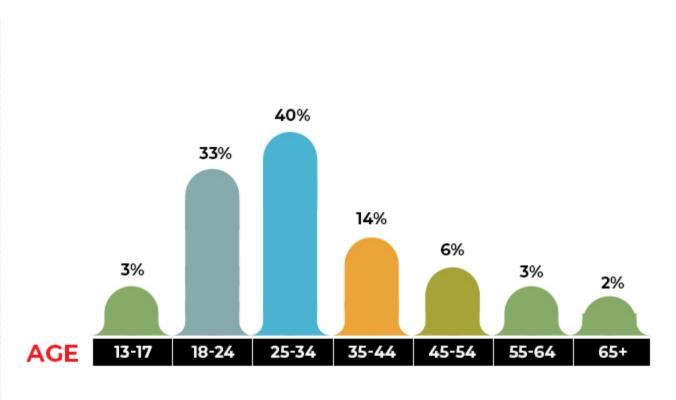












- 1 Jodhpur, Rajasthan
- 2 Jaipur, Rajasthan
- 🔞 Mumbai, Maharashtra
- 4 Jaisalmer, Rajasthan
- Delhi
- 6 Surat, Gujarat
- Ahmedabad, Gujarat
- 8 Bangalore, Karnataka
- Hyderabad, Telangana
- 🔟 Chennai, Tamil Nadu





Punjab Tak is a news channel about Punjab and Punjabis residing in the different parts of the world. It covers news about People, Politics, Sports, Entertainment and International affairs that interest Punjabis.

•

41

1.8

Thousands

Million

FACEBOOK

LIKES

AVG. MONTHLY VIDEO VIEWS

0

YOUTUBE

8.0

Million

Million

6.5

SUBSRIBERS

AVG. MONTHLY VIDEO VIEWS





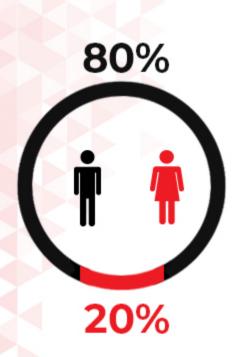


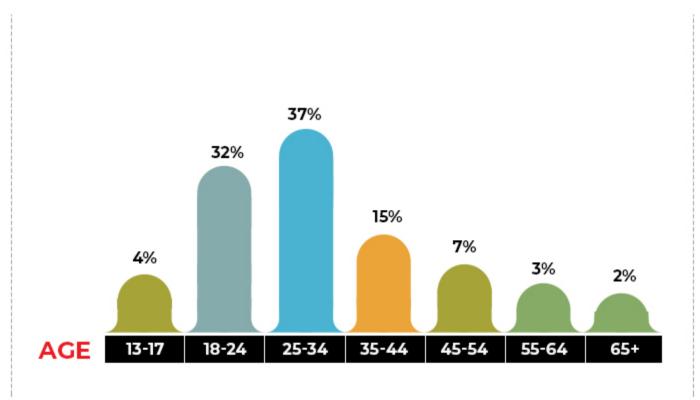






Age Group





- Delhi
- 2 Amritsar, Punjab region
- 🔞 Mumbai, Maharashtra
- 🕢 Jalandhar, Punjab region
- 6 Ludhiana, Punjab region
- 6 Chandigarh
- Surat, Gujarat
- 8 Ahmedabad, Gujarat
- Kolkata, West Bengal
- 🔟 Lucknow, Uttar Pradesh





Work life, family, relationships, trends and more Life Tak is a glimpse of what life is like for you. Engage & connect with what matters to you!



0.55

55

Million

LIKES

26.6

Million

AVG. MONTHLY VIDEO VIEWS



0.96

Million

YOUTUBE SUBSRIBERS

4.2

Million

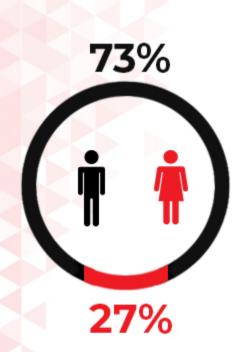


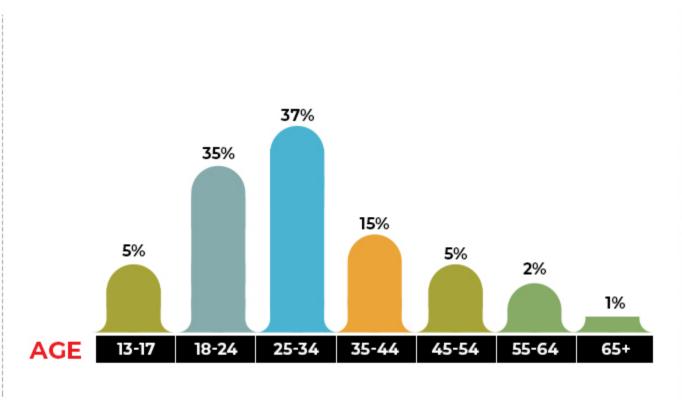












- Delhi
- Mumbai, Maharashtra
- 🔞 Kolkata, West Bengal
- 🕢 Ahmedabad, Gujarat
- 5 Surat, Gujarat
- 6 Pune, Maharashtra
- Lucknow, Uttar Pradesh
- 8 Jaipur, Rajasthan
- 9 Patna, Bihar
- Hyderabad, Telangana





CRIME TAK is here to help and assist you in this regard, by making you aware of all crime related incidents/stories, so that you can be safe



0.42

2 95.5

Million

LIKES

Million

AVG. MONTHLY VIDEO VIEWS



5.67

Million

SUBSRIBERS

146.9

Million

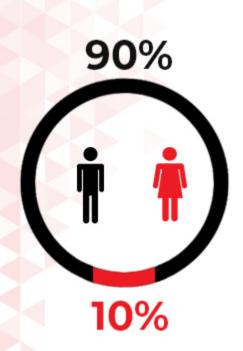


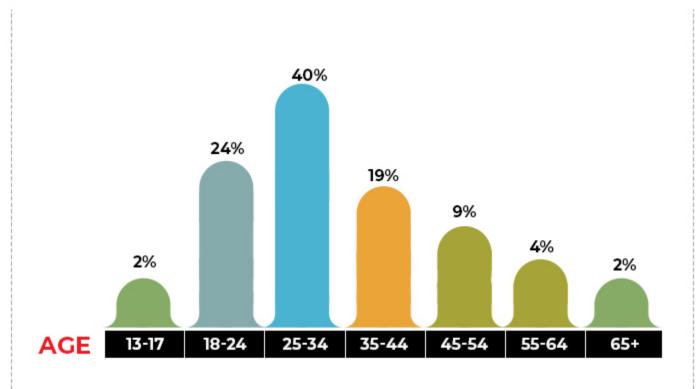












- Delhi
- 🗿 Mumbai, Maharashtra
- Kolkata, West Bengal
- 4 Lucknow, Uttar Pradesh
- 6 Ahmedabad, Gujarat
- 6 Surat, Gujarat
- Patna, Bihar
- 8 Hyderabad, Telangana
- 9 Jaipur, Rajasthan
- Bangalore, Karnataka





FitTak is an exclusive mobile channel that offers daily fitness hacks for everything, from health concerns to aging, from asanas to aerobics.

It teaches step by step techniques in their every video which helps user to stay fit

•

0.49

Million

FACEBOOK LIKES

Million

AVG. MONTHLY VIDEO VIEWS



YOUTUBE

1.73

Million

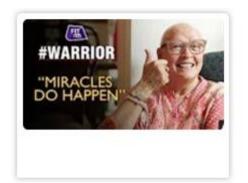
SUBSRIBERS

6.1

Million





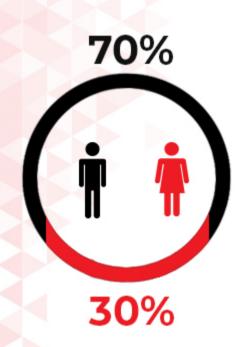


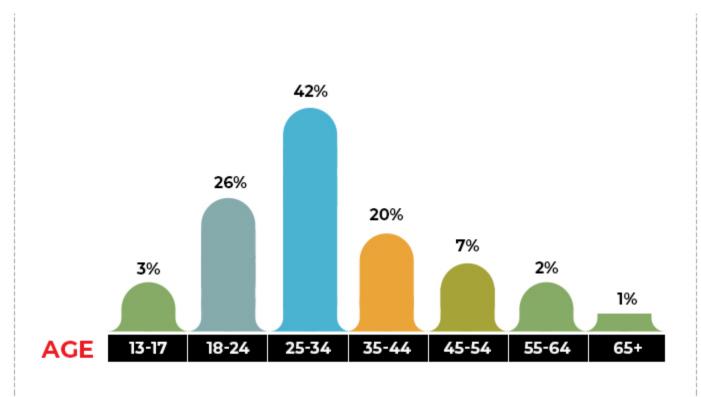






Age Group





- Delhi
- Mumbai, Maharashtra
- Kolkata, West Bengal
- 🙆 Ahmedabad, Gujarat
- Bangalore, Karnataka
- 6 Pune, Maharashtra
- Surat, Gujarat
- 8 Lucknow, Uttar Pradesh
- 9 Jaipur, Rajasthan
- Hyderabad, Telangana





Recipes to Masala, how to feed an army of 10 to a single person cooking, Food Tak brings you mouth watering recipes & cooking tips. Master traditional Indian & international cuisines, share the recipe and simplify someone's life.



0.33

3 14.4

Million

LIKES

Million

AVG. MONTHLY VIDEO VIEWS



19.7

thousands

SUBSRIBERS

0.2

Million



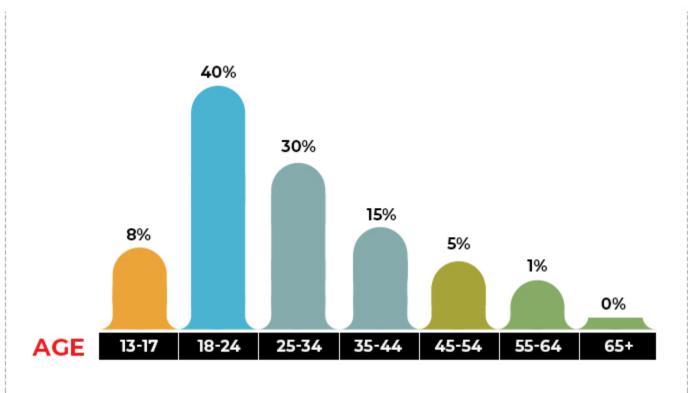












- Delhi
- 🗿 Mumbai, Maharashtra
- Kolkata, West Bengal
- 🕢 Ahmedabad, Gujarat
- 6 Ahmedabad, Gujarat
- 6 Chennai, Tamil Nadu
- Lucknow, Uttar Pradesh
- 8 Pune, Maharashtra
- 9 Hyderabad, Telangana
- 10 Surat, Gujarat





It depicts Horoscopes, predictions, prophecy etc.

The Astro Tak channel gives a glimpse of the future so that one can be prepared.

Stay updated and keep others updated too!

FACEBOOK

0.57

Million

K LIKES

8.9

Million

AVG. MONTHLY VIDEO VIEWS

0

YOUTUBE

2.01

Million

SUBSRIBERS

9.6

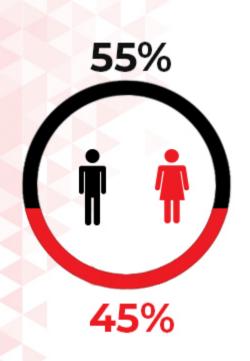
Million

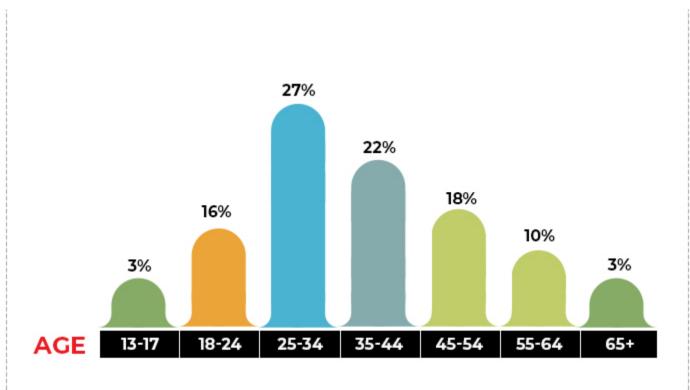












- Delhi
- 🗿 Mumbai, Maharashtra
- 🔞 Kolkata, West Bengal
- 4 Lucknow, Uttar Pradesh
- 6 Ahmedabad, Gujarat
- **6** Jaipur, Rajasthan
- Surat, Gujarat
- 8 Ludhiana, Punjab region
- Indore, Madhya Pradesh
- Nanpur, Uttar Pradesh





A channel dedicated to bring alive the rich literature and Music of India . A place to consume the best of the authors, Poets, Singers



0.57 Million

LIKES

0.8

Million

AVG. MONTHLY VIDEO VIEWS



1.7 Million

SUBSRIBERS

16.1

Million



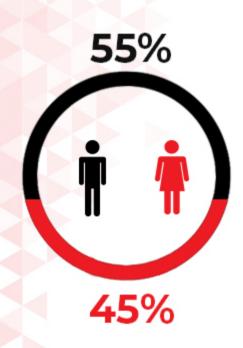


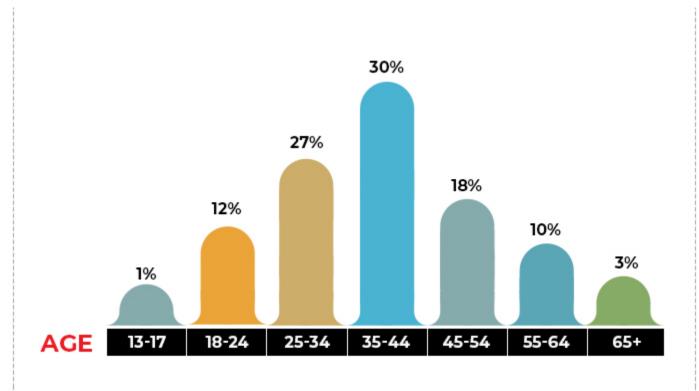






Age Group





- Delhi
- 2 Mumbai, Maharashtra
- 3 Lucknow, Uttar Pradesh
- 4 Lucknow, Uttar Pradesh
- **5** Kanpur, Uttar Pradesh
- 6 Allahabad, Uttar Pradesh
- Varanasi, Uttar Pradesh
- 8 Ahmedabad, Gujarat
- 9 Agra, Uttar Pradesh
- Meerut City, Uttar Pradesh





Gujrat Tak focuses on politics, social issues, financial or geographic matters of Gujrat. The channel run in Gujrati language.

Thousands

FACEBOOK

139

LIKES

2.4

Million

AVG. MONTHLY VIDEO VIEWS

YOUTUBE

575

Thousand

SUBSRIBERS

3.3

Million





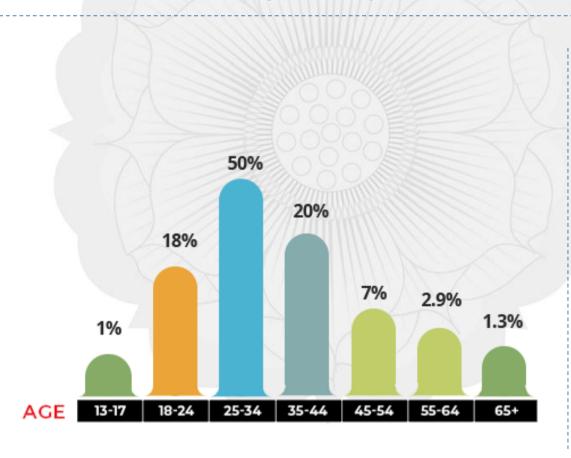


Age Group

Top 10 Cities in India







- Ahmedabad, Gujarat
- 2 Delhi
- Mumbai, Maharashtra
- 4 Kolkata, West Bengal
- Hyderabad, Telangana
- 6 Lucknow, Uttar Pradesh
- Bangalore, Karnataka
- 8 Jaipur, Rajasthan
- Patna, Bihar
- 10 Indore, Madhya Pradesh





Dilli Tak is the best delhi news channel. Quick hot videos, you will find exclusive an indepth interview of delhi on aajtak delhi youtube channel dilli tak. On this india today video channel you will get dilli top-5 news, smallest news bulletin.

FACEBOOK

87 Thousand

LIKES

1.6

Million

AVG. MONTHLY VIDEO VIEWS

0

YOUTUBE

1.19 Million

19.6 Million

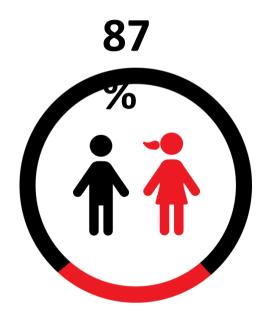
SUBSRIBERS



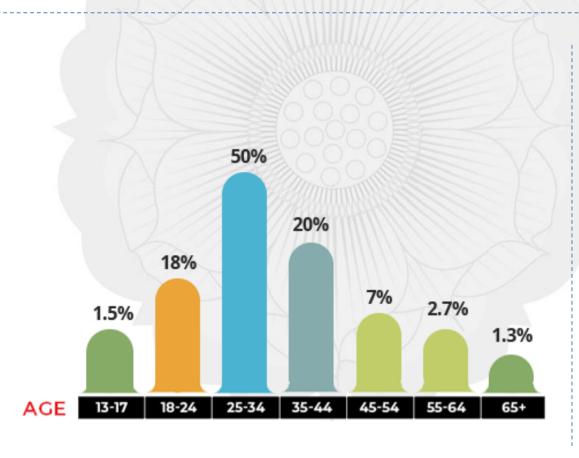


Gender

Age Group







- 1 Delhi, India
- Mumbai, Maharashtra, India
- Kolkata, West Bengal, India
- Lucknow, Uttar Pradesh, India
- Ahmedabad, Gujarat, India
- 6 Hyderabad, Telangana, India
- Patna, Bihar, India
- 8 Bangalore, Karnataka, India
- 9 Jaipur, Rajasthan, India
- 10 Ludhiana, Punjab region, India





Biz Tak is digital channel focused towards business and financial news and we do the videos and explain terms in simple language. Platform is popular among the audiences who are seeking quick business and finance news content.



36 Thousand

276.2 **Thousand** LIKES AVG. MONTHLY



YOUTUBE

1.27 Million **SUBSRIBERS**

15.9 **Million**

AVG. MONTHLY VIDEO VIEWS



VIDEO VIEWS





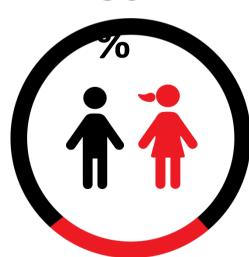


Gender

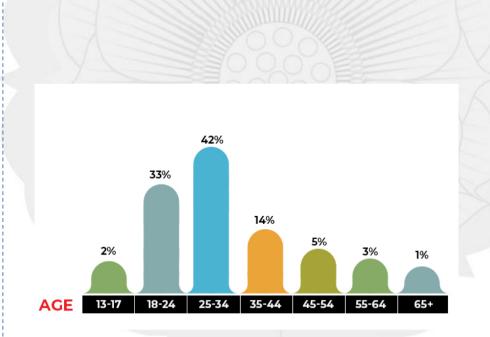
Age Group

Top 10 Cities in India



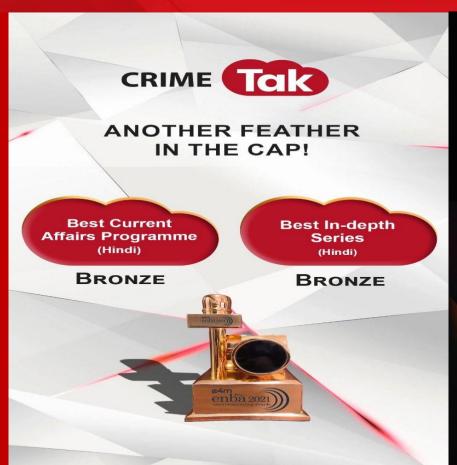


20 %



- Delhi, India
- Mumbai, Maharashtra
- 3 Kolkata, West Bengal
- Ahmedabad, Gujarat
- **5** Lucknow, Uttar Pradesh
- 6 Surat, Gujarat
- Patna, Bihar
- 3 Jaipur, Rajasthan
- Bangalore, Karnataka
- Pune, Maharashtra















Meesho

Integration during UP Election Coverage



Amazon

Customized Special Show on Digital Dukandar



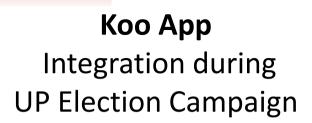
Coinswitch Kuber

Branding & Integration with Special Series on Ek Naya Paisa

^{**} Click on the image to see the video









Branding in Kharcha Pani-Financial Show of The Lallantop

5 Paisa.com



Kuku Fm

Branding & Integration during Duniyadari Show The Lallantop. See at 2:25 min

^{**} Click on the image to see the video





Khatabook

Integration during Sports Tak
See video at 0:45 Sec



TVS/ Playerzpot/ Dafa News

Branding during Sports Tak Ind Eng Series



Yakult

Branding during The Lallantop Show

** Click on the image to see the video









Howzat

Branding & Integration in Sports Tak

Octa FX

Branding & Integration in Sports Tak

Infinix

Branding & Integration in Sports Tak

^{**} Click on the image to see the video









Baidyanath

Branding during
The Lallantop Show

Gasofast

Integrated Video on Life Tak

Upgrad

Integration in Life Tak

^{**} Click on the image to see the video









Chattisgarh- Amcho Bastar

Documentary by The Lallantop

Runn of Kutch

Documentary by The Lallantop

Vedanta TSPL

Documentary on TSPL Vedanta

** Click on the image to see the video







KhataBook

Delhi Election Campaign



Vyapar & Vaoo App

Integration during
Maharastra Election
Campaign



BookKeeper

Delhi Election Campaign on Dilli Tak

** Click on the image to see the video

Flipkart - Unofficial Capitals of India



Objective

✓ To Help identify and establish Flipkart as the fashion capital of India in the Hindi Speaking belt and strenghthen their ongoing 360 degree campaign on the same

Solution

- ✓ We leveraged Lallantop the No1 digital first News channel and its reach in the Hindi Markets
- ✓ We leveraged Branded Videos an innovation on digital to get the brand message across via animated videos that talks about the unofficial capitals of India asking viewers to guess the fashion capital

Delivery

- ✓ 250K + Views delivered in 3 days
- ✓ Delivered 4K + Reactions and comments



POST EVAL OF FINTECH CLIENTS



Objective

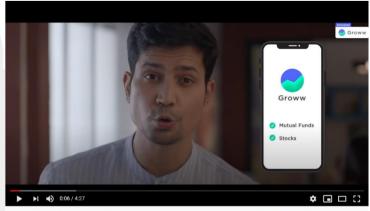
- ✓ To help reach out to the audience base of Lallantop who consume finance related content and understand it in a simple language
- ✓ To reach out to the HSM belt of the country where Youth understand finance but in a simple language and is digital savvy to do the transactions

Solution

- ✓ We leveraged Lallantop the No1 digital first News channel of the world
- ✓ We leveraged finance content like Kharcha Paani, Arthat shows with Brand mentions and video branding

Delivery

- ✓ Delivered a total of 75 Mn + Views across 90 Videos
- ✓ We achieved this across 3 months continued association giving maximum exposure on the related content



Mumbai Police ने Bandra मामले में जिस Vinay Dubey को पकड़ा. उसने Modi सरकार को क्या चेलेंज दिया था?



#ZomatoiPO #Cryptocurrency #Paytm
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■ 2.1K
■ 104 ★ SHARE

→ SAVE

