



MOSAIC DIGITAL

NEWS | INSIGHTS | EVENTS

VCCiRCLE

EDITORIAL
EVENTS
TRAININGS
IMS

TECHiRCLE

EDITORIAL
EVENTS
TRAININGS
IMS

EDGE INSIGHTS



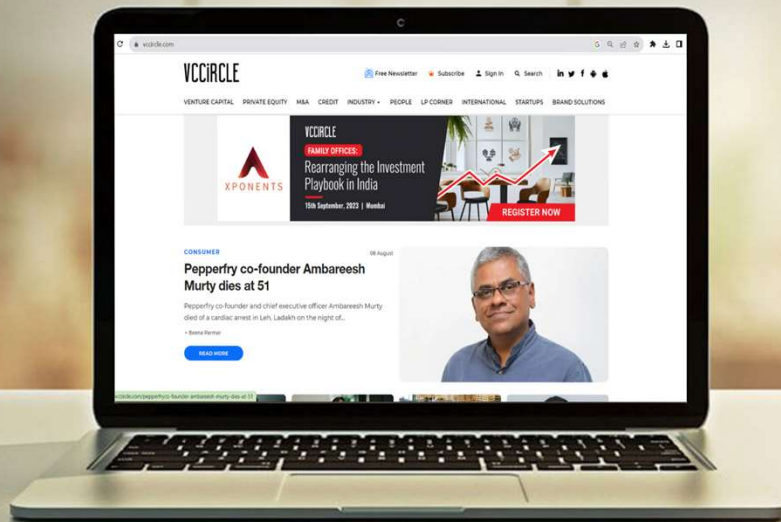
VCCiRCLE

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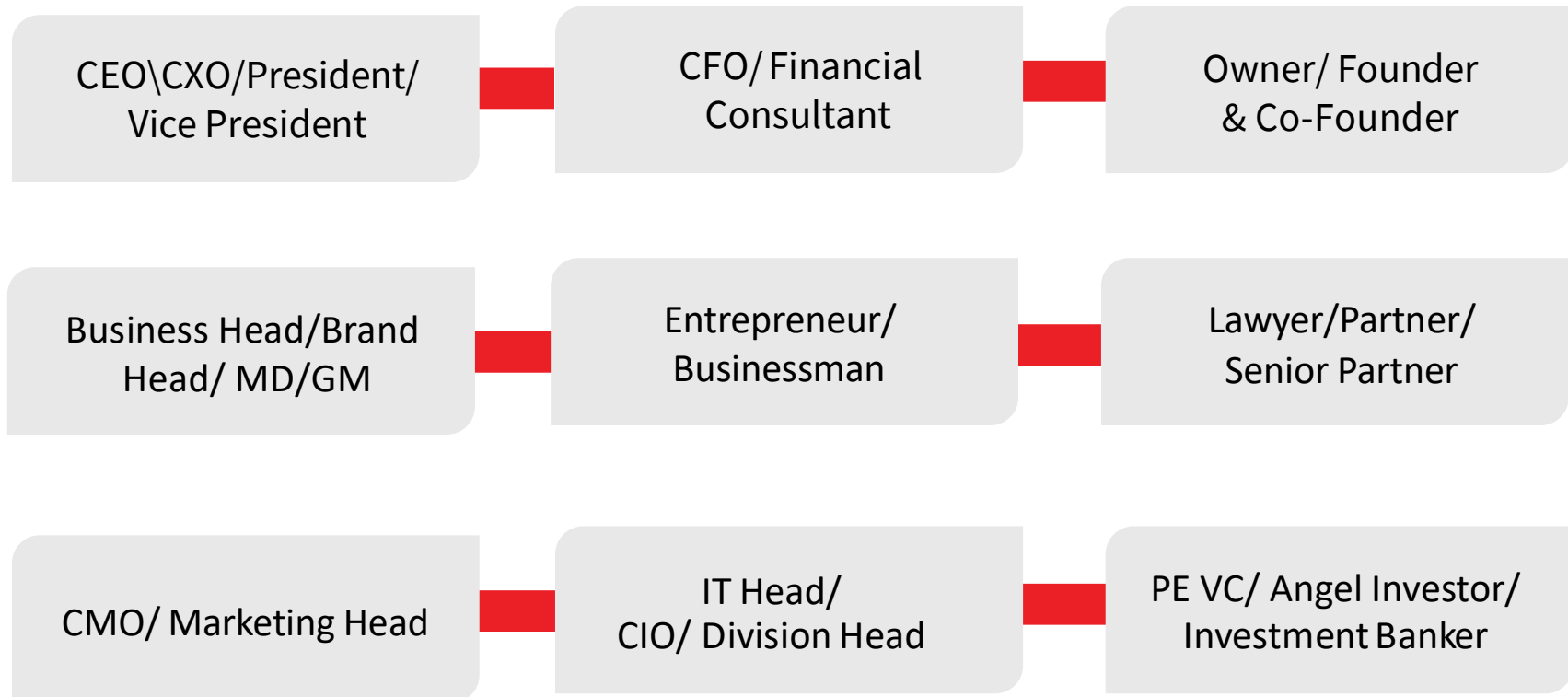
VCCircle.com covers deals, exits, M&As, investors, investments, entrepreneurship, management and strategy.

It is the first website in India to have launched a premium subscription model.

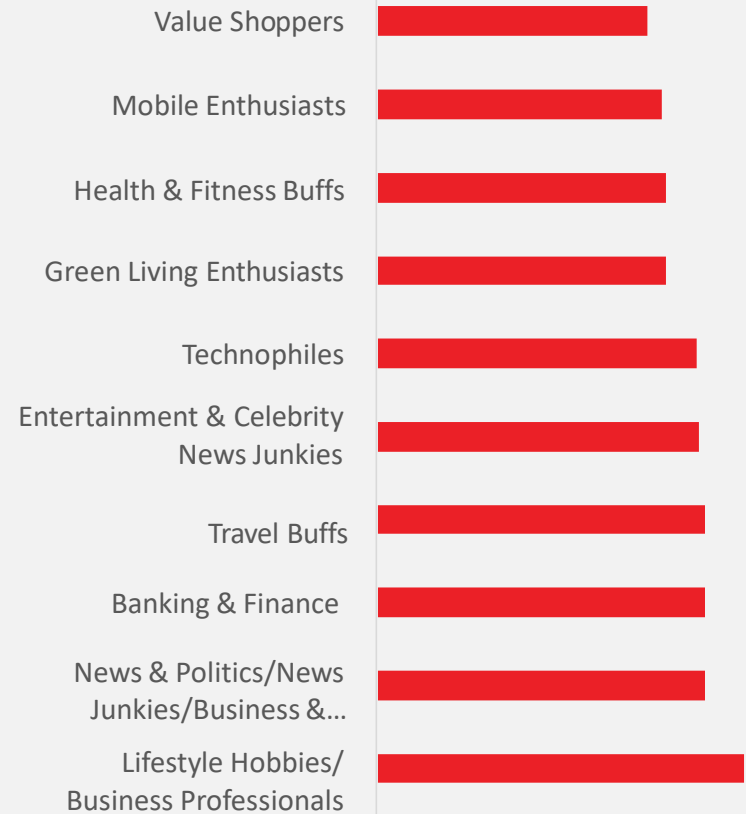
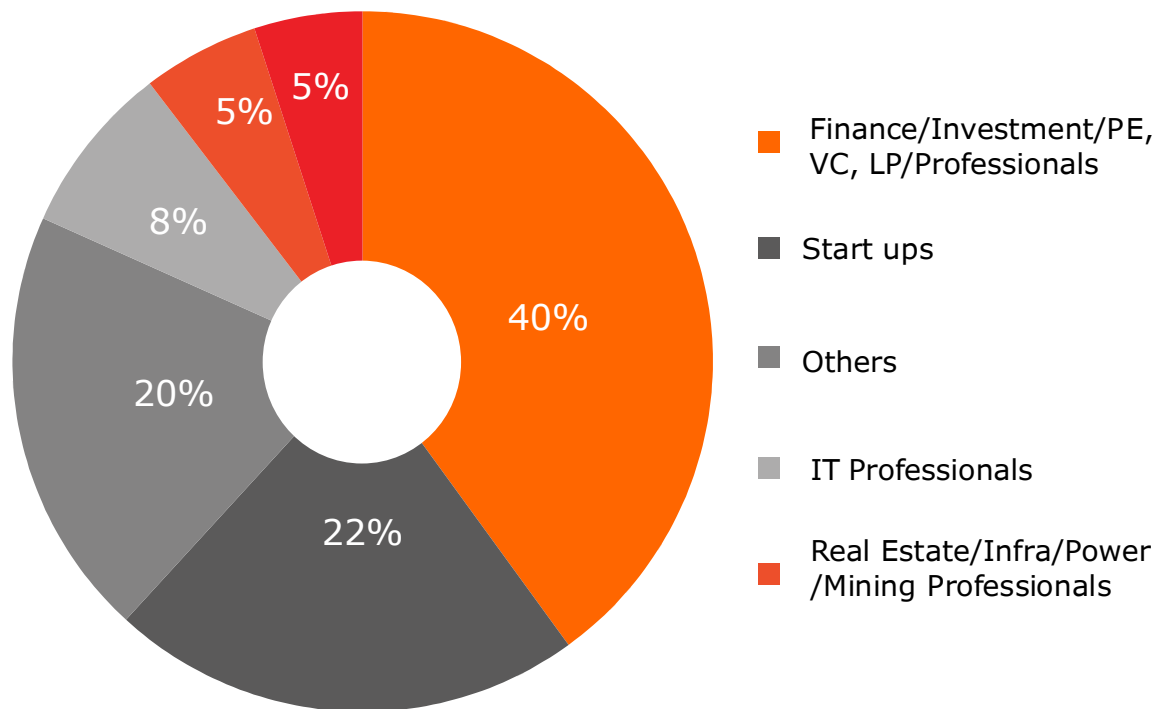
With presence in online business news, data, events and training for private equity and venture capital fund managers, entrepreneurs, investment bankers, corporate executives and lawyers.



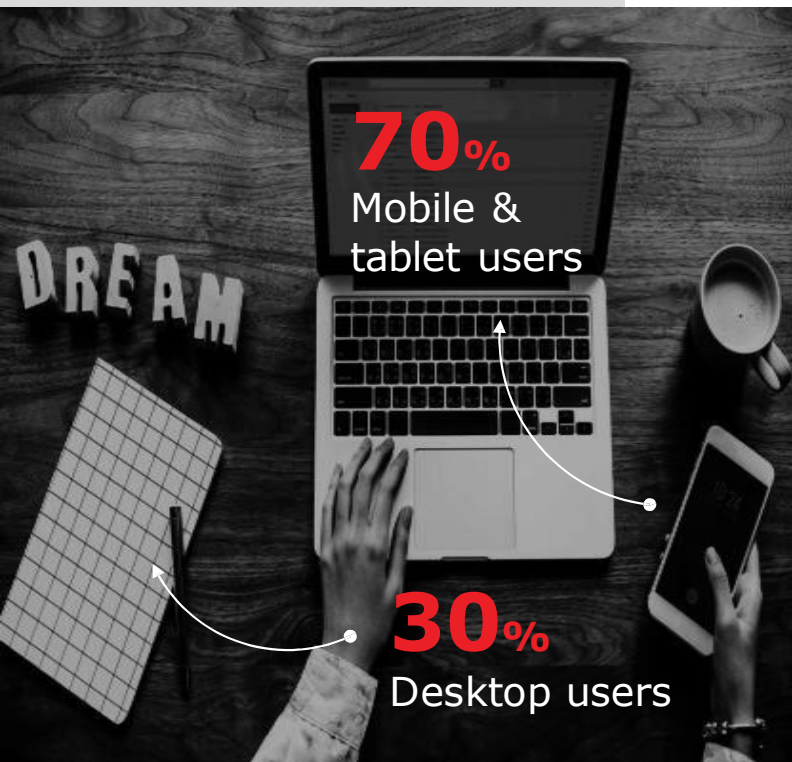
Vccircle Audience Profiles



Vccircle Industry-Wise Segement



DEVICE CATEGORY USERS



LOCATION

VISITORS



Vccircle Newsletters

Our best reads compiled daily

92,584
Subscribers



200
New subscribers/
month

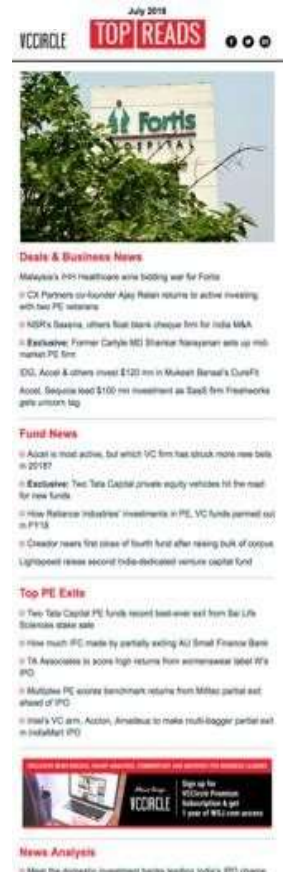
Daily



Weekly



Monthly

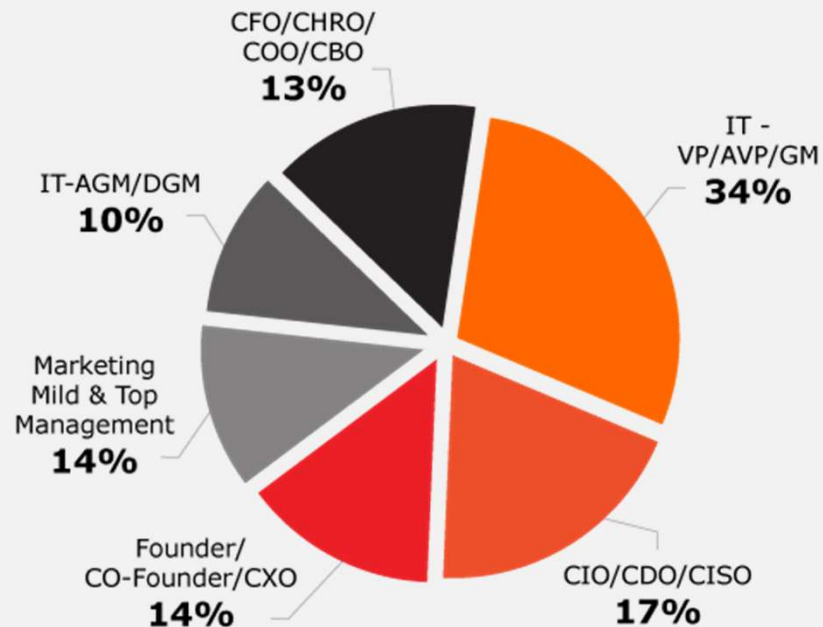


MOSAIC DIGITAL
NEWS | INSIGHTS | EVENTS

Industries & Audience Attentiveness Towards Our Content

Our Audience:
Read by those who matter

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

VCCircle Incremental Reach



4.3 Mn
Page views



07
Pages/session



0.7 Mn
New users
added/month



76.3%
Returning
visitors/users



1,30,188
Facebook



51,600
Twitter

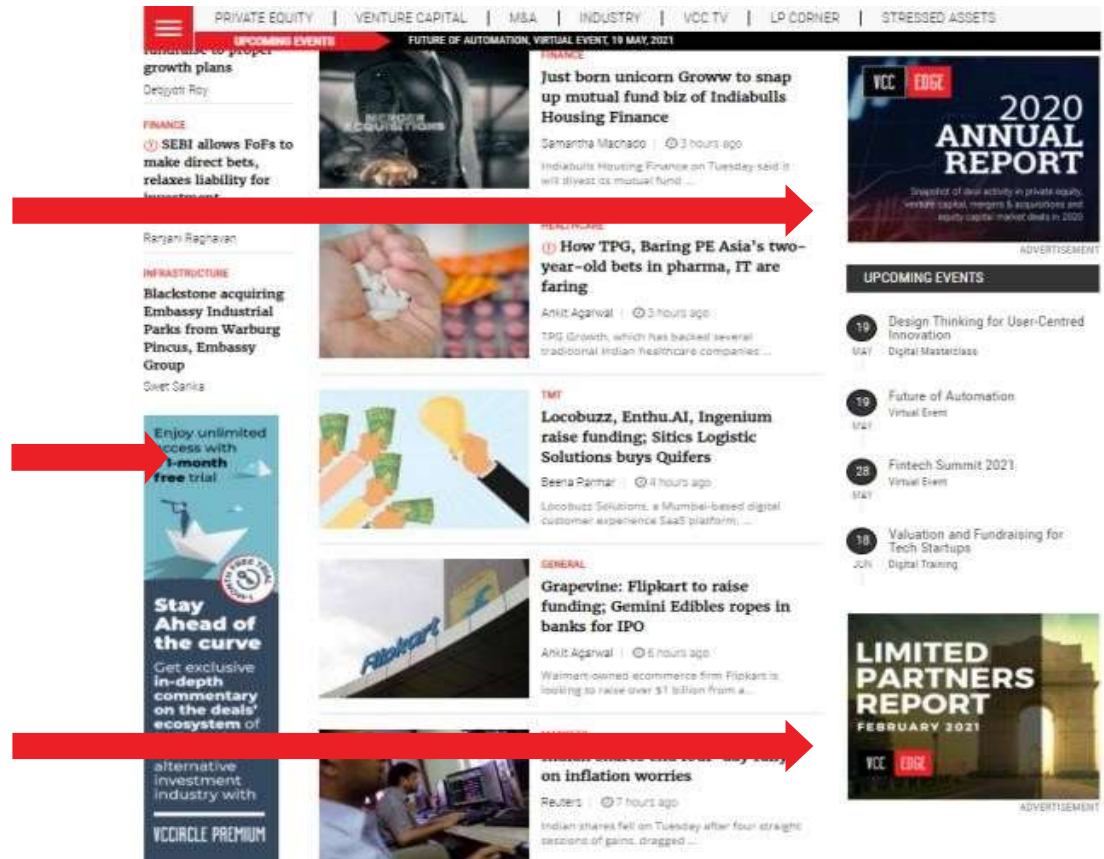


2,54,876
LinkedIn

VCCircle Display ADs Inventory

VCCircle Display ADs Inventory

Property Name	Approx. Impressions (per month)
300x250 RHS3	2-3.0 Mn
Homepage Vertical 160x600 (below Editor pick)	1,50,000
300x250 RHS4	2-3.0 Mn



VCCircle Display ADs Inventory

Property Name	Approx. impressions (per month)
Article page in article 300x250	1.5-2.0 Mn
Article page Vertical 160x600	1.5-2.0 Mn

Just born unicorn Groww to snap up mutual fund biz of Indiabulls Housing Finance

investment fund (AIF) structures, in line with its asset-light strategy.

"Indiabulls Housing Finance will continue to build on its pedigree as a leading lender in the market and our AIF-driven real estate asset management business will complement our core business perfectly," said Gagan Banga, vice-chairman and managing director of Indiabulls Housing Finance.

Indiabulls Group has been shedding assets in order to focus on its core business of lending. It sold its real estate development business to Embassy Group and divested some of its key land parcels.

The latest sale will be limited only to the mutual fund part of the

NCLT initiates bankruptcy proceedings against financial unit of fraud-hit Cox & Kings

INFRASTRUCTURE

The pandemic has made ESG more pronounced: CPPIB's Su

VCC EDGE 2020 ANNUAL REPORT

Snapshot of deal activity in private equity, venture capital, mergers & acquisitions and equity capital market deals in 2020

ADVERTISEMENT

UPCOMING EVENTS

19 MAY Design Thinking for User-Centred Innovation Digital Masterclass

19 MAY Future of Automation Virtual Event

VCCircle Display ADs Inventory

Property Name	Approx. impressions (per month)
970x90 Leaderboard	2-3.0 Mn
300x250 RHS1	2-3.0 Mn
300x250 RHS2	2-3.0 Mn
Homepage 728x90 Leaderboard (below top stories)	0.2 Mn

The screenshot shows the VCCircle website interface. Red arrows indicate the placement of various display advertisements:

- 970x90 Leaderboard:** Points to the top navigation bar area, specifically the "UPCOMING EVENTS" section which features the "FINTECH SUMMIT 2021, VIRTUAL EVENT, 28 MAY, 2021".
- 300x250 RHS1:** Points to the main content area, specifically the "TOP STORIES" section, highlighting the article "How venture debt firms are innovating to target late-stage funding" by Joseph Rai.
- 300x250 RHS2:** Points to the right-hand sidebar of the "TOP STORIES" section, highlighting the article "NCLT initiates bankruptcy proceedings against financial unit of fraud-hit Cox & Kings" by Beena Parmar.
- Homepage 728x90 Leaderboard (below top stories):** Points to the bottom of the page, specifically the "VCCIRCLE | FinTech Summit 2021" banner.


Other visible elements include the VCCircle logo, navigation links (TECHCIRCLE, VCCEDGE, EVENTS, TRAINING, SALESEGE), a "SUBSCRIBE | LOGIN" link, and several promotional banners for "VCCIRCLE PREMIUM", "REAL ESTATE SUMMIT 2021", and "Valuation and Fundraising for Tech Startups".

VCCircle Content Inventory


VCCircle Content Inventory

Sponsored Content	Sponsored Article
	Q&A Format Interview
	CEO Profiling
	Infographic
Link - https://www.vccircle.com/industry/brand-solutions/all	


BRAND SOLUTIONS




BRAND SOLUTIONS
MyHealthcare – transforming healthcare delivery
 Team Brand Solutions | 2 months ago
 2020 was a defining time for the healthcare sector, much like what ...



BRAND SOLUTIONS
The New Normal for Alternative Investments
 Team Brand Solutions | 2 months ago
 At the recently concluded VCCircle Limited Partners Summit 2021, Jaideep Mehta, ...



BRAND SOLUTIONS
International expansion as a strategy to mitigate several risks in investing in Indian businesses
 Team Brand Solutions | 3 months ago
 Private Equity investing in India is showing promising trends. It is evolving, ...



BRAND SOLUTIONS
India Tech shifts gears from Venture Capital to Growth Stage Private Equity
 Team Brand Solutions | 3 months ago
 The year 2018 marked a shift in the Southeast Asia technology sector, as the ...



VCCircle Content Inventory

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