

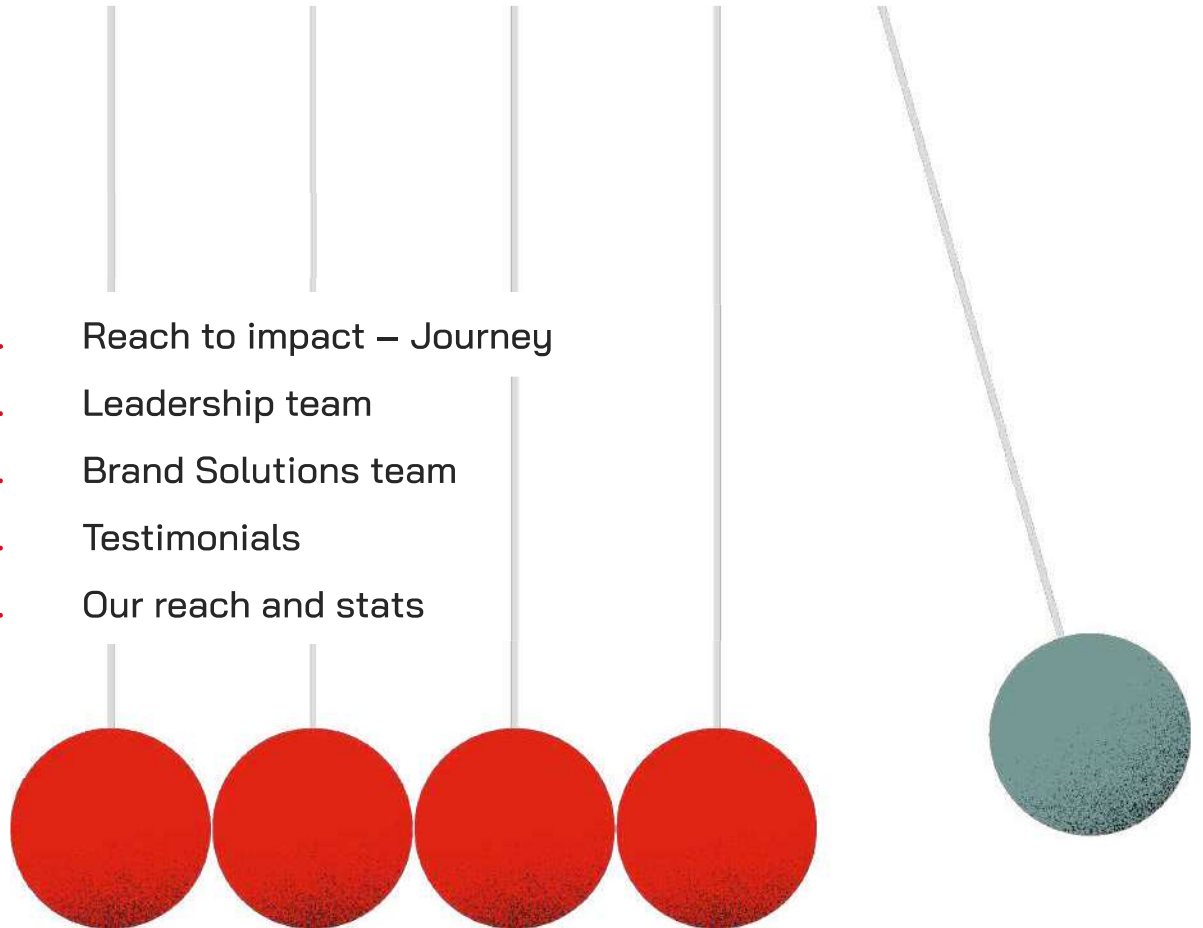
YOURSTORY

India's leading digital storytelling platform for entrepreneurs and changemakers, providing inspiration, information, and intelligent insights on the Indian entrepreneurial and innovation ecosystem

www.yourstory.com

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Our mission is to inspire and empower the diverse and influential audience of Indian startup ecosystem through impactful storytelling that resonates with our audience and leaves a long-lasting impression

THE CapTable A YourStory Product	SMBSTORY	HERSTORY
THE DECRYPTING STORY	ENTERPRISESTORY	SOCIALSTORY
YS Life	YS हिन्दी	YS தமிழ்





Why YourStory Brand Solutions?

Since starting off in 2008, YourStory has been at the heart of India's startup ecosystem, documenting its evolution with stories that resonate and innovation that disrupt.

Over 15 years, we've not just watched the ecosystem grow; we've shaped it, transforming our influence into tangible results for our community, society, and the forward-thinking brands we collaborate with.

Influence + Access

70%

In 18-40
Age Group

64%

Founders, CxOs,
Top Level
executives

200K

Stories told so
far from the
ecosystem

650+

Flagship events
organised

100K

Attendees at
YS events

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Incubation business (2008-10)

Started in 2008 as first-of-its-kind platform to cover startup stories in the country



- 3K+ original stories
- Employees: <5

- 30K+ original stories
- Employees: ~30

- 1.5L+ original stories
- Employees: 130+

2008

2010

2015

2023-24

Dominating core business (2011-15)

- Expanded and dominated the startup news & information category in the country
- Raised **\$2.5M in 2015**



Experimenting & expanding (2015-23)

- Forayed into ecosystem development
- Significantly grew the YourStory brand & ecosystem access
- Raised **\$6M in 2017**

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		20+ real estates for stories since 2008			Solid subscription base	
English	Core Themes	YOURSTORY Core brand catering specifically to entrepreneurship 200k+ Startups in India	SOCIALSTORY Inspiring & uplifting social impact stories 2M+ Social enterprises in India	HERSTORY Spotlighting trailblazing women leaders 15M+ Women owned enterprises in India	Subscription THE CapTable A YourStory Product Subscription based platform. Actionable news & analysis deconstructing India's new economy 1.5K Subscribers in 6 months	
	New India Themes	SMBSTORY Brand catering to MSMEs 60M+ Startups in India	Brands of New India Discover, build, enable growth of India's D2C ecosystem 100B+ Expected size of Indian D2C sector by FY253	ENTERPRISESTORY Stories of technology and innovation from India Inc. 50%+ Indian enterprises have digital transf. strategy	THE ECRIPTING STORY Blockchain startups, innovators & builders 6B+ Crypto investment in India, growing @400% y-o-y	Newsletter 10+ Newsletters in total 2.5M+ Subscribers of newsletters
Vernacular		12 Indian language real estates	~50k Number of vernacular articles*	330+ Network of content creators	~1.2M Avg. monthly users in Hindi & Tamil (2021)	

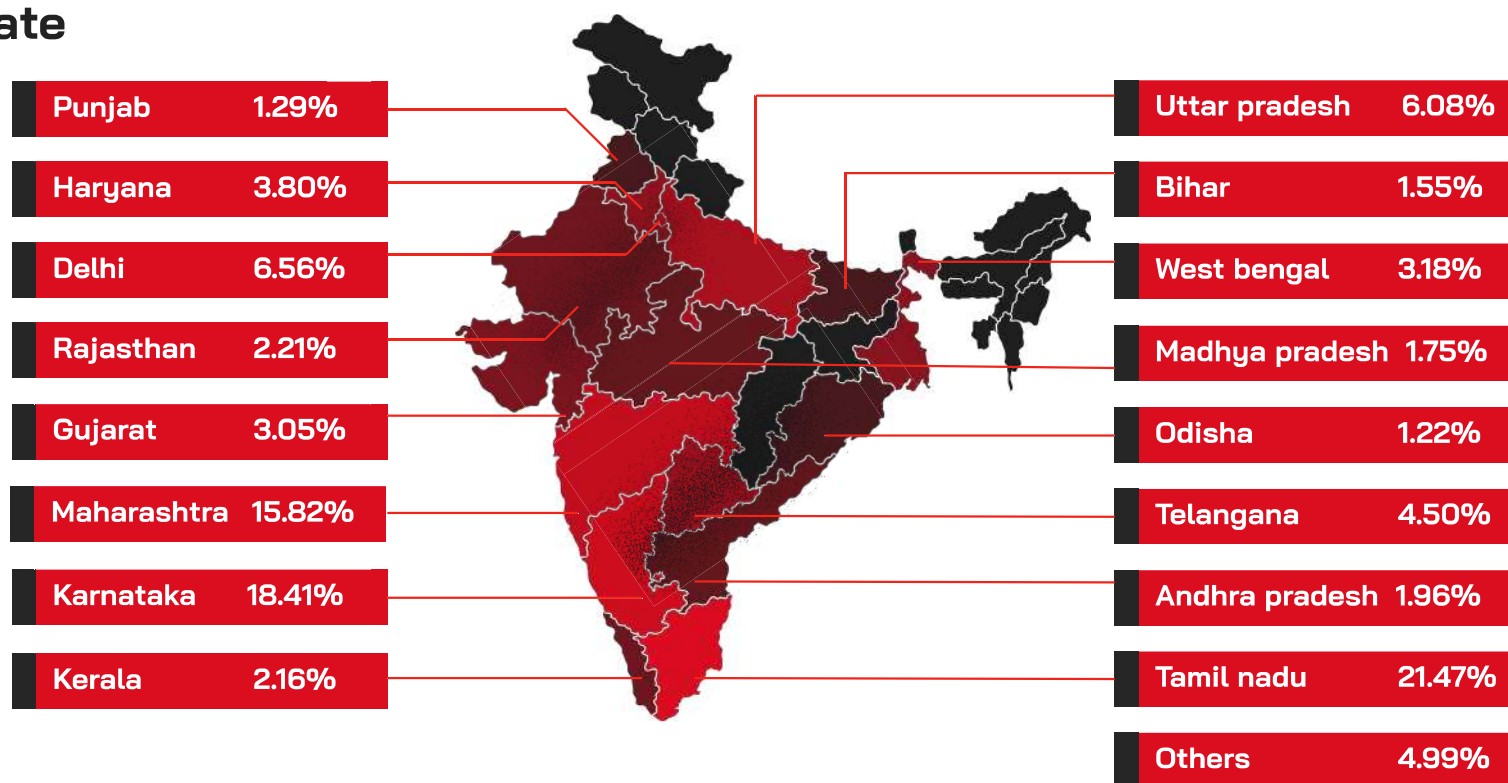
*Indian vernacular languages today include Hindi, Kannada, Tamil, Telugu, Malayalam, Marathi, Gujarati, Punjabi, Urdu, Bengali, Oriya & Assamese

Digital Metrics

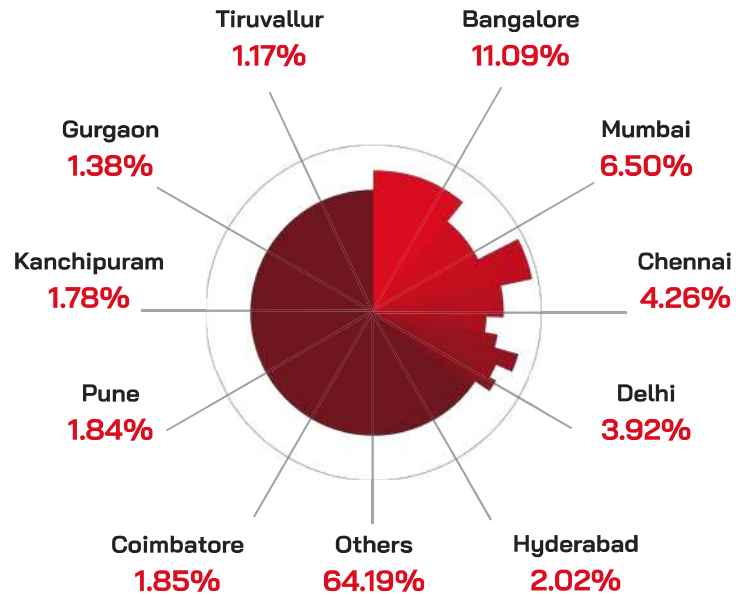


Audience Demographics

State

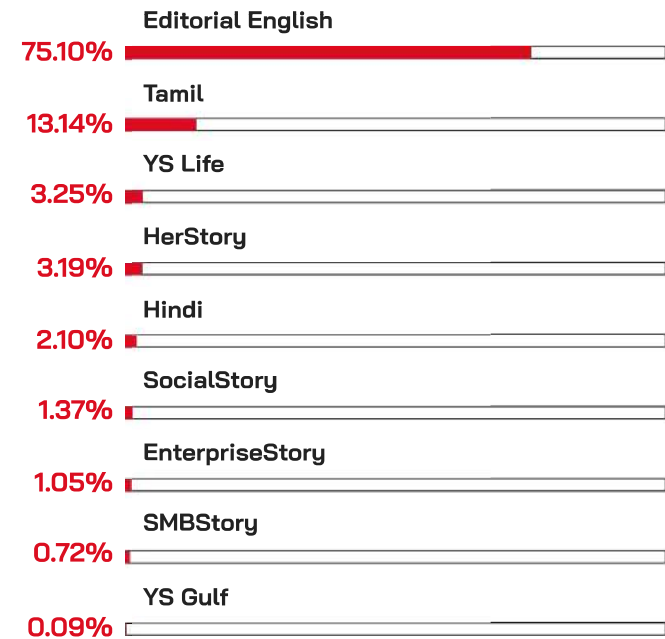


City



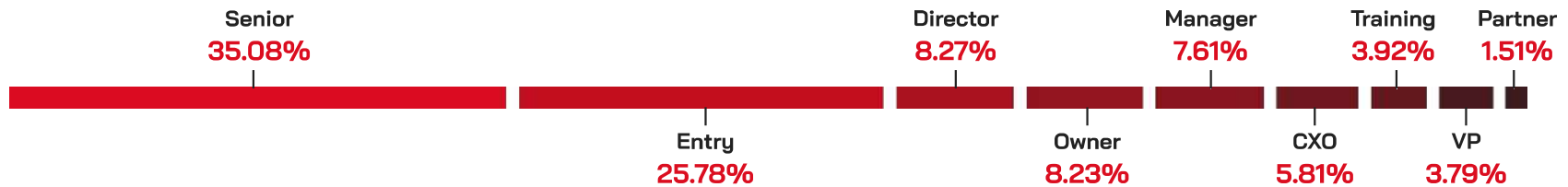
Audience Demographics

Brand

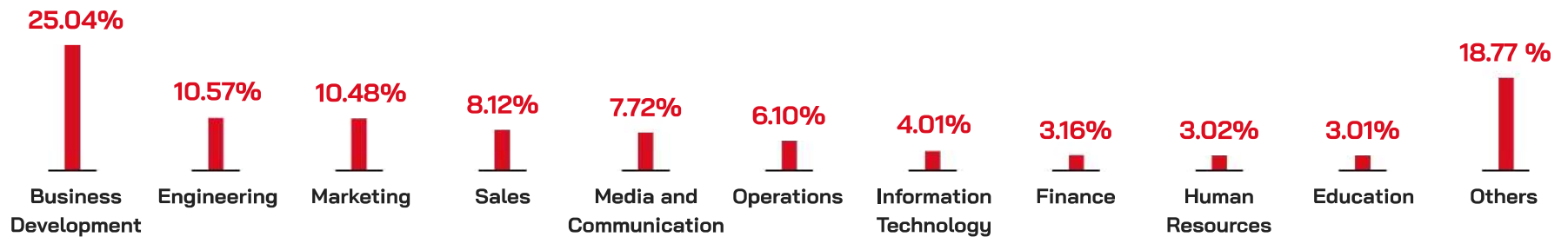


Audience Demographics

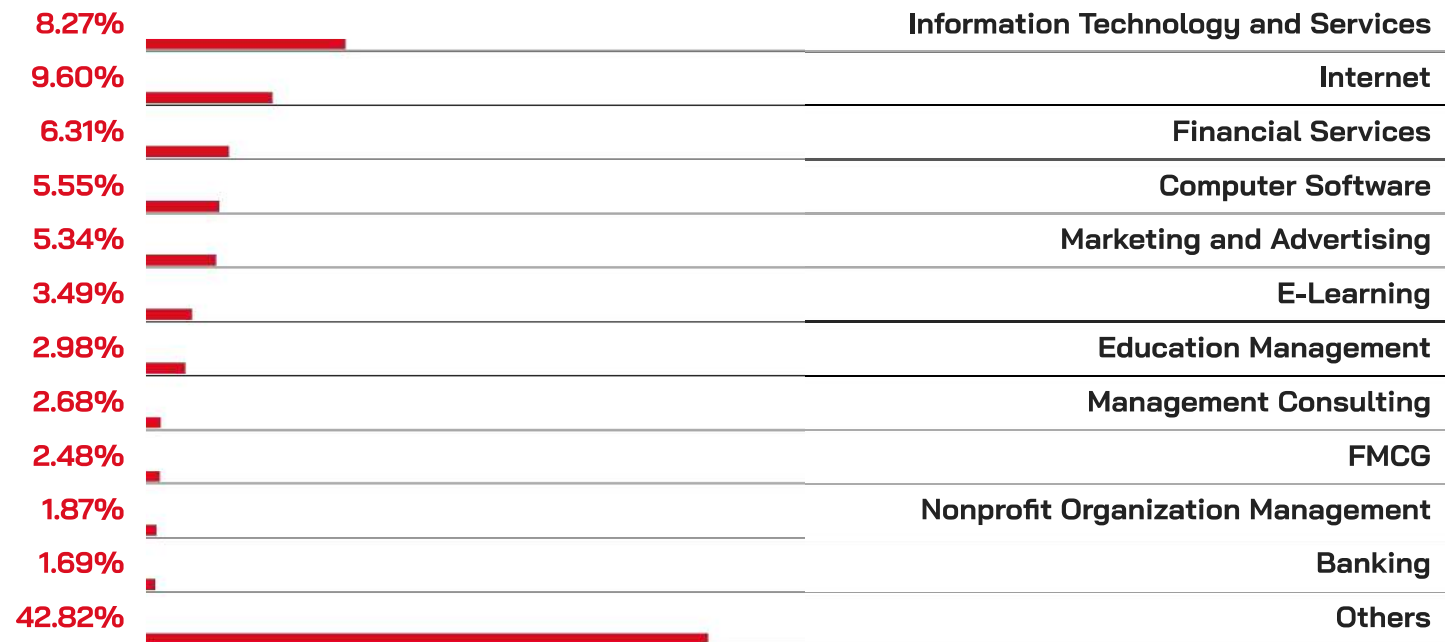
Top senioritis



Top job functions



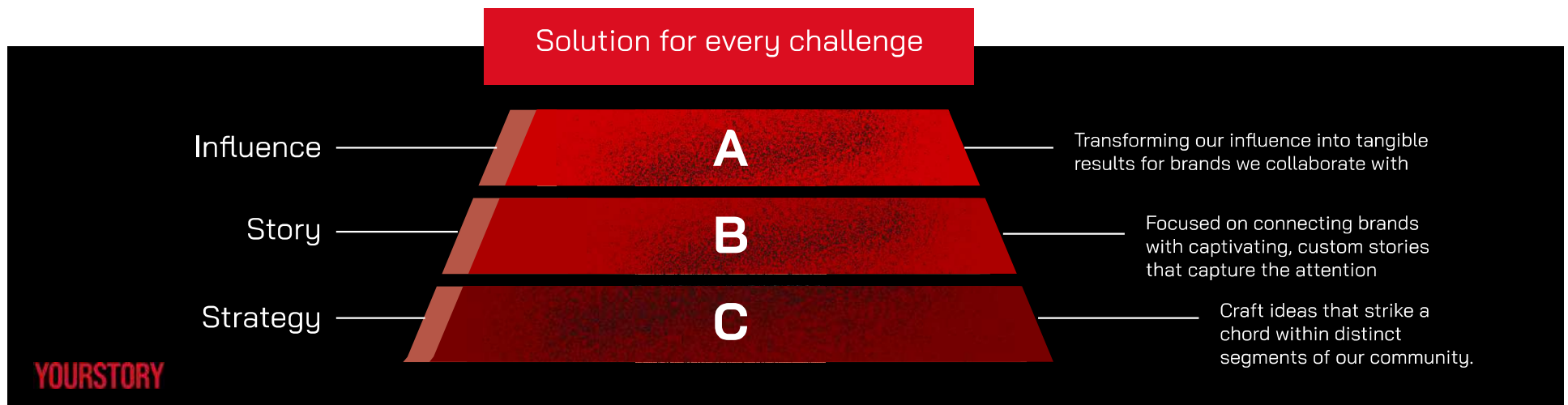
Top industries



What do we do?

At YS Brand Solutions, we're all about spotlighting the new, the now, and the next.

With an eye for potential, a belief in promise, and a commitment to progress, we illuminate the path for innovation and opportunity. It's not just about seeing the future; it's about creating it, one inspiring story at a time.

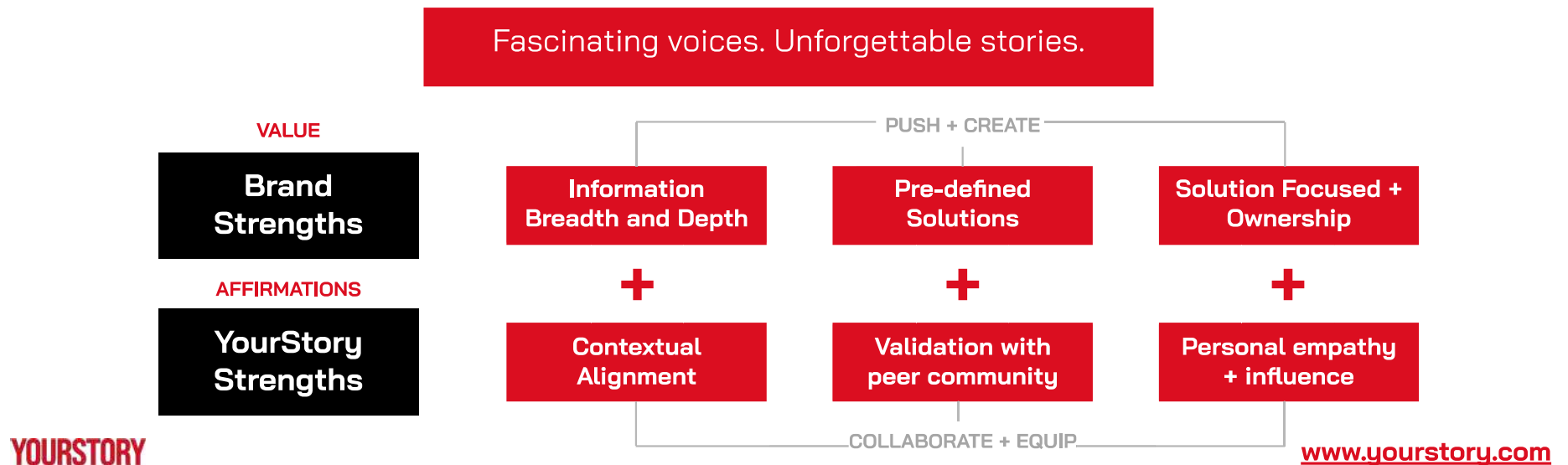




How are we doing it?

Our team, agile and skilled, consists of content strategists, designers, writers, and producers, all focused on connecting brands with captivating, custom stories that capture the attention of a wide range of audiences.

We're on a mission to shine a light on the technology, trends, and brands making a positive impact on our world.



Our standard offerings



Articles

Enhance your brand visibility and engagement with a tech-savvy base of readers through high-quality content.



Video Interviews

Showcase your business, positioning various aspects from a range of perspectives by leveraging our in-house video production capabilities.



Newsletter Inclusion

Reach out to an audience of 2.5 M+ active readers through targeted messaging.



Video Stories

Engage with potential customers with targeted video shows, focusing on the growth and impact of your work.



Display Ads

Connect with your target audience through Run-on-Site digital display advertisements.



Social Media Collabs/Promotions

Amplify your brand's reach by engaging with a diverse audience with compelling and impactful content.



Unlock the full potential of your campaigns with our bespoke solutions, crafted to deliver maximum impact at every touchpoint of your target audience.

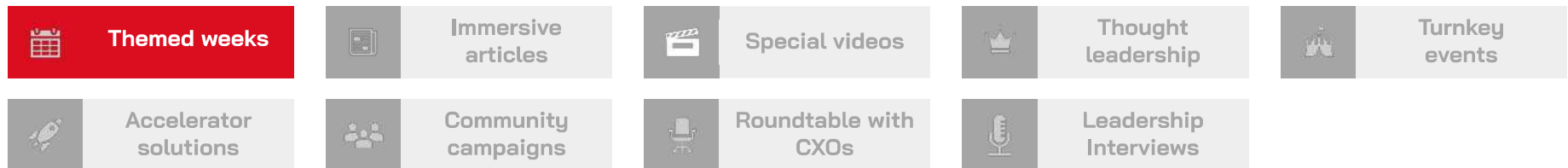
Whether you aim to amplify your current campaigns or develop new ones from the ground up, our expert team, attuned to the community pulse and industry trends, ensures your message resonates powerfully and achieves unparalleled results.

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Themed weeks



Themed weeks are engineered to maximise the reach of your campaigns exactly when you need it. These comprehensive packages include compelling articles, eye-catching display ads, engaging newsletter inclusions, and dynamic social media promotions.

Our expert team will collaborate with you to craft a captivating theme, map out the customer journey, and deliver impactful results through insightful storytelling. Ideal for:

Large events

Product launches

Product showcases

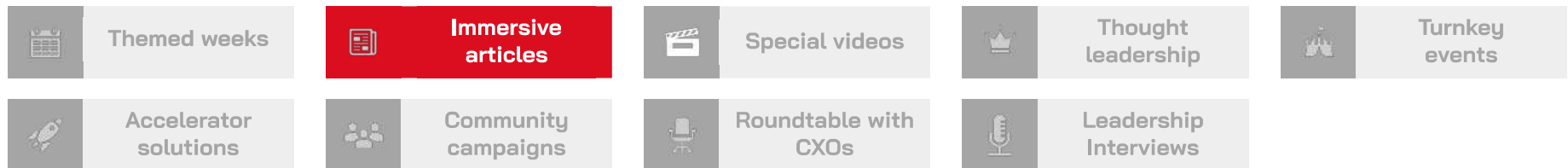
Community offerings

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Immersive articles



Immersive articles are dynamic, multi-format creations featuring embedded videos, interviews, infographics, and more. Our talented in-house team—comprising senior anchors, producers, content specialists, and designers—collaborates to deliver the most impactful stories.

These articles are meticulously crafted to captivate your audience and convey your message with clarity and depth. Tailored to resonate across various platforms, perfect for:

Leadership interviews

Case studies

Landing pages

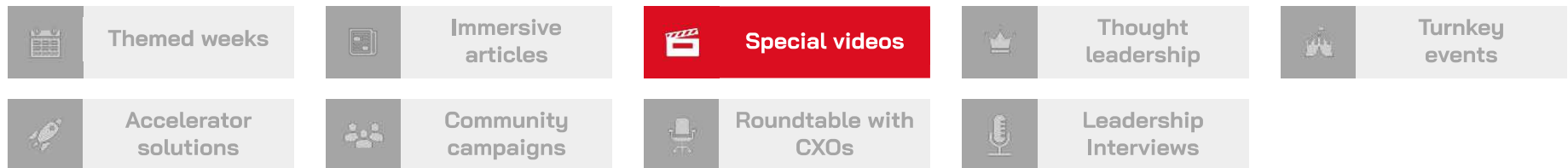
Social media
campaigns

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Special videos



The talented team at YourStory, equipped with an in-house studio and state-of-the-art equipment, is always ready to fulfill your creative video requirements. We handle turnkey projects with exceptional expertise, covering every aspect from start to finish.

Our highly experienced team excels in delivering seamless post-production, ensuring your vision is brought to life with precision and creativity.

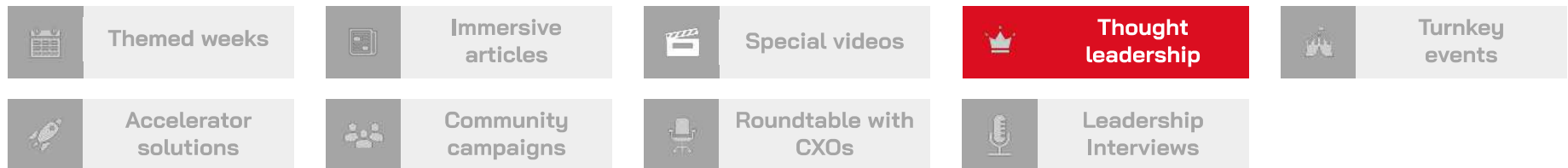


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Thought leadership campaigns



YourStory's content, read by millions within the startup ecosystem, is frequently cited by industry leaders to validate key insights and trends. Thought leadership campaigns are powerful strategies crafted to establish individuals or organizations as leading authorities in their field.

By producing and disseminating high-quality content that delivers valuable insights, innovative ideas, and deep industry expertise, these campaigns build a foundation of credibility and trust.

Guest articles

Fireside chats

Custom reports

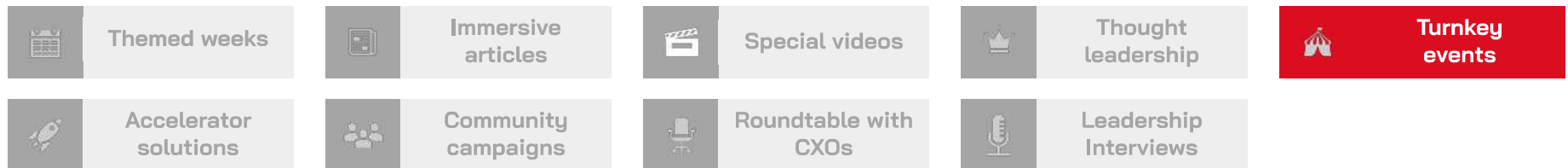
Social media
campaigns

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Turnkey events



With our extensive expertise, delivering over 50 large, medium, and small-scale events annually, we provide seamless, comprehensive solutions for planning and executing unforgettable experiences.

Our turnkey services cover every aspect, from initial concept to final execution, ensuring a flawless and impactful event that exceeds expectations at every step, events we execute but not limited to the following:

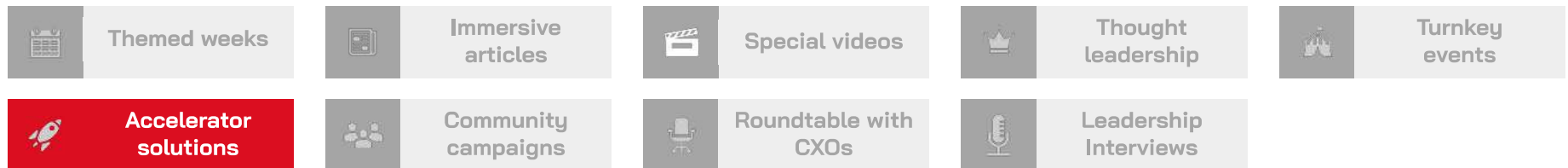


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Accelerator & incubation solutions



YourStory partners with corporate organisations and government bodies to drive startup scouting initiatives and execute comprehensive accelerator programs.

Our end-to-end management ensures that each program is executed seamlessly, from initial selection to final acceleration, fostering innovation and growth within the startup ecosystem.

Leadership interviews

Case studies

Landing pages

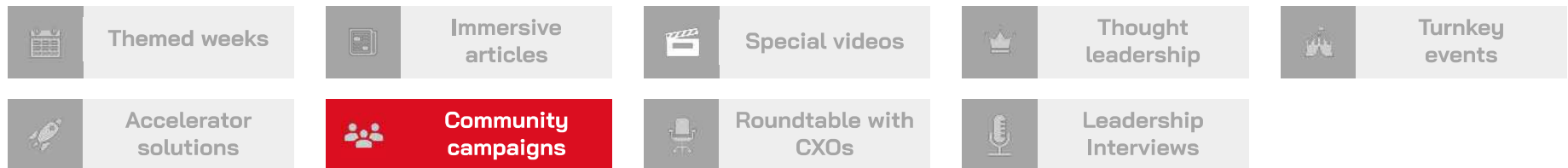
Social media
campaigns

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Community campaigns



YourStory communities are meticulously cultivated over time, driven by meaningful engagement and strategic nurturing of well-defined personas.

Community-driven marketing campaigns can create deep connections with audiences, generate user-generated content, and build strong, loyal communities around a brand.



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Roundtables with CXOs



Our roundtables are diligently curated through careful planning and clear objectives, designed to foster meaningful interactions among a handpicked guest list of industry leaders.

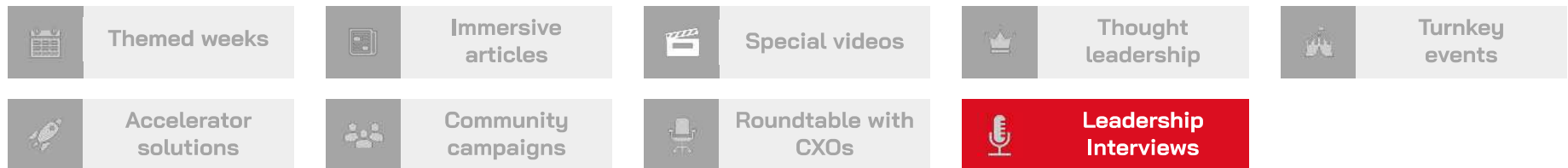
Moderated by senior anchors from YourStory, who have extensive experience engaging with CxOs, our roundtables offer a unique platform for high-level dialogue, all stakeholders will benefit with –

- **Exclusive industry insights**
- **Engage in valuable peer-to-peer discussion**
- **Achieve recognition in their respective sectors**
- **Profound value and actionable takeaway for all stakeholders**

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Leadership interviews



Leadership interviews are in-depth conversations or dialogues, designed to gain insights into a leader's experiences, strategies, and vision. These showcase their perspectives on leadership, decision-making, and the challenges they've faced while offering inspiration and actionable takeaways for the audience.







- **Exclusive industry insights**
- **Engage in valuable peer-to-peer discussion**
- **Achieve recognition in their respective sectors**
- **Profound value and actionable takeaway for all stakeholders**



Our flagship events

TechSparks, our flagship annual event in Bengaluru celebrates and nurtures startups with insights from unicorn founders, CxOs, and government officials at the state and central levels, offering unparalleled growth and collaboration.

Our events are crafted to engage every stakeholder in the startup ecosystem, from tech leaders to practitioners, D2C ecosystem, MSME industry, and key policymakers at both central and state levels.

	6,000+ attendees over three editions. Largest startup event in the country with legacy of 15 years		350+ attendees. Focused on D2C brands, empowering them with industry connections and scalable growth opportunities
	1,000+ attendees. Empowering devs and practitioners to explore cutting edge technologies with experts		800+ attendees. To celebrate and inspire local innovation, driving growth from local roots to national success
	250+ attendees. Leaders, founders, and CXOs converge to discuss pivotal industry trends & share invaluable insights		500+ attendees. Showcasing the power of women leadership through the most successful women entrepreneurs of India

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Impactful solutions at different levels of anchor

DISCOVER



EXPLORE



ASK



USE/BUY



ADVOCATE

TechSparks

DevSparks

Tech Leaders' Conclave

SheSparks

Article

Videos

Interviews

Thought leadership

Custom
events

Demand gen

Case studies

Roundtables

Mavericks

Leadership
interviews

MAXIMUM REACH

SET NARRATIVE

BUILD INFLUENCE

MAXIMUM IMPACT

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A portrait of Shradha Sharma, a woman with long dark hair, smiling and looking slightly to the side. She is wearing a dark blue patterned top.

Shradha Sharma

Founder and CEO

Shradha Sharma is the Founder and CEO of YourStory Media, which has been the champion, the chronicler, and the catalyst for India's startups and entrepreneurs for over 16 years now. In 2023, when India took up the G20 Presidency, she spearheaded the inclusion agenda as the co-chair of India's S20 initiative. She was featured in Fortune magazine's "40 Under 40 Entrepreneurs in India" list for three consecutive years. In 2018, she was honoured with the Forbes Power Trailblazers award.

 LinkedIn Twitter Instagram

Anchor team



Shradha Sharma

Founder & CEO



Sangeeta Bavi

COO



Shivani Muthanna

Director - Strategic
Partnership & Content



Ispita Basu

Creative Content
Director



**Rishabh
Mansur**

Head - Web3 Initiatives



**Ryan
Frantz**

Creative Director



**Beverly
White**

Senior Anchor



Madanmohan Rao

Research Director

Leadership team



Karumbaiah BK

Chief Strategy Officer



Jarshad NK

Editor-In-Chief



Rishi Dokania

Chief Financial Officer



Ankit Das

VP-Partnership & Sales



**Nideesh
Shetty**

Client Lead



**Saheli
Sen Gupta**

Head - Events and
Brand Solutions
Content



**Aditya
Gowtham**

Head of Video



**Anubhav
Anurag**

Head of Design

About Client

The B2B arm of Bharti Airtel is India's leading provider of secure and reliable connectivity, technology, and communications solutions. Our vast network spans across India, the US, Europe, Africa, the CPaaS, and among the top 3 in Data Centralising us to serve businesses of all sizes and industries.

Challenges

Position Airtel Business as the go-to technology company for startups, which have a growth mindset and communicate that Airtel Business has a suite of technological solutions which enable growth

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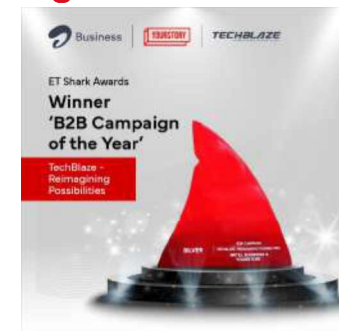
Solution Offerings

1. **Roundtables**
2. **Founder's Manifesto**
3. **Mavericks**
4. **Authored Articles**
5. **IPs**
6. **TechBlaze**

Impact/Results

1Mn+ Organic Video Views +
Interaction with
90+ Founders and CXO's

Recognition



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About Client

Akamai Technologies, Inc. is a global leader in content delivery network (CDN) services, cybersecurity, and cloud service solutions. Akamai provides a platform for delivering, optimising, and securing web content and applications. The company's solutions help businesses accelerate their online presence, improve user experiences, and protect their digital assets from cyber threats.

Challenges

Position Akamai as a leader in cybersecurity. Highlight their offerings of comprehensive security solutions to protect against DDoS attacks, data breaches, and other cyber threats to startups that are scaling in India.

Solution Offerings

1. **Roundtables**
2. **Articles**
3. **IP's**
4. **Brand Positioning**

Impact/Results

Interaction with
80+ CXO's

About Client

Builder.ai is an AI-powered software development engine that enables businesses to create custom applications tailored to its needs, bypassing the limitations of generic solutions and optimising functionality for niche markets and innovative ventures.

Challenges

Building an app can be tough and time-consuming, especially for smaller businesses that don't have tech experts on hand. Builder.ai solves this by offering easy-to-use templates that let businesses create their own apps without needing to know how to code. Builder.ai aims to enhance its visibility and market presence.

Solution Offerings

1. We proposed partnering in our flagship event, TechSparks, across Bengaluru, Delhi, and Mumbai.
2. Builder.ai featured a keynote speaker to highlight its services and sponsored Tech30 in Bengaluru, engaging brands individually to explore collaboration possibilities.
3. Its custom-designed exhibit booth garnered the highest foot traffic at all three events, maximising exposure and potential partnerships.

Impact/Results

During the TechSparks events in Bengaluru, Delhi, and Mumbai, Builder.ai achieved significant engagement:

1. The keynote session attracted 1,016 attendees, highlighting its services.
2. Its premium exhibit booth spaces garnered the highest visitor interaction.
3. At Tech30, it conducted personalised meetings with all participating companies, facilitating potential collaborations with contact details exchanged for follow-up discussions.

About Client

Delhivery is India's largest fully integrated logistics provider, committed to developing the operating system for commerce. Our strategy integrates top-tier infrastructure, superior logistics operations, and advanced engineering and technology capabilities to redefine logistical excellence and enable seamless commerce operations.

Challenges

Delhivery aims to improve its operations and stay ahead by delivering faster and making logistics more efficient. It plans to expand into more Tier 1 and Tier 2 cities to meet increasing demand.

Solution Offerings



1. **Webinars**
2. **Articles**
3. **IPs**
4. **D2C Playbook**

Impact/Results

Metric	YS Performance	Competitor (Total)
Total Impressions	23,878,693	47,50,000
Total Video Views	1,832,824	3,60,000
Total Social Media Engagement		179,635
Microsite	1	1
Articles	23	12
Virtual Webinar	4	4
Analytics Dashboard	Consolidated dashboard created for virtual and physical events content	
MQLs	2400	2400 Leads
TechSparks Sessions	12	12



About Client

Snowflake's Data Cloud lets organisations easily mobilise and share data with high performance and scalability across multiple public clouds. It supports data warehousing, lakes, engineering, science, application development, and sharing, unifying siloed data and enabling powerful analytics.

Challenges

Snowflake wants to boost its brand visibility and engagement in the Indian startup community. It wants to showcase its Data Cloud solutions. Focus on creating engaging content like articles, videos, and events to highlight real-world use cases. The goal is to connect with startups and entrepreneurs, demonstrating Snowflake's value.

YOURSTORY

Solution Offerings

YourStory elevated Snowflake's presence by onboarding it to sponsor TechSparks in 2022 and 2023, engaging attendees directly.

It spotlighted Snowflake's Data Cloud solutions through sector-specific case studies and fintech roundtables in Delhi, Mumbai, and Bengaluru.

This highlighted Snowflake's prowess in financial services data, deepening its ties within the startup ecosystem.

Impact/Results

1. [Snowflake](#) significantly increased its brand recognition and market penetration in the Indian startup ecosystem.
2. Through TechSparks sponsorship and targeted content like case studies and fintech roundtables, Snowflake successfully demonstrated its capabilities in managing financial services data.
3. Moreover, an increasing number of customers requested case study videos, allowing them to share their success stories. In return, Snowflake gained valuable insights into how its solutions foster customer growth, further cementing its reputation as a trusted provider in the sector.

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About Client

PhonePe Group is India's leading fintech company. Its flagship product, the PhonePe digital payments app, was launched in Aug 2016. Within a short period of time, the company has scaled rapidly. On the back of its leadership Pincode payments, PhonePe Group has expanded into financial services.

Challenges

Launch & visibility for PhonePe's indigenous appstore. PhonePe wanted to showcase & promote its first ever home-built appstore that will cater to Indian developers. It also wanted more visibility for the brand and its leadership, and to showcase the work that they are doing to the right audience.

YOURSTORY

Solution Offerings

We offered a gamut of content-led services to ensure the right information reached the relevant audiences.

We did multiple campaigns which included event sponsorships, media partnership for the client's launch event, a series of articles building a story about its product & its use cases, testimonial videos and series partnerships with various target audiences to ensure the reach was diverse

**Indus Appstore Launch at
TechSparks Bangalore 2023**

Impact/Results

1. PhonePe has extended its collaboration with YourStory through 6 different campaigns in the last year.
2. YourStory helped launch Indus Appstore for PhonePe with the Minister of IT himself, giving the brand a big boost & platform for maximum credibility.

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 Kingdom of the Netherlands		 Maharashtra State Innovation Society		 KERALA STARTUP MISSION®	 nixi Empowering Netizens
 JM FINANCIAL					 GREAT BRITAIN & NORTHERN IRELAND
					
					
					
					
 Lufthansa					
					www.yourstory.com

Our reach & stats



DIGITAL

10M

Users per month

100M

Content views



SOCIAL

4.6M

Followers/Fans



VIDEO

266K

Subscribers

37M

Views



NEWSLETTERS

2M+

Subscribers

36%

Open rates