



India Today Group Digital

INDIA'S ONLY
OMNI-CHANNEL DIGITAL NEWS GROUP

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



India Today Group

04

TV Channel Brands

09

Magazines Brands

09

Digital Brands

18

Digital First Brands

207

Million Avg. Monthly TV Reach

16

Million Avg. Quarterly Readership

140.4

Million Avg. Monthly Unique Visitors

725

Million Avg. Monthly Video Views



INDIA TODAY

Business Today

MAIL TODAY
News for the new Indian

COSMOPOLITAN
INDIA

BAZAAR



India Today Group

FOOT PRINTS

INDIA TODAY

1975

Business Today

1992

COSMOPOLITAN

1996



2000

Reader's Digest

2002



2005



2005



2020

ഇന്ത്യാ ടുഡേ

2020

2007



2009

BAZAAR

2015



2017



2018



2019



2021





India Today Group Digital

#1 DESTINATION

for general news consumption on
WEB, APP & VIDEO

140.4M

**Avg. Monthly
Unique Visitors**

1.2B

**Avg. Monthly
Pageviews**

1.01B

**Avg. Monthly
Video Views**

3.07B

**Avg. Monthly
Total Minutes**

6.2M

**Avg. Monthly
App Users**

256M

**Social Media Fan
Base**



India Today Group Digital

AT A GLANCE

List of all properties (Language wise)





India Today Group Digital

| | HINDI WEBSITE | HINDI MOBILE FIRST VIDEO CHANNEL | ENGLISH WEBSITE | VERNACULAR WEBSITES |
|------------------|---------------|----------------------------------|-----------------|---------------------|
| News | | | | |
| Opinion | | | | |
| Recipe | | | | |
| Sports/Fitness | | | | |
| Astrology | | | | |
| Business/Tech | | | | |
| Lifestyle/Others | | | | |
| Regional News | | | | |

BAZAAR^{Harper's}

4.7 Million

Users, May'25



Google Analytic

548 K

Followers, as on May'25



Instagram

171 K

Followers, as on May'25



Facebook

177 K

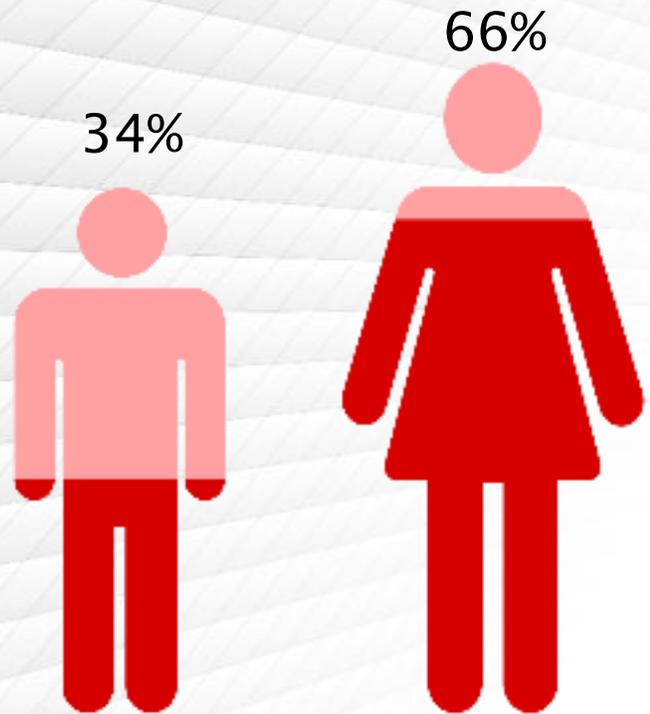
Followers, as on May'25



Twitter

Harper's BAZAAR INDIA

GENDER SKEW



AGE SKEW

| Age | Users |
|-------|-------|
| 18-24 | 13.4% |
| 25-34 | 46.5% |
| 35-44 | 27.3% |
| 45-54 | 8.6% |
| 55-64 | 3.1% |
| 65+ | 1.1% |



THANK YOU