

***Someone once said – ‘You can take an Indian  
out of India,  
but you can’t take India out of him’***

***Clearly, he knew what he was talking about....***



**INDIA'S NO.1 NEWS NETWORK**

**India's strongest supporter as well as its harshest critic who has delivered India to the world and world to the India and has accomplished its challenging mission to deliver India**



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# **Padmabhushan Awardee, Media Mogul of worldwidedame**

## **Mr Aroon Purie**

**Aroon Purie an Indian entrepreneur is the man behing India's biggest Media house – India Today group. He is the founder and Editor-in-Chief of India Today and the Chief Executive of the India Today Group. He is also the Managing Director of Thomson Press (India) Limited and the Chairman and Managing Director of TV Today. He is also the Editor-in-Chief of Reader's Digest India.**

**India Today group is India's most diversified media group with 32 magazines, 7 radio stations, 4 TV channels, 1 newspaper, multiple web and mobile portals, a leading classical music label and book publishing arm. Through its subscribers, readers, viewers and listeners, the group reaches out to over 50 million individuals.**



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Underlying all the publication is an ethos of editorial excellence and credibility. It believes in journalism, which thrives on telling it the way it is without fear or favour about Fashion, lifestyle , Health, Politics, Business, Religion etc



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## Thought Leaders in Indian News Space



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**‘Overseas Indians maintain a strong social, emotional and economic bond with the mother country with billions of dollars remitted to India every year \***

*The NRI and PIO population across the world is estimated at over 30 million. As per a UNDP's 2010 report, after China, India has the largest Diaspora in the world, estimated at 25 million, as per UNESCO Institute for Statistics the number of Indian students abroad tripled from 51,000 in 1999 to over 153,000 in 2007.*



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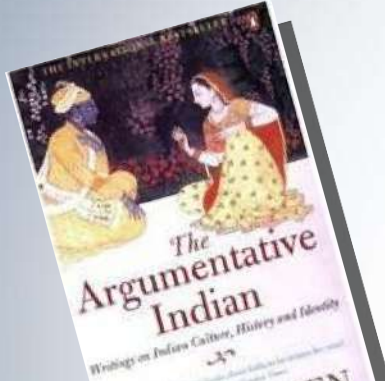
**A Non Resident Indian makes a conscious effort to  
'*stay connected*' to his roots**

**A window, the strongest news network .....**



**INDIA'S NO.1 NEWS NETWORK**

**India's no 1 news network that provides on daily basis  
Essence of the news that connects every Indian to his  
Homeland.....**



**Everybody has an opinion**



**We adore our stars (cricket  
and Bollywood)**



**We discuss politics**



**Of late, a wave of  
social 'revolution'**



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# Our Channels



India's Best Hindi News channel was launched as a half-hourly news programme in 1995 and a 24 hrs news channel in 2000



India's first ever 24 hour English news channel – Headlines Today launched in 2003



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People have had their faith in us for 15 years



Aaj Tak wins Indian Television Academy Award for Best Hindi News Channel .

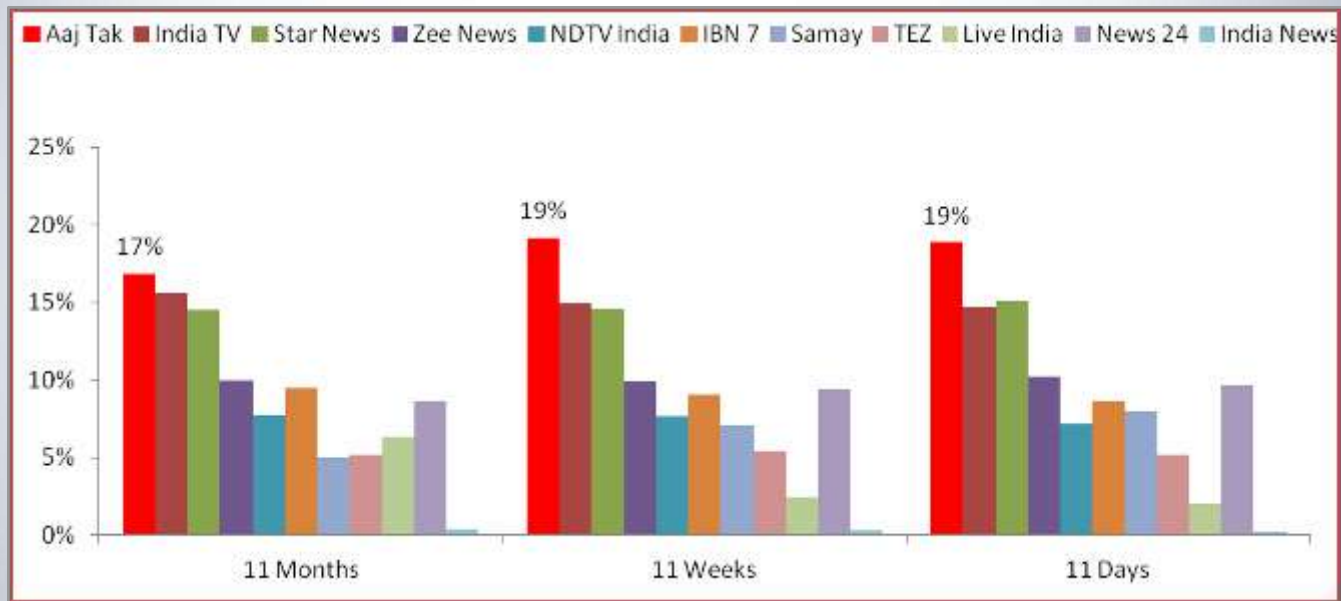
Brand Trust Report 2012 calls us the most undisputed news Leader



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# Number 1 – across channels



Source: TAM, TGCS 15+ Yrs, Male, 15M, 11 Days- 15th Feb 12- 25th Feb 12, 1W, WK811 - WK812, 1 Month- Wk 1811 - WK812

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News ,Cricket ,Entertainment, religion  
Our programming cuts across  
genres



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**Non Stop 100 : Hundred non stop news a one go.**



**Dustak**  
A news bulletin that gives all the major news of the day along with their analysis.



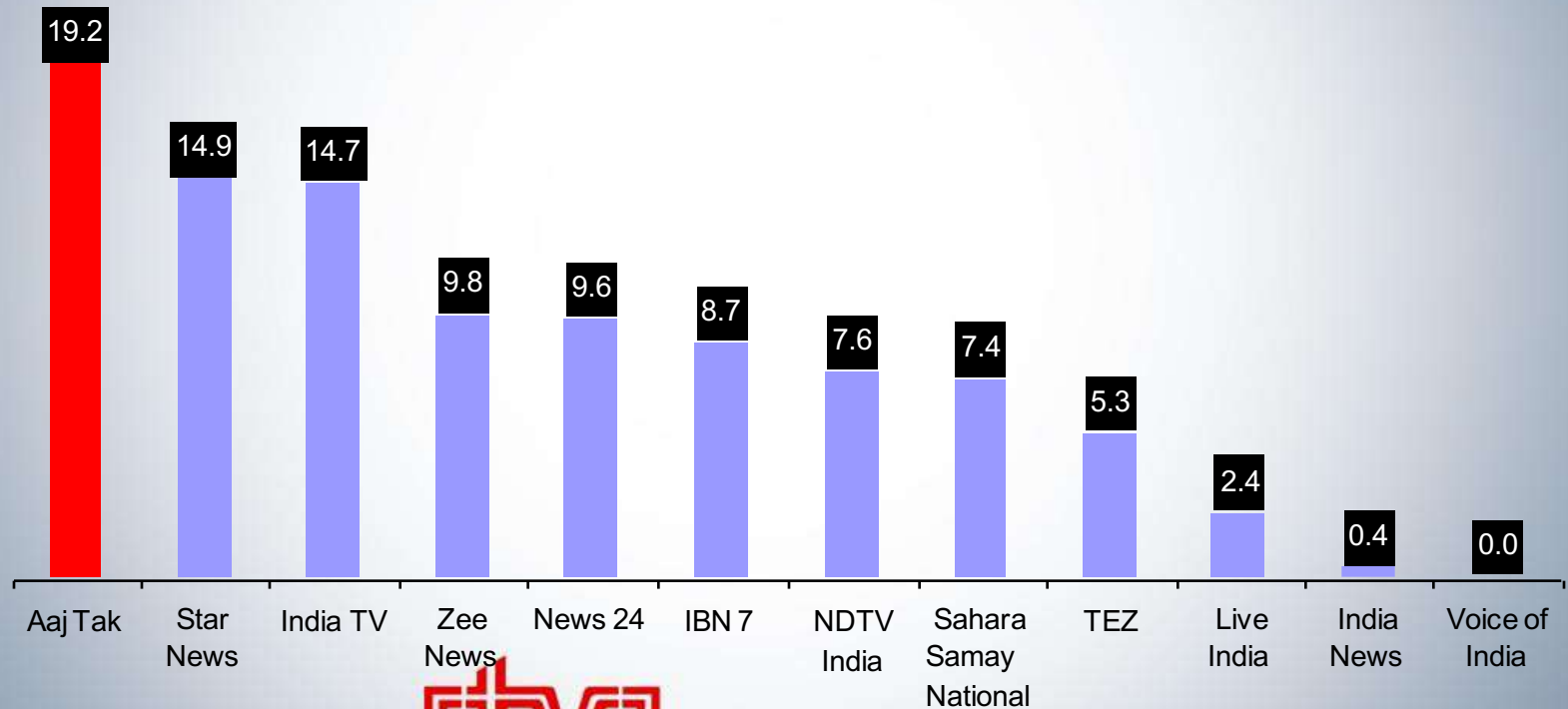
### **Seedhi Baat**

Aaj Tak's flagship show, is a one on one talk show that probes deep into certain issues covering entertainment, sports, Current Affairs and politics



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# Aaj Tak has the highest share in the news genre...

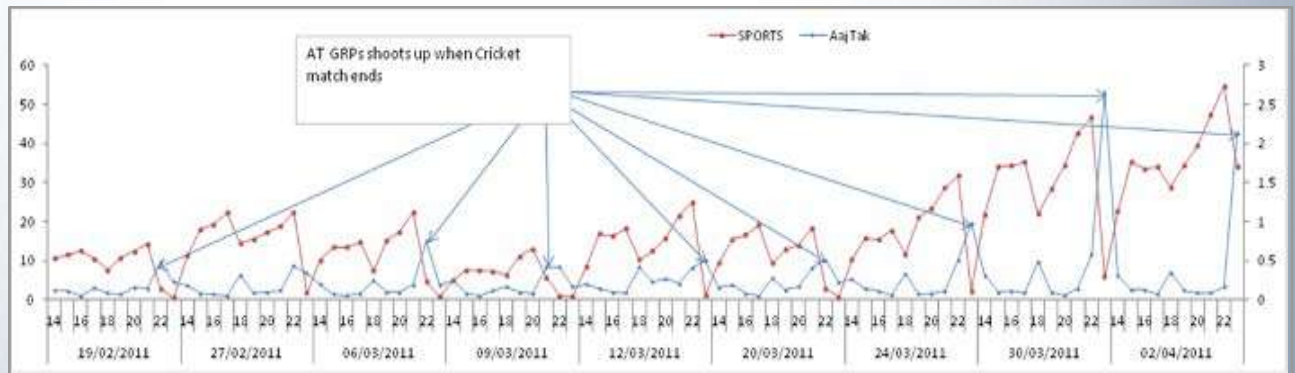


Source : TAM; Period : Wk1-8'12' TG : CS 15+Yrs; Market : HSM; Relative Share %; All days 2:00-25:59:59; Hindi News genre

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## Cricket: Post Match Aaj Tak is the popular viewers choice



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Entertainment: Aajtak entertainment show have highest TVR



Source : TAM, Period : Wk01-8'12, TG : CS 15+Yrs, Market : HSM

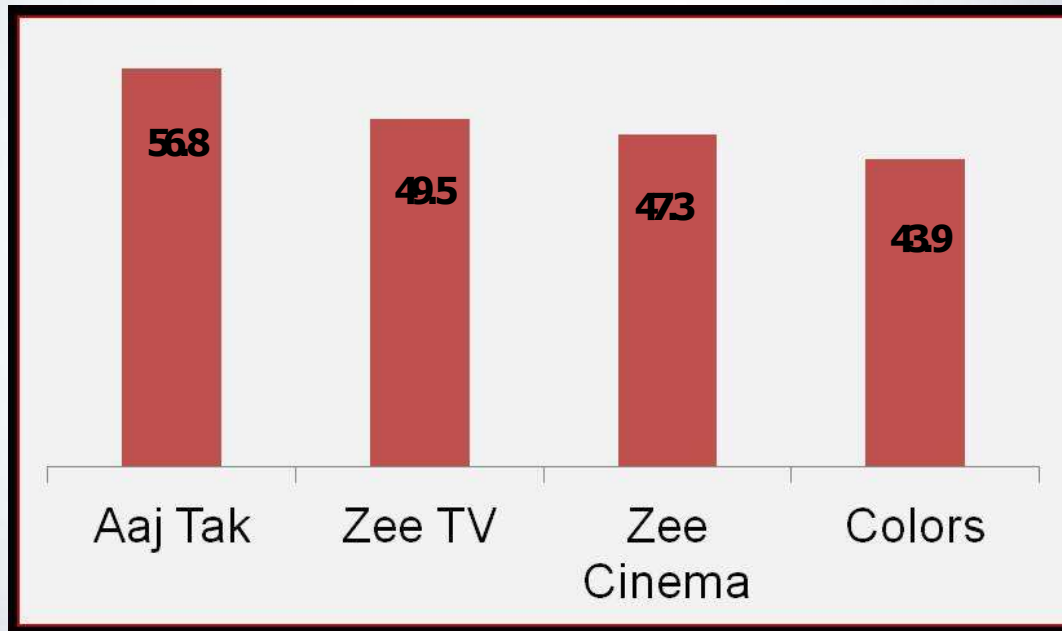


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...and across categories too



Source : IRS IQ2 C&S Views

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**We are also the preferred news channel for the affluent**



**The highest number of affluent global travelers (34.7 ) watch Aaj Tak**



**The highest number of affluent laptop users (41.7) watch Aaj Tak**



**The highest number of affluent car owners (40.3 ) watch Aaj Tak**



**\* Nielsen's Upper Middle and Rich Research 2009**

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## We offer a wide bouquet of offerings even in English



**Sports**—In-depth discussions and analysis, our sports team boasts of former greats like Sourav Ganguly and Kapil Dev

**Politics**—featuring opinion makers and the news makers to present political news and analysis of the largest democracy



**News** - Breaking news and Headlines presented in a unbiased manner



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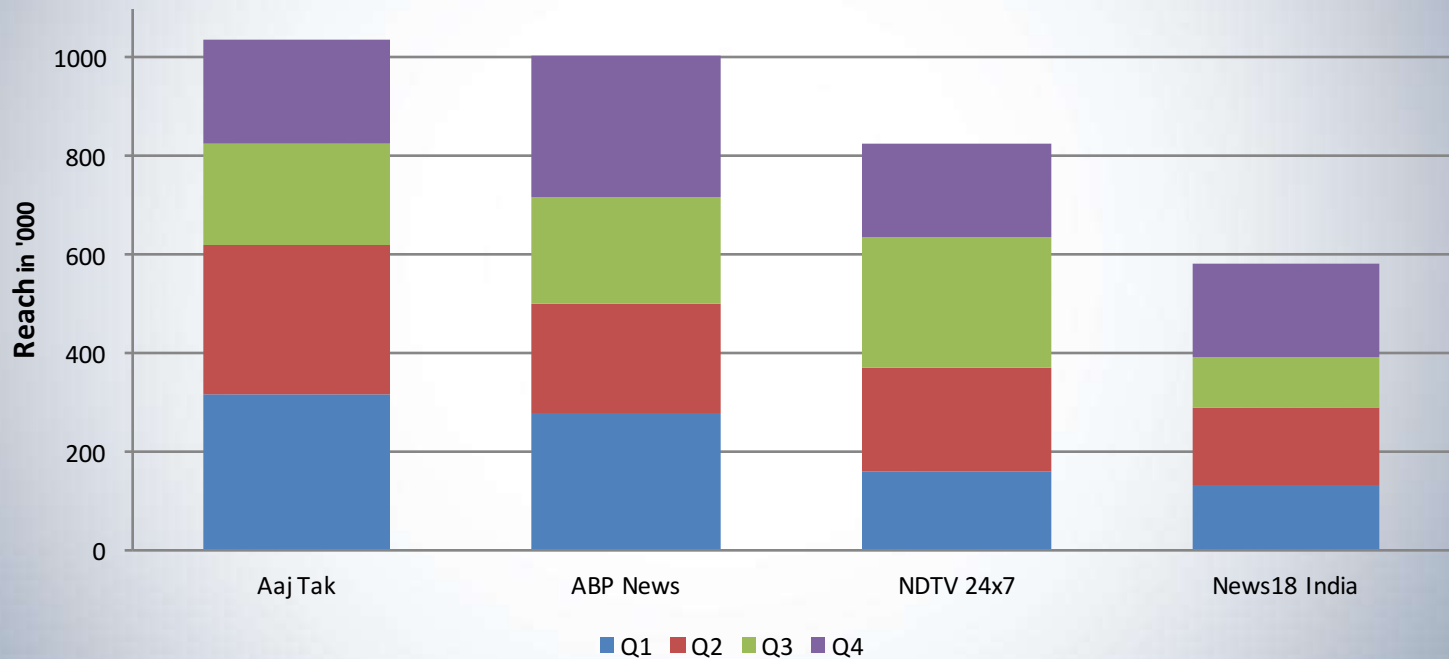
**PRIME** TEAM  
MARKETS  
AUDIENCE

**PRIME CHANNEL**  
INDIA TODAY TELEVISION



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# Adults 16-34 Reach in '000s for 2015



Source : BARB Quarterly Trends Data, 2016



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## India Today Conclave

Being part of the India Today Group and continuing with the trend of special programming, Headlines Today has exclusive rights to air the India Today Conclave.

The Conclave, an annual event which converges leading politicians, movie stars, celebrities, and educationists etc. from across the globe to discuss various global topics. Some of the speakers of the India Today Conclave include Sarah Palin, Sir Tim Berners Lee, Dr. Manmohan Singh, Mohamed ElBaradei, Weil Ghonim, Shahrukh Khan, etc.



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# AAJ TAK

## NO.1 IN UNITED KINGDOM

Aaj Tak becomes the undisputed News Leader in the UK.

Aaj Tak	202
NDTV 24X7	177
ABP News	154
NEWS 18	76

**SKY DIGITAL**  
Channel no. #818

Source: BARB.CO.UK, Weekly Reach for Week ending 06 December, 2015.

For advertising on Aaj Tak & India Today Television,

Please contact Mans Media Ltd. on: 020 3078 5826 / 07577210295 or email us on [sales@mansmedia.co.uk](mailto:sales@mansmedia.co.uk)



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# AAJ TAK

## NO.1 IN UNITED KINGDOM

Aaj Tak becomes the undisputed News Leader in the UK.



सबसे तेज़

**276**  
Aaj Tak

**218**  
ABP News

**121**  
NDTV

**18-67**  
News

Source: BARB.CO.UK, Weekly Reach for Week ending 24th January, 2016.

SKY DIGITAL Channel no. #818

For advertising on Aaj Tak & India Today Television,

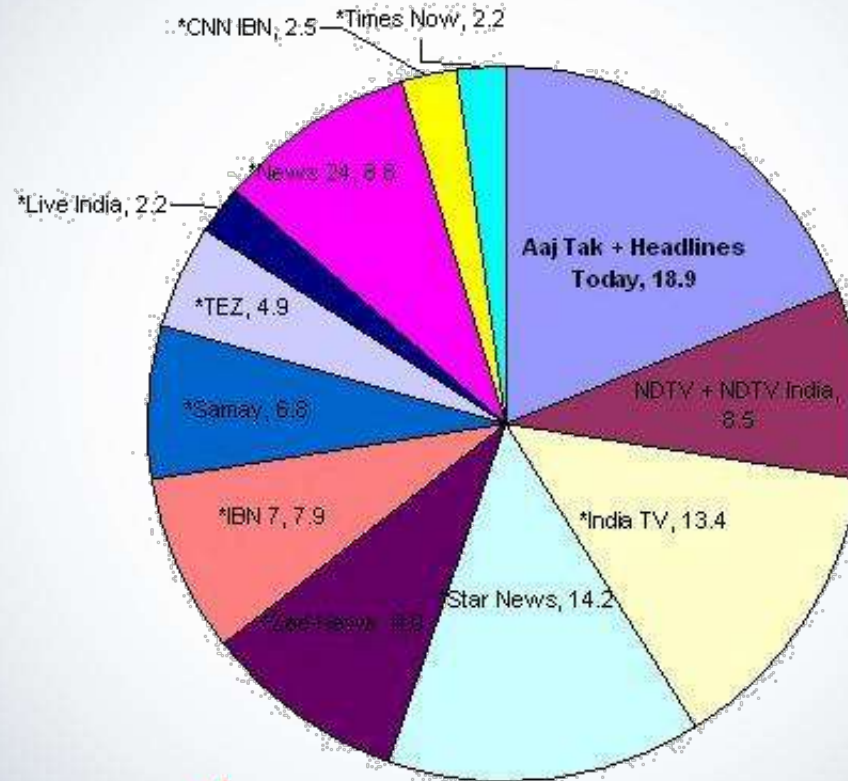
Please contact Mans Media Ltd. on: 020 3078 5826 / 07577210295 or email us on [sales@mansmedia.co.uk](mailto:sales@mansmedia.co.uk)



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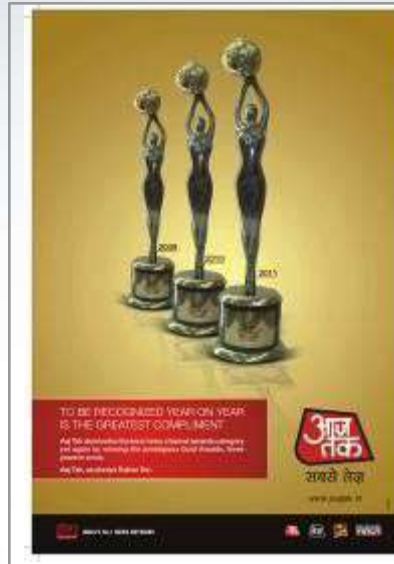
**In the highly fragmented Indian market (17 news channels),  
Aaj Tak and Headlines Today  
have a combined market  
share of 18.9 \***



\* Source : TAM, last 8 weeks (Wk 112-Wk112) TG :CS 15; Share calculated out of 12 Hindi+5 English news channels

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But don't just take our word for it...



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**The new facility boasts of state of the art studios , which allow for a dedicated feed for the international market .**

**Moreover the studios provide a 360° environment with high end AV technologies.**



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**Thank you**



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