OUTLOOK IS PAINTING ITS NEW DIGITAL OUTLOOK IN THE POST-PANDEMIC LANDSCAPE

Collaborated with **accenture** as our **digital transformation** partner, ushering an era of **digital growth**…

...On the back of our **digital-first, dynamic team**…

Fuelled further by **digital-native subject matter experts** across technology, sales and data & analytics who are at the helm of driving this change…

Unique & effective
digital positioning
for each brand,
mirroring the
credibility of print

Accelerated digital
growth through
category-led niches

Indranil Roy
CEO

Suchetana Ray
Editor

Chinki Sinha
Editor

Nidhi Sinha
Editor

Anindita Ghosh
Editor

Giridhar Jha
Editor
IN ITS NEW AVATAR – **Outlook** OFFERS LONG-FORM, ISSUE-BASED, CREDIBLE JOURNALISM

A thematic decazine published every 10 days with a Print Readership of 2 Mn*...

...Approaching politics with the lens of culture and society, depicting through art

With our major societal change pillars being...

- **Caste**
- **Women**

*As per last Indian Readership Survey

OUR MISSION

- Navigating Narratives
- Voice to the ‘underrepresented’
- Meaningful campaigns

Reflect & Change
22 YEARS OF OUTLOOK TRAVELLER BEING THE ONE-STOP-DESTINATION FOR TRAVELLERS

We know India Best!

And offering unique solutions to clients across the globe

India’s number 1 Travel Magazine with 1.2 Mn. Readership*

Monthly magazine with a goldmine of information with stunning visuals that transports all readers to far off destinations

With an Overarching theme of Responsible Tourism

...where Outlook is a pioneer in the space with 9+ years presence

*As per last Indian Readership Survey
25 YEARS OF OUTLOOK MONEY HELPING READERS OWN THEIR FINANCIAL JOURNEY

Your Monthly Personal Finance Guide Throughout the Journey of Life!

with 0.5 Mn readership*

Delivering Value to our Clients:

Transforming content to...

21-40

Assist readers in planning wealth at cusps of major life milestones in a user-friendly language

OLM 50

Top 50 Recommended mutual funds to invest in

Provide one-stop solution for all retirement-related queries and concerns across wellness, travel, assisted living and financial planning

*As per last Indian Readership Survey
17 YEARS OF OUTLOOK BUSINESS HELPING READERS THINK BEYOND AND STAY AHEAD

Outlook Business

is a monthly magazine with a print readership of 0.5 Mn*

*As per last Indian Readership Survey

Gender

Enhancing women’s economic empowerment through themes like increased boardroom participation, gender pay equity, and workplace affirmative action for gender justice.

ESG / Sustainability

ESGBharat Report 2023, in partnership with BDO & Toluna, gauged the preparedness of India Inc on ESG, and Outlook’s survey for 2024 will seek to map the adoption of ESG in India. The aim is to help India Inc become ESG friendly and equip itself to be globally competitive while aiding India’s pursuit of net zero target.

Startups

Outlook Start-Up Outperformers is a compilation of three rankings: Top Growth stage startups across 5 sectors, Top Indian states & cities. It’s the most comprehensive ranking in India where Outlook Group, along with its partners like I-Venture @ ISB and Ayvole, analysed 80+ parameters to come out with the rankings like
OUR DIGITAL PIVOT HAS HELPED US ACHIEVE EXPONENTIAL GROWTH

Digital Readership has seen **70% growth** over last year*

- >45% of the total users engage with our website **organically***
- Healthy WAU/MAU ratio of >25%, denoting immense **user stickiness***

**50 Mn.**

**Digital Readership***

*As per Google Analytics data

We are implementing **robust digital frameworks** leveraging our print legacy of long-form, credible journalism, propelling us to create immersive experiences and lasting partnerships.

We are also **vigorously prioritizing social media** with the aim of increasing engagement on our vibrant channels, which serve as **centers of interaction and inspiration**...

*As per Google Analytics data

- 335K
- 1534K
- 441K
- 51K
- 250K
...WITH A WIDE VARIETY OF DIGITAL READERS ACROSS OUR ALL OUR UNIQUE BRANDS

90%* Indian Audience across the country
10%* Global Audience with majority Indian diaspora

Age Split*
- 35 +: 47%
- 25 - 35: 27%
- 18 - 25: 26%

*As per Google Analytics data
WE ARE NOW CREATING NICHE DIGITAL COHORTS TO FURTHER ENRICH OUR OFFERINGS, ACROSS OUR MARQUEE PROPERTIES

RESPONSIBLE TOURISM

Outlook Responsible Tourism Initiative has been rallying to protect and preserve India’s heritage for 9+ years.

We have engaged with over 20 states of India and initiate regular engagements with local operators and home stay owners.

STARTUPS

Outlook Startup covers the startup system through detailed analysis and incisive reporting of this growing domain.

Outlook “The Outperformers” list, launched on 01 November ‘23, is a first of its kind survey to analyse India’s Best Growth StartUps and India’s Best States and Cities for StartUps.

ESG

Outlook Planet is a dedicated platform focused on promoting sustainability, environmental conservation, and corporate responsibility.

Outlook Business ESGBharat Preparedness Report is the only sectoral report on ESG preparedness ever published by any media organisation in India.

RETIREMENT

A crucial aspect of Personal Finance, mired in jargons and plagued by misinformation, retirement planning needs immediate focus.

Outlook Money retirement is a one-stop solution for all retirement related queries across wellness, travel, assisted living and financial planning.
EVENTS
WE HAVE ESTABLISHED A STRONG FOOTHOLD IN SEAMLESSLY HOSTING A WIDE SPECTRUM OF EVENTS...

<table>
<thead>
<tr>
<th>COHORT SPECIFIC EVENTS</th>
<th>INTELLECTUAL DISCOURSES</th>
<th>TAILORED FOR OUR CLIENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Focus on addressing the unique needs and interests of a particular demographic or customer segment</td>
<td>✓ Emphasis on fostering in-depth discussions and debates on thought-provoking topics or intellectual themes</td>
<td>✓ Customized events designed specifically for delivering a personalized and exclusive experience</td>
</tr>
<tr>
<td>✓ Tailored content and activities designed to resonate with the specific cohort's preferences and requirements</td>
<td>✓ Often feature renowned speakers, scholars, or subject matter experts to provide insights and stimulate intellectual exploration</td>
<td>✓ Incorporate client-specific themes, content, and activities that align with their objectives, challenges, and interests</td>
</tr>
</tbody>
</table>

With differentiated offerings pre, during and post event
COHORT SPECIFIC EVENT

1. ABOUT
   ✓ Ongoing for 7 years
   ✓ Celebrate best Practices
   ✓ Transform destinations
   ✓ Impact Local Communities

2. AT THE EVENT
   ✓ 9 Speakers
   ✓ 6 Award Categories
   ✓ 5 Member Jury

3. FOCUS
   ✓ Intangible Culture
   ✓ Heritage
   ✓ Environment

4. IMPRESSIONS
   27Mn

INTEGRANT RESPONSIBLE TOURISM
STATE AWARDS 2022 - RAJASTHAN

Case Study
INTELLECTUAL DISCOURSE

1. ABOUT
- Ongoing for 6 years
- Peer Learning Platform
- Leadership Experiences
- Business Trends, concerns & Innovative Solutions

2. AT THE EVENT
- Panel Discussions
- Key-Note Speeches
- Fireside Chats

3. FOCUS
- Regaining Growth
- Digital Transformation
- Online Retail's Next Stop
- Getting Jobs Back
- Realigning Financial Services

4. IMPRESSIONS

37Mn
TAILORED FOR OUR CLIENTS

1. CLOSED DOOR
   - 50+ Attendees
   - 05+ Speakers
   - 03+ Sessions

2. MULTI-CITY
   - ✓ Bangalore
   - ✓ New Delhi
   - ✓ Mumbai

3. FOCUS
   - ✓ Cloud Data Strategy
   - ✓ Industry Insights
   - ✓ Growth Strategies

4. IMPRESSIONS
   - 50Mn

With presence from:

- AWS
- Accenture
- Mindtickle
- UNI
- CHALO
- IdeaSpring
- Blue Kaktus
- LogiNext
- Icertis
INTRODUCING OUR FRESH UPCOMING EVENT LINEUP

INDIA'S LARGEST GROWTH STAGE STARTUP EVENT

ABOUT
- A day-long Event

DETAILS
- Master Classes on Growth Hacking
- Panel Discussions
- Speeches by Industry Leaders and Policy Makers

VALUE
- Curated Audience
- Conversion-centric Conversations
- Tailored Engagement Opportunities

INDIA'S LARGEST RETIREMENT EVENT

ABOUT
- 2-Day, Multi-City Expo

DETAILS
- Panel Discussions
- Workshops
- Exhibitions
- Stalls

VALUE
- Giveaways and Prizes
- Networking Opportunities
- Industry Connects

INDIA'S LARGEST AI FOCUSED EDUCATION EVENT

ABOUT
- A day-long Event

DETAILS
- Intellectual Discourses
- Thought leadership platform
- Workshops
- Awards

VALUE
- Engage Thought Leaders
- Facilitate Knowledge Exchange
- Recognize Excellence
WE DRIVE SUBSTANTIAL GROWTH AND VALUE FOR OUR PARTNERS ON THE BACK OF OUR COMPELLING STORYTELLING AND LONG-STANDING CREDIBILITY...

- The power of ideas in solutioning
- Knowing and understanding pain points
- In-depth sectoral understanding
- Implementation
- Measuring Impact

**Long Standing Partnerships**

**Unique Solutions**

**Niche Clientele**

- Influencer Marketing Campaign
- Digital Campaign
- India’s only Knowledge Partners of GSTC
- Multi-city, exclusively curated events

**Automobiles**

**Government**

**Luxury Brands**

**CSR solutions**
...ENABLING THE POWER OF ONE OUTLOOK THROUGH OUR 360 DEGREE BRAND SOLUTIONS

Special editions  Roadblock Issues  Cover Stories  Webinars & Panel Discussions  Fireside Chats  Masterclasses  Banners Ads

Full Page Ads  Newspaper Ads  Campaign Ads

Curated Events  Tailored Engagement Opportunities  Customised Audience  Conversion Centric Conversations

Outlook BUSINESS + MONEY  Outlook TRAVELLER

Amplification across all marquee properties  Social Media  Microsite

Event Branding
AND A SPECIALIZED ARM FOCUSING ON SOLUTIONS FOR THE GOVERNMENT

Helping governments effectively strengthen public outreach, facilitate direct interactions, foster constructive dialogues and enhance their solutions.

Bihar Museum Biennale 2023

Physical Events

Digital Engagements

Igniting critical conversations like...

What would museums of the future look like?

Can Museums include Multiple perspectives around Gender?

Importance of talking about museums, their policies and accessibility

Case Study
As Outlook paints its new outlook across digital horizons, infusing each narrative with unwavering credibility and resonating impact, we pave the way for lasting connections and remarkable narratives, resonating in the hearts and minds of audiences, today and tomorrow.