Since 1999
www.varindia.com
20 years of service to the Nation
Introduction

VARINDIA – India’s frontline National IT Magazine has been the propagator of a Technological revolution by continually providing its readers and patrons with latest and essential ICT related information. Since 1999, Corporate honchos speaks, VARINDIA has been the most credible resource for the Indian IT Channel community and has earned its reputation as a one-stop destination for ICT News.

VARINDIA is a monthly IT Channel magazine reaching the IT channel community through its single national edition. Its online property varindia.com is preferred by 85% of the partners for the latest IT channel news. With more than 2,00,000 page views, it is the leading website dedicated to the IT channel partners (VARs) covering the latest news of the hour, views, analysis and product launches relevant to the channel community.

- Monthly IT Channel Magazine
- Covering North, South, East & West regions through one national issue
- Strongest presence in Metros and A, B, C & D class cities in the country, covering nearly 30,000 channel partners in more than 350 towns & cities
- The Apps of VARINDIA (Android & IOS) reaches to new height
## Various Products (VAS):

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td><strong>VARINDIA</strong></td>
<td>(Print edition- Monthly) 30,000 copies/month</td>
</tr>
<tr>
<td><strong>VAR INDIA TV</strong></td>
<td>(Live cast in our website and other social media sites)</td>
</tr>
<tr>
<td><strong>VAR Connect</strong></td>
<td>Techno-blogging (Enriching solutions to reach new customers)</td>
</tr>
<tr>
<td><strong>VAR News Services (VNS)</strong></td>
<td>Daily Newswire 1,00,000 subscribers</td>
</tr>
<tr>
<td><strong>VARINDIA Test Center</strong></td>
<td>Over decades of expertise</td>
</tr>
<tr>
<td><strong>VARIT Journal</strong></td>
<td>(eDM Blast) 3 Types of database (VAR, SME &amp; Enterprise)</td>
</tr>
<tr>
<td><strong>VAR SMS</strong></td>
<td>(On demand services)</td>
</tr>
<tr>
<td><strong>SPO INDIA</strong></td>
<td>A publication for CSR initiatives</td>
</tr>
<tr>
<td><strong>V Space</strong></td>
<td>e-commerce and market space (<a href="http://www.partneridentity.com">www.partneridentity.com</a>) coming soon</td>
</tr>
<tr>
<td><strong><a href="http://www.mybrandbook.co.in">www.mybrandbook.co.in</a></strong></td>
<td>(A coffee Book on Indian ICT Industry)</td>
</tr>
</tbody>
</table>
VARINDIA magazine with a print run of 30,000 copies and with an average readership of 5 times more this figure and the Annual Brand Book reaches the B2B segment and Corporates serving the Indian ICT Industry. The Brand Book has been designed as a B2C tool and as a Coffee table book that reaches the Government/PSU/large enterprises and technology decision makers & heads and help them in making purchase decisions.

With over 10 million page views in a month (varindia.com and mybrandbook.co.in) gets around 1,60,000 unique visitors each month. However, our engagement with the Industry does not end here. We organize various Industry events such as Tech Summit in Bangalore, SME Summit in Kolkata, VAR Summit in Mumbai, ‘Work as Fun with Sports’ - an up-country event in Bhubaneswar and Three National events in New Delhi - VARINDIA IT Forum connects the Technology decision makers in Government and PSUs and segments includes IT, Telco and CIO community, Annual Star Nite Awards and ICT in Education Summit.
• **Ensuring the profitability of VARs (Resellers and retailers):** We strive to bring a revolution in the Indian ICT Industry and is committed for the growth of Indian VARs

• **Analytics as a Differentiator:** Our in-house developed analytics has helped us in understanding the increasing competition in the market place that is driving businesses to look for differentiators. Analytics is also enabling businesses to improve decision making, minimize risks and drive quality & efficiency

• **Era of Personalization:** Businesses are moving from the one-size-fits-all product approach to the personalization of products for individual customers

• **Increased Demand:** The growing and ageing population is putting a strain on utility providers, hospitals and transport infrastructure due to the increased demand

• **Cloud Computing:** Cloud computing has seen an increased adoption among organizations over the past few years, owing to lower infrastructure costs, increasing connectivity and need for better scalability of storage

• **Big Data:** The volume and velocity of data captured has grown exponentially over the last few years. Technological advances have allowed companies to leverage big data platforms to make informed decisions
• **No.1 IT Publication** in the country, reaching 350 cities; apart from all Metros focusing more in B, C and D class cities. We have also reached to the Taluka level

• **Reader’s Profile:** National / Regional distributors, Resellers, VARs & Vendors. Organizing IT events in India from the last 15 years ([www.varindia.com](http://www.varindia.com))

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**National Events (3)**

- VARINDIA Star Nite Awards – For VARs in the country
- VARINDIA IT Forum – For customers (Govt. and PSU bodies) In IT and Telco
- ICT in Education - Connecting education experts in the country

**State level Regional Events (4)**

- Orissa Information Technology Fair (OITF) – SMB and end customer Summit
- East India Information Technology Fair (EIITF) – SME summit
- South India Information Technology Fair (SIITF) – Technology summit
- West India Information Technology Fair (WIITF) – VAR summit

80% are repeated customers who partner with the event with high customer satisfaction (ROI)

# Successfully serving 200+ Fortune 1000 Customers for over a decade
It is an unique platform to address the end consumer on the role of technology and innovation to focus on the activities towards consumer awareness in the space of technology transformations and disruptions, CSR initiatives, monitoring of schemes, business models of digitization and community engagement for smarter cities and ownership towards sustainable development.

As companies incorporate sustainability into their core business strategies, the importance of timely and accurate sustainability-related metrics increases. Senior management need and expect the same level of control over these metrics as they have over financial data. SPOINDIA allows the business houses to respond quickly to the emerging needs of a society, whether they are economic, environment and issues related to technology demands.

The effective of advertising in SPO INDIA Magazine relative to many other media is the interest of the audience. Readers typically have strong interests in the theme or topic of SPO INDIA Magazine. Finding this close link between readers and your brand is critical to effectiveness.
• The strong positive brand values of the SPO INDIA Magazine can transfer onto the advertisements.
• Because advertisements are relevant and valued, ad clutter is not a problem in SPO INDIA Magazine.
• Readers take action as a result of seeing advertising in SPO INDIA Magazine.
• Targeting with precision and without wastage is a key strength of SPO INDIA Magazine.
• Creative formats such as gatefolds, textures, special papers, samples, sponsorship, advertisement features (‘advertorials’) and so on can create additional impact and interaction.
• Advertising in SPO INDIA Magazine is a great, cost-effective way to reach an exclusive group of affluent and key decision makers, owners and professionals.
Segment wise

- Vendors: 31%
- Distributors: 14%
- SI/NI: 16%
- Others: 11%
- SI/NI: 9%
- SI/NI: 8%
- SI/NI: 5%
- SI/NI: 5%
- SI/NI: 1%

Readership – 1,33,500 (In metro cities)
- Delhi - 17,000
- Chennai - 15,000
- Kolkata – 12,000
- Mumbai - 20,000
- Bangaluru-16,500
- Hyderabad- 14,000
- Other cities – 39,000
Key enabler in the country

VARINDIA works continuously to achieve the vision of Digital India, which has worked as the catalyst for the growth of India to ensure that Government services are made available to citizens electronically by improved online infrastructure and by increasing Internet connectivity or by making the country digitally empowered in the field of technology.
Gaining an independent, unbiased view about how your **product** rates is an important part of the ongoing management of a **product**. For example, any mobile app, performance is very critical. If your Mobile App does not perform well, the end user will uninstall your app find another application that performs better. Your Mobile application needs to be tested thoroughly before releasing it to end user.

**Benchmark and Comparison Testing**

Our modern test center will help to assess how the product performs against the competition. Our engineers in the laboratory work to create a testing environment specific to the features mentioned in the company brochure. This information will helps to determine how your product will fare against products already on the market. Testing data will also help to make informed decisions on price points, product design and can help shape the performance claims.
Verticals focused with Value Added Services

- OEMs
- Telco
- Software Companies
- Corporates
- VARs & CPS
- System Integrators & Network Integrators
- VARING INDIA
- ISPs & ISVs

INDIA’S FRONTLINE IT MAGAZINE
THE ULTIMATE Voice of INDIAN VALUE ADDED RESELLERS
VARINDIA has always tried to be innovative and futuristic in its approach to the content. When people were talking about technology disruption, cloud computing and Big data or other emerging technologies in the industry, we were already ahead in planning about bridging this digital divide. We talk on the trends and future opportunities of IT in the Indian market.

Our prediction on two segments - Network Storage/Security, Cloud Computing and software define networks- will be the core focus of every company. The existing investment on network storage and security is going to grow from all spaces of industry, Government, BFSI, PSU, etc. So, VARINDIA being a front runner will focus on Storage, Security, Enterprise Management, Big Data, Managed services and data center etc.

This year we will bring 3 National Supplement Issues on the Data Center Market in India and the Channel Leadership survey, which will be a one stop information point on the market, major players. The Supplement will cover -

Competitive analysis & Technology Trends
Opportunities and forecasts
Channel strategies of Vendors
As the battle for tapping more and more customer base intensifies by the day, the ardent need for ‘Branding’ is emerging as never before. Positioning of the product has to be backed by R&D, Innovation at various levels, market survey, user friendly approach, behavioral study and best pricing. To establish as a trusted company in the region, one needs to work towards building its ‘Brand’, which is indeed imperative.

To garner success in branding one must understand the needs and wants of his existing and prospective customers. It is significant to give ample time in key areas like investing in researching, defining and building the brand. After all a brand is the symbol of promise to the consumer. It is a foundational piece in one’s marketing communication.

Our market intelligence in doing market research in 350 places including Metros, Tier A to Tier D class cities to Talukas across India has resulted in the unveiling the fourth edition of our Brand Book released at the recent 13th VARINDIA IT FORUM, with 50,000 copies printed to reach the potential customers in the country. The Brand Book is designed to be the right solution to reach out to the target customers in the country.

The soon-to-be-released 8th edition of the Brand Book will cover the leading players in the ICT Industry in India and showcase their expertise in positioning their Products/ Services to match the requirements of the customers.
KDMPL started with a vision of bringing a synergy between IT Companies and Channel. The first step in this direction was to introduce **VARINDIA** IT Magazine for Indian VARs.

**VARINDIA** serves as a major resource of business intelligence for VARs (Channels) that controls 80% of the average business in the country and always tries to be innovative and futuristic in its approach with respect to the content. Our focus for this year will be on how business can be leveraged from smarter Analytics. We are focusing on bridging the digital divide in India by engaging with Indian VARs (Trusted partners) by providing various B2B events in various market places like Delhi, Mumbai, Kolkata, Bangalore and Bhubaneswar.

**VARINDIA** events are the benchmark among IT Companies and partners (VARs) for creating a single platform for discussing & introducing new technologies and sharing feedback to bridge the gap between vendors and channels.
The VARINDIA Star Nite Awards turn 18th edition this year. The event recognizes the CMO (Chief Marketing Officers) the performance of various IT Vendors (Hardware and Software, Networking, Peripherals, etc). The awards function is held every year. This annual felicitation happens on the basis of a stringent selection procedure.

VARINDIA considers different parameters including Price Performance, Product availability, Pre- and Post-service support, Training and Certification, Marketing Communication, Brand Building and Vendor–Partner relationship for deciding the winners. This event acts as a benchmark for product positioning in the Indian market.

**Target Audience**: National Distributors, Regional Distributors, Sub-distributors, VARs, System Integrators, Resellers and leading IT Associations of the country
VARINDIA IT Forum turns 17th year (Since 2002). The objective of the forum is to bring government and corporate bodies onto a common platform for better understanding of the e-Governance practices and challenges as well as to provide support to those who are working towards building a better IT infrastructure.

This forum happens in two phases. In the first phase, the government and corporate bodies present their focus on e-governance and in the second phase, panel discussions are held to explore the opportunities in Government and PSU business.

**Topic:** Technology Enablement For Digital India

**Release of the 8th edition of the Brand Book**

**Target Audience:** Sr. Government officials from the central, state and Public sector undertakings, Vendors, IT consultants of the country
ICT in Education Summit 2019

April 2019, New Delhi - Completed

It is our 7th year in the Education domain; the event is essentially to understand the opportunities in the education sector in Delhi and NCR in terms of adoption of IT and its bottleneck. We believe that ICT can play a big role in collaborative learning with minimal intervention by teachers. The event covers -

Point of Focus

- The latest trends, technologies and opportunities in the education domain
- Find out how the education sector India is undoubtedly becoming one of the most important investments areas in building human capital in the country. As a medium, it not only sculpts good literate citizens but also makes a nation technologically innovative
- High level of Networking with the Directors, Principals, Head of IT and policy makers in the Indian Education sector.
This is the 11th edition of OITF, the annual event in Odisha to understand – The opportunity in the state Govt. and how partners can gear-up to face the challenges ahead

- About 45% of the SMEs in Odisha are going through the first wave of building basic IT infrastructure. Only 10% are in the connectivity phase and use their website for transactional purposes. Only 2% are leveraging the benefits of ERP applications, intranet and managed security solutions and this segment is witnessing the highest growth rate

- We also invite leading IT corporates to understand the opportunity in investment in Odisha.
In the annual VAR summit there is a convergence of VARs where the Distributor community across India discusses, shares and networks with the vendors. The vendors also get opportunities to present the value propositions they can bring for the entire distributor ecosystem.

**Issues Discussed:** e-commerce boom where partners get effected, Emergence of retail, Value products vs Volume Products, Credit Policy etc.

**Audience Size:** 150+ across Western India

The agenda of this years will be to discuss on how Technology transformation is happening in the cyber world. The Topic of the event will be “Channel First” where Corporates will understand the pain points of the Partner community in the western India. Apart from the VAR fraternity, 30 CIOs are likely to join the summit to be part of the panel discussion session.
10th EIITF - SME Summit  
July 2019, Hotel The Park, Kolkata

In its 10th year, the annual event is going to be organized with the support of the Govt. of West Bengal, STPI and COMPASS to understand the potential of SME growth in West Bengal and how there could be Digitization under the confluence of ICT.

In the event Top partners (SIs, NIs,VARs) in total 150 from the eastern part of the country will attend to understand the opportunity, where senior officials from WEBEL and Eastern India Trade associations and Confederations will attend to the pain points of the Partners.

It is the only go to market platform for vendors to venture into Upcountry (B, C, D class) territories with their product offerings and interact on how to focus on the SME growth .It is a platform for the channel partners and associations of the eastern India to raise the voice on various issues

Theme: **Channel empowerment to meet the demand of SMEs**
The 10th annual event (Technology summit) is going to be organized with the support of the Govt. of Karnataka and STPI to understand the potential of SME growth in Karnataka and how there could be Digitization under the confluence of ICT.

This tech summit has been organized with a strong belief on Future Technology since Karnataka is the most preferred destination for frontier technologies and thereby create a conducive environment for related industries. A total of 150 CIOs/CXO sand CTOs from leading IT and Telecom Companies are going to attend the Technology summit.

Corporates will showcase their bigger success in their business with latest focus on Technology innovations and experts from across India will attend the brain storming session on technology adoption and survival.

Theme: **Empowering Channel partners with latest Technology**
India’s leading website specially designed for the IT channel partners covering the latest news, views and analysis on product launches relevant to channel community and the daily e-news serves (VNS) reaches the entire IT channels network across the country. With a subscriber base of 1,00,000, it has grown to become the most user friendly and highly respected platform in the entire community across India and abroad.

Subscription: 85,000
Frequency- Daily (Monday to Friday)

Penetration: 44% in Metros, 56% in Non-metros
Subscribers: 64% - Executives (MD, CEO, President, Proprietor)
24% - Corporate Management (Vice-President, GM)
9% - Senior Management & Middle Management
03% - Junior and Entry-Level Staff

www.varindia.com is an unique platform for OEMs, VARs, Resellers and IT Associations to interact and VAR TV features a dedicated section for video content. Titled VAR TV, it features best AV, technology Update and interviews among many others.
It is the right marketing, communication tool / vehicle for reaching out to the target audience through our various types of database and build awareness on new product launches.

**Types of database size**

- **VARINDIA News Service (VNS)**: 85,000 Qty
- **SME database**: 3 lakh Qty
- **Enterprise database**: 2 lakh Qty
- **End customer database**: 3 lakh Qty

**Key Benefits:**

- Direct reach to the target audience and generating quicker responses
- Response rate is high, since the eDM can be customized based on the TG
- Potential to spread to various types of database/social media/ in the form of newsletter/advtg./viral etc.
- A cost effective communication tool
# Cost & Tariff Sheet

## India's first monthly magazine on CSR activities

### Card Rate

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<th>Particulars</th>
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### Mechanical Data

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Mechanical DEADLINE - 26th of Every Month

### Special Offer (Rate in Lakhs)

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Other Value Added Services

- Lead Generation
- Techno Blogging
- Round Table
- Road Shows
- Online Polls
- Channel survey

- Customised Content
- Custom Events
- Market Survey
- Case Study
- White paper
- Tele calling
- Channel expansion

www.varindia.com Through the popular video contents the site is fast gaining popularity and provide an highly engaging and interesting environment to learn about new technologies and updates. Apps of the site to launch soon in all popular version includes Android, IOS and many more…
A daily newsletter, VARINDIA News Services (VNS) delivered directly from our mail server to the authorized email address, delivering the latest news of the day to the IT channel fraternity.

It is a powerful vehicle to update the Industry and a perfect communication tool with media mix for reaching out to subscribers and update on the latest happenings in a regular frequency.

Benefits Include:

- Map your product/solutions message to the target audience
- Brand visibility/recognisations at faster speed
## RATE CARD

Print - A Complete IT Channel Magazine with 26,000 Print Run.
Online - www.varindia.com
Services - VARINDIA News Service having 75,000 Subscribers across the IT Industry.
Events - VARINDIA Star Nite Award and VARIndia IT Forum.

## PRINT

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### TECHNICAL SPECIFICATION

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VAR House
Kalinga Digital Media Pvt. Ltd.
A-84, A/3, Rose Apartments
Paryavaran Complex, IGNOU Road
New Delhi-110030
Tel.: 011-41656383(10 Lines), 41655458
Fax.: 011-46061809
E-mail: publisher@varindia.com
www.varindia.com

Regional Offices:

<table>
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<th>Bangalore</th>
<th>Mumbai</th>
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•  * Strictly Confidentiel