GO DIGITAL
For over 18 years, varindia’s editorial coverage has helped solution providers make successful decisions and avoid costly pitfalls. VARINDIA editorial is the source solution providers turn to daily for breaking news, cutting-edge opinion by today’s brightest channel voices, and technical analysis by the acclaimed varindia test center.

From the complexities of industry mergers and economic cycles to the uncertainty of war, natural disasters, industry scandal, digital transform-reform to disruption varindia editorial has been there delivering the insight and field intelligence solution providers have come to depend on and trust.

www.varindia.com is the leading source of IT channel news, trends, analysis and best practices for solution providers and the #1 provider of media solutions to technology vendors.
Since 1999, the var india is the most credible resource on the Indian IT channel community. It is a monthly it channel magazine reaching the it channels community through its single national edition. It has a strongest reach in the metro, A, B, C and D class cities in the country covering over 30,000 channel partners in more than 250 towns & cities. Its online property varindia.Com is preferred by 85% of the partners for the latest IT channel news. With more than 1,50,000 page views, it is the leading website dedicated to the IT channel partners (vars) covering the latest news of the hour, views, analysis, product launches relevant to channel community.

Uniquely opportunity to target the business in india through varindia.com, which caters to the niche & most sought after segment in the industry by bringing insights on successful deployments, improving returns on investment and reducing the TCO (total cost of ownership).
Digitization also makes every step of the production process more productive and, in some cases, changes the nature of production. Digitization transforms printing publications into services (ebooks, digital news, and entertainment). However, in India online edition still considered as the value addition to the print medium.

There is a place in India for both print and digital media, just personal preference when and how, sometimes it’s easier to go back and reference print media rather than trying to remember where you saw it online. VARINDIA have the strong presence in the digital medium with www.Varindia.Com and regular update through the daily newswire VARINDIA news services(vns) with the audience of 1 million unique visitors per month.

• 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.
Digital technology presents an often bewildering array of choices for journalists – producing slideshows and video, joining social networks and blogging, using map mashups and mobile devices. The list seems endless.

It channel is our passion and priority. Our industry events bring it leaders together to network, partner and build winning strategies. Combining thought leadership, fresh ideas and critical topics, our events deliver actionable items that transform your business.
AUDIENCE PROFILE OF VNS (Daily News Wire)

• Predominantly male and female, falling in the age group of 25-55 years.
• Represent the senior management & middle management across industry verticals.
• Primarily based in the metropolitan cities (over 75%)
• either an IT decision maker or a decision influencer.
• Primary TA includes CIOs/CTOs/CISOs of large enterprises, Asset Managers/Data Center Heads of large enterprises, IT Heads/IT Managers, system/network administrators, project managers among others.
• Secondary TA - other CXOs, viz CEOs, COOs, CFOs, CMOs etc (TA includes both existing as well as aspiring).
• Varindia.com is the unique place for the Branding activity
• VNS (Daily News services) helps to leverage the opportunity
• eDM Shoot to various types of database includes (SME/Enterprise/VAR) helps you in getting committed lead generation activity
Daily News wire (VNS) provides news for the IT Channel Fraternity

**SUBSCRIBER PROFILE of VNS (VARINDIA NEWS SERVICES)**
- Total validated e-mail recipients: 65,590
- **COMPANY SEGMENTATION BY PRODUCTS SOLD**
  - 48.20% sell Hard Disks
  - 41.70% sell Memories
  - 40.60% sell Optical Disk Drives
  - 42.10% sell Motherboards
  - 41.40% sell UPSs
  - 40.80% sell Network Hardware
  - 42.30% sell Software Products
  - 39.90% sell Printers
  - 40.40% sell Keyboards
  - 39.40% sell Scanners
  - 36.20% sell Monitors
  - 32.20% sell Server & Storage
  - 21.40% sell Maintenance Services
  - 13.50% sell Notebooks
  - 4.10% sell Consumables

**SUBSCRIBER BREAK-UP BY JOB PROFILE**
- 64% are Executive Management (MD, CEO, President, Proprietor)
- 24% are Corporate Management (Vice-President, GM)
- 9% are Senior Management & Middle Management
- 3% are Junior and Entry-Level Staff

**SUBSCRIBER BREAK-UP BY CITY**
- Subscribers in Top 10 cities: 38,312
  - 26% Mumbai
  - 17% New Delhi and NCR
  - 12% Bangalore
  - 08% Pune
  - 9.5% Chennai
  - 7.5% Ahmedabad
  - 07% Kolkata
  - 07% Hyderabad
  - 3.5% Kochi
  - 2.5% Jaipur

**SITE STATISTICS**
- **UNIQUE MONTHLY VISITORS:** 125,345

**DAILY NEWSLETTER STATISTICS (VNS)**
- Total Daily Circulation: 75,590
- Frequency: Daily
- Open Rate as per international standards is in the range of 4%
Subscribers Break-up

[Graph showing subscriber breakdown by industry sectors, with categories such as Banking & Finance, Manufacturing & Distribution, Telecom, Computer Software, Computer Hardware, Engineering & Construction, Entertainment & Media, Hospitality (Hotels/Airlines), Government, ITES & BPO, with corresponding values for each category.

Pie chart showing the percentage distribution among Executive Management, Corporate Management, Senior Management & Middle Management, Junior & Entry Level Staff, with Executive Management having the highest percentage at 48%.]

VARINDIA
THE ULTIMATE VOICE OF INDIAN VALUE ADDED RESSELLING
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.
1. Banner in the website
2. Electronics data mailing (edm shoot)
3. Popup banner/advertise ment
4. Skyscraper advertisement
5. Choose your target customer from
   - Value added resellers database size of 85,000
   - SME database size of 3.00 lakh
   - Enterprise database size of 2.00 lakh
   - Government and PSU database size of 1.00 lakh
6. Lead generation through database edm shoot
7. Use the sidebar to promote downloadable offers.
8. On-line lead generation
9. Lead generation in bent
10. Maturing lead & getting sign-up (one O one interaction)

Note: * by using big data smartly can benefit digital marketers significantly in enhancing their business roi and lead generation and conversion process. More organizations are shifting their attention towards using big data as part of their digital marketing strategies.
Traffic from wireless and mobile devices will account for more than 63 percent of total IP traffic by 2021. By 2021, wired devices will account for 37 percent of IP traffic, and Wi-Fi and mobile devices will account for 63 percent of IP traffic. In 2016, wired devices accounted for the majority of IP traffic, at 51 percent.

The real growth in the technology space is on how to bring information at affordable cost, such as Broadband speeds will nearly double by 2021.

The number of devices connected to IP networks will be more than three times the global population by 2021. There will be 3.5 networked devices per capita by 2021, up from 2.3 networked devices per capita in 2016. There will be 27.1 billion networked devices in 2021, up from 17.1 billion in 2016.

As VARINDIA is a one-stop destination of the media, opportunity of entering into this space is very much logical.
VALUE ADDED OFFERINGS


**services** – VAR INDIA news service with 85,000 subscribers across industry

**Events** – dedicated section to cover the events such as star nite awards, IT forum-customer summit, (national events and OITF ,SIITF, EIITF & WIITF (regional events).

**VAR TV** – video interviews available in the website.

**Vas (value added services)** – test center, news studio, sms update to 30,000 cxos across the country on demand. Road shows in B and C class cities, channel meets, VAR chat (one to one) – on assignment basis.

**Social media branding**

**VAR INDIA Mobile version site** : Ready

Www.Varindia.Com
Www.Mybrandbook.Co.In
Www.Spoindia.Org
### Technologies Involved

<table>
<thead>
<tr>
<th>Service</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managed Services</td>
<td>50%</td>
</tr>
<tr>
<td>Cloud Services &amp; Solutions</td>
<td>47%</td>
</tr>
<tr>
<td>Network/Infrastructure Services</td>
<td>41%</td>
</tr>
<tr>
<td>Network Management</td>
<td>40%</td>
</tr>
<tr>
<td>Hardware Resell &amp; Integration</td>
<td>38%</td>
</tr>
<tr>
<td>IT Services Management</td>
<td>36%</td>
</tr>
<tr>
<td>Security Services &amp; Solutions</td>
<td>36%</td>
</tr>
<tr>
<td>Storage Services &amp; Solutions</td>
<td>33%</td>
</tr>
<tr>
<td>Disaster Recovery/Business Continuity</td>
<td>32%</td>
</tr>
<tr>
<td>IT Operations Management, Data Center Services &amp; Solutions</td>
<td>32%</td>
</tr>
<tr>
<td>Application Development</td>
<td>30%</td>
</tr>
<tr>
<td>Mobility</td>
<td>29%</td>
</tr>
<tr>
<td>Components &amp; Peripherals</td>
<td>28%</td>
</tr>
<tr>
<td>Hosting Services</td>
<td>28%</td>
</tr>
<tr>
<td>Big Data</td>
<td>26%</td>
</tr>
<tr>
<td>Virtualization Services &amp; Solutions</td>
<td>25%</td>
</tr>
<tr>
<td>Automation</td>
<td>23%</td>
</tr>
<tr>
<td>Data Analytics, Builder of Custom Systems / Servers</td>
<td>23%</td>
</tr>
<tr>
<td>Database/Database Management</td>
<td>22%</td>
</tr>
<tr>
<td>Unified Communications</td>
<td>22%</td>
</tr>
<tr>
<td>Custom Software Development</td>
<td>20%</td>
</tr>
<tr>
<td>Business Class Internet/Voice Solutions</td>
<td>19%</td>
</tr>
<tr>
<td>Flash Storage, Business Intelligence Solutions</td>
<td>19%</td>
</tr>
<tr>
<td>Digital Signage</td>
<td>18%</td>
</tr>
</tbody>
</table>

### On-line Rate Card (Website, VNS)

<table>
<thead>
<tr>
<th>Location</th>
<th>Dimension W</th>
<th>Dimension H</th>
<th>Rate (INR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner (VNS) Mushroom</td>
<td>468</td>
<td>60</td>
<td>1.00lakh/month</td>
</tr>
<tr>
<td>Side Banner (VNS)</td>
<td>80</td>
<td>400</td>
<td>75,000/month</td>
</tr>
<tr>
<td>All Banners (VNS)</td>
<td>468</td>
<td>60</td>
<td>50,000/month</td>
</tr>
<tr>
<td>Top Banner (Mushroom) Website</td>
<td>468</td>
<td>60</td>
<td>1.00lakh/month</td>
</tr>
<tr>
<td>All horizontal Banner (Website)</td>
<td>468</td>
<td>60</td>
<td>75,000/month</td>
</tr>
<tr>
<td>Popup AD (VARindia Website)</td>
<td>96</td>
<td>60</td>
<td>75,000/month</td>
</tr>
<tr>
<td>Right Side banner - Vertical</td>
<td>110</td>
<td>320</td>
<td>65,000/month</td>
</tr>
<tr>
<td>EDM (Sky scraper)</td>
<td>800</td>
<td>600</td>
<td>50,000/shoot</td>
</tr>
<tr>
<td>Left- Side Vertical Banner – Top (Website)</td>
<td>170</td>
<td>450</td>
<td>1.00lakh/month</td>
</tr>
<tr>
<td>Right- Side Vertical Banner Full (Website)</td>
<td>170</td>
<td>850</td>
<td>1.50lakh/month</td>
</tr>
<tr>
<td>Sky- scraper</td>
<td>307</td>
<td>319</td>
<td>75,000/month</td>
</tr>
</tbody>
</table>
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* Strictly Confidentiel