

INDIA'S FRONTLINE IT MAGAZINE

VARINDIA

THE ULTIMATE *Voice* OF INDIAN VALUE ADDED RESELLERS



GO DIGITAL

www.varindia.com

INTRODUCTION



DIGITAL INNOVATION IS PART OF A STRATEGIC INITIATIVE OF **KDMPL** TO SERVE TODAY'S DEMAND FOR GAINING SEAMLESS CUSTOMER EXPERIENCE ACROSS DIGITAL DEVICES. IT IS TRUE THAT LEADERS AT THE HIGHEST LEVELS NEED TO HAVE A CLOSE UNDERSTANDING ON HOW TECHNOLOGY CAN IMPACT THEIR ORGANIZATION AND THIS UNDERSTANDING REQUIRES THE TRANSITION FROM THE C-SUITE TO THE DIGITAL-SUITE.

FOR OVER 2 DECADES, **VARINDIA'S** EDITORIAL COVERAGE HAS BEEN HELPING THE B2B and B2C PARTNERS TO MAKE SUCCESSFUL BUSINESS DECISIONS, WITH ITS DAILY UPDATES AS THE BREAKING NEWS, INDUSTRY OPINION AND TECHNICAL ANALYSIS FROM THE STATE OF ART TEST CENTER.

VARINDIA HAS ALWAYS BEEN AT THE FOREFRONT OF CUTTING-EDGE DIGITAL INNOVATION THAT FOCUSSES ON SEAMLESS CUSTOMER EXPERIENCE AND CONNECTING WITH THE CHAMPIONS IN THE FIELD OF SECURITY AND CYBER SECURITY.

VARINDIA BRANDBOOK HAS POSITIONED AS THE TRUSTED PARTNER OF 100 TOP IT COMPANIES IN THE COUNTRY.

ABOUT US

SINCE 1999, VARINDIA HAS BEEN THE MOST CREDIBLE RESOURCE ON THE INDIAN IT CHANNEL COMMUNITY. IT IS A MONTHLY IT CHANNEL PUBLICATION REACHING THE IT CHANNEL COMMUNITY THROUGH ITS SINGLE NATIONAL EDITION. IT HAS THE STRONGEST REACH IN THE METROS, A, B,C AND D CLASS CITIES IN THE COUNTRY, COVERING OVER 30,000 CHANNEL PARTNERS IN MORE THAN 150 TOWNS & CITIES.

THE ONLINE EDITION 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 THE CHANNEL COMMUNITY.

IN TODAY'S DIGITAL AGE, THROUGH EFFECTIVE COLLABORATION CAN ACHIEVE RIGHT DIGITAL WORKPLACE AND FOUND THE IMPORTANCE OF SHORT VIDEO PRESENTATION AND IS BECOMING INCREASINGLY IMPORTANT IN THE MODERN WORLD.

OTT PLATFORMS AND CONNECTED TV ARE ON THE RISE, THERE'S NO DOUBT ABOUT IT. TRADITIONAL MEDIA HAS STARTED INTEGRATING OTT PLATFORMS IN BROADCASTING THEIR SHOWS AND CONTENT. NEEDLESS TO SAY, THIS HAS GIVEN BIRTH TO NEW TECHNOLOGY, I.E. CLOUD BROADCASTING AND TARGETED ADVERTISING.

TODAY, WE ARE FULLY GEARED TO ADDRESS THE EMERGING TECHNOLOGIES IN THE COUNTRY WITH OUR ANDROID AND IOS READINESS.

VARINDIA

Download

VARINDIA APP
to
access more!

Available on

Available on the
App Store

GET IT ON
Google Play

VAR

The advertisement features a smartphone in the foreground displaying the VARINDIA app interface with a search bar, navigation tabs, and news articles. In the background, a tablet shows the VARINDIA app icon. A rocket icon with a dashed arrow points from the tablet towards the text 'Download VARINDIA APP to access more!'. Below this text, there are logos for 'Available on the App Store' and 'GET IT ON Google Play'. At the bottom center is a red rounded square with the white text 'VAR'.

OPPORTUNITY- VARINDIA & Group Publications

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 ON-LINE EDITION IS STILL CONSIDERED AS THE VALUE ADDITION TO THE PRINT MEDIUM.

MARKETERS SHOULD PLAN FOR IMPACTFUL MARKETING TOOL. MARKETERS NEED TO DEFINE THEIR TARGET AUDIENCE AND GTM STRATEGY, AND THEY NEED TO HAVE A DEEP UNDERSTANDING ON THE FACTORS INFLUENCING THE AUDIENCE, THERE IS SHARP INCREASE IN THE ACCEPTANCE OF THE VOICE AND VIDEO BASED COMMUNICATIONS .

A preferable media vehicle for the Tech Companies in India

- # Ultimate media vehicle to address the B2B and B2C customers in the country**
- # We undertake the partner and customer connectivity programmes**
- # Our decades of experience says, amplifications through partners is the best way of reaching the partner communities**
- # We have three types of database (VAR/SME/Enterprises) can take care of brand amplification through the EDM shoot**
- # Several corporates have taken the root of Content Syndication and opening a dedicated section like Work from Anywhere in our website, it brings huge response(www.varindia.com)**
- # Our print and on-line, digital and social helps the corporates to achieve 360 degree approach.**



WEBSITE VIEWERSHIP

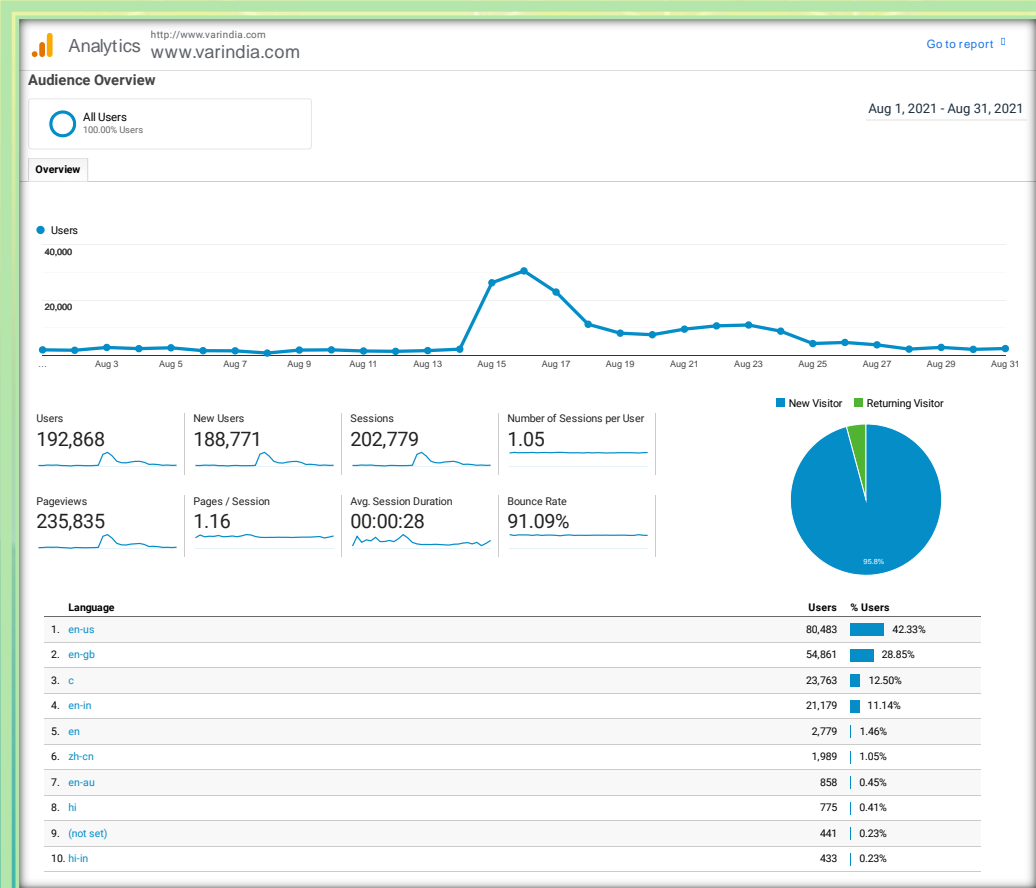
DIGITAL TECHNOLOGY PRESENTS AN OFTEN BEWILDERING ARRAY OF CHOICES FOR JOURNALISTS – PRODUCING SLIDESHOWS AND VIDEOS, JOINING SOCIAL NETWORKS AND BLOGGING, USING MAP MASHUPS AND MOBILE DEVICES - THE LIST SEEMS ENDLESS.

VARIOUS STUDIES ABOUT VISUAL COMMUNICATIONS:

- BY 2021 INDIA TO BE **SECOND LARGEST VIDEO-VIEWING AUDIENCE GLOBALLY**: SONYLIV REPORT
- INDIANS CONSUME **190 MINUTES OF VIDEO PER DAY PER USER** - BCG-CII REPORT 2018
- VIDEOS ARE **12 TIMES MORE EFFECTIVE** COMPARED TO OTHER MEANS OF COMMUNICATION

VIDEOS CAN BE USED ACROSS PLATFORMS LIKE SOCIAL MEDIA (**LINKEDIN / FACEBOOK / TWITTER / WHATSAPP AND INSTAGRAM**), COMPANY INTRANET (E.G. LMS), DIGITAL MARKETING, IN-OFFICE DISPLAYS, ETC. **TOP 10 AREAS** WHERE VIDEOS CAN BE USED EFFECTIVELY CAN BE SEEN IN THIS INTRODUCTORY OF 2 TO 3 MINUTE VIDEO.

THE INITIATIVES TOWARDS **GODIGITAL** HAS HELPED MANY ORGANISATIONS TO GROW FURTHER. THE PLATFORM HAS HELPED MORE THAN 500 CUSTOMERS IN THE COUNTRY AND ABROAD. OUR PRIME OBJECTIVE IS HOW THE CUSTOMERS CAN ACHIEVE REAL HUMAN TOUCH INTO THEIR RESPECTIVE PRODUCTS , SOLUTIONS AND SERVICES THEY OFFER.

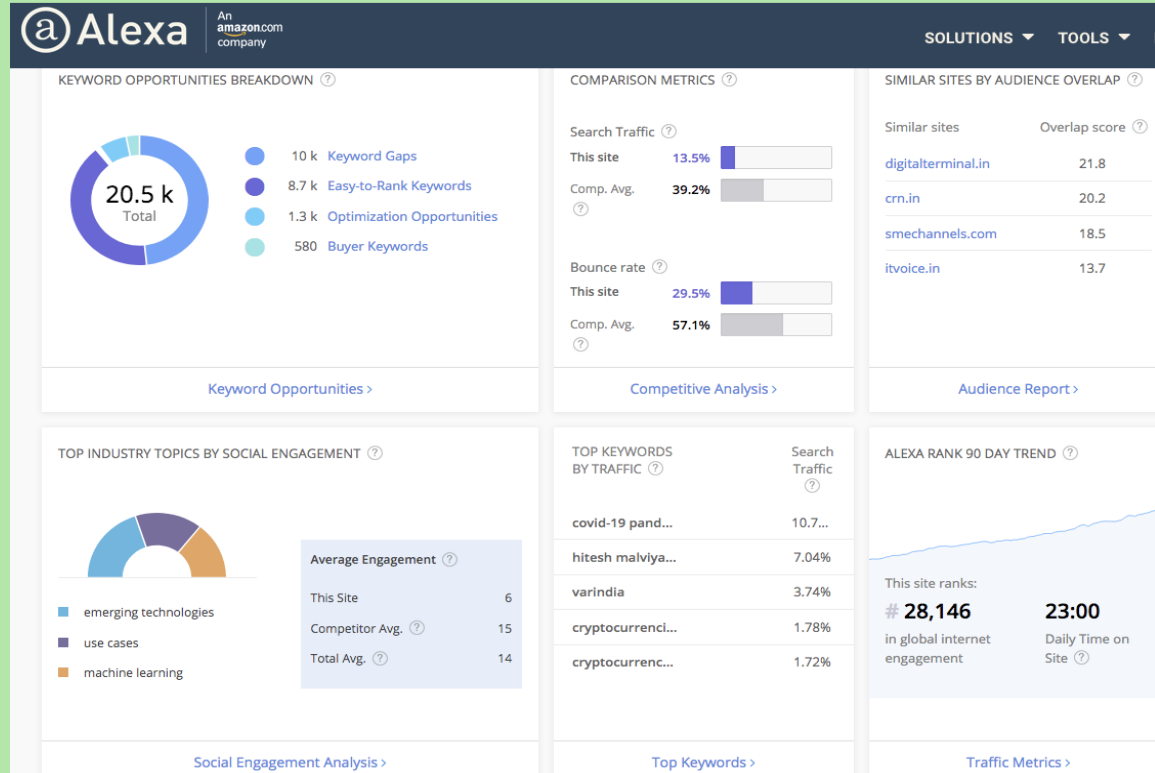


AUDIENCE PROFILE OF VNS (Daily News Wire)

- 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).
- THERE ARE 500 GLOBAL AND INDIAN TECHNOLOGY COMPANIES ARE THE REGULAR INVESTORS BY INVESTING IN OUR MEDIA FOR ADVERTISEMENT AND BRAND COMMUNICATIONS.
- BRAND BOOK HAS CHOSEN AS THE BRAND CUSTODIAN OF SEVERAL FORTUNE 500 COMPANIES
- BRAND BOOK IS THE ONLY BOOK BRINGS HUGE IN-SIGHTS OF TECH COMPANIES FUNCTIONING IN INDIA
- BRAND BOOK IS HELPING THE CORPORATES TO REACH OUT 5000 PLUS END CUSTOMERS IN THE COUNTRY. (CIO/CTO/CDO)



Competitive Analysis Of Varindia.com



Varindia.com – On-line edition

- 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

One stop solution for all ICT need

Voice of VARs in India

Complete on-line solution

Varindia.com(Since 1999)

VNS(Daily Newswire)(13 year old)

eDM shoot to our customise database

DAILY NEWS WIRE



20th Star Nite Awards 2021

Friday, 26th November 2021

Topic : Partner Transformation Key Enabler For Effective Business Transformation

* Cadence Collaborates with GlobalFoundries to Qualify Pegasus Verification System for 12LP/12LP+ and 22FDX Technologies

* PM Modi, Vice Prez Naidu and LS Speaker jointly launch Sansad TV

* PharmEasy acquires Aknamed at \$144 Mn valuation

* Tamil Nadu CM to set up a new Cybercrime Investigation Centre in Chennai

Microsoft announces patch for Actively Exploited Windows Zero-Day Vulnerability

News In Trends

Microsoft has pushed software fixes as part of its monthly Patch Tuesday release cycle to plug 66 security holes affecting Windows and other components such as Azure, Office, BitLocker, and Visual Studio, including

Army, Kerala police shows interest in Panther thermal imaging system

News In Trends

The Indian Army and the Kerala Police have shown keen interest in a 27-year-old Kerala startup that manufactures the state's first-of-its-kind thermal imaging surveillance units - Panther. Cyriac Plus, the CEO and

Vertiv Introduces New High Efficiency DC Rectifier in India

News In Trends

Vertiv (NYSE: VRT), a global provider of critical digital infrastructure and continuity solutions, today introduced the Vertiv eSure R48-4300E3A rectifier, a high-efficiency rectifier designed to convert standard AC supply voltages into stable nominal DC voltage that is

Palo Alto Networks shows a revenue grew 28%

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

- 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%

• 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

- Total Subscribers from other cities: 65,590

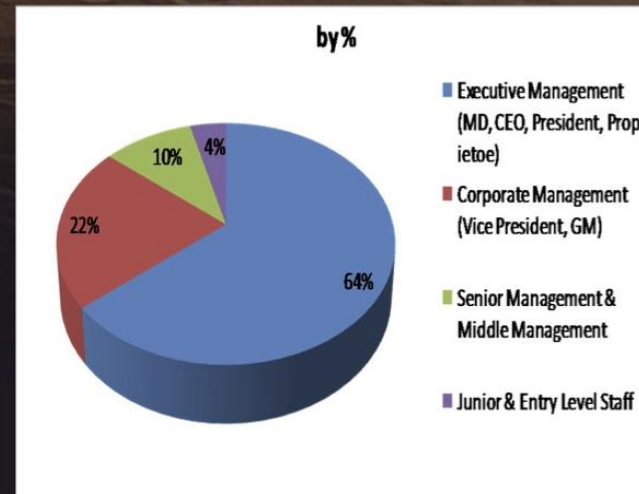
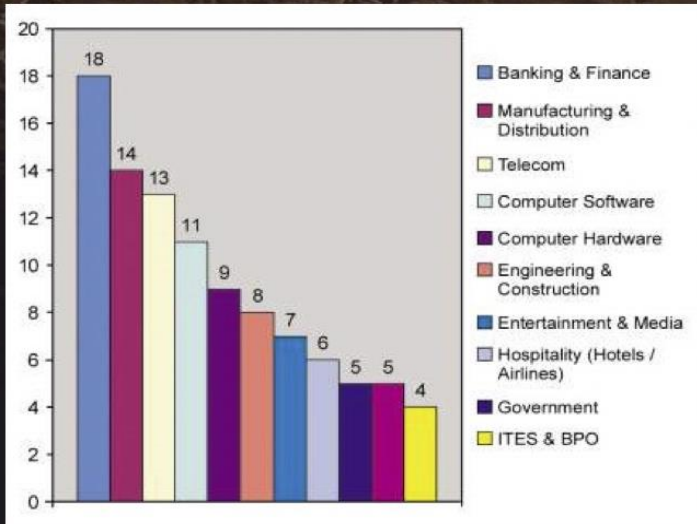
FORTINET

Comprehensive OT Security everywhere you need it

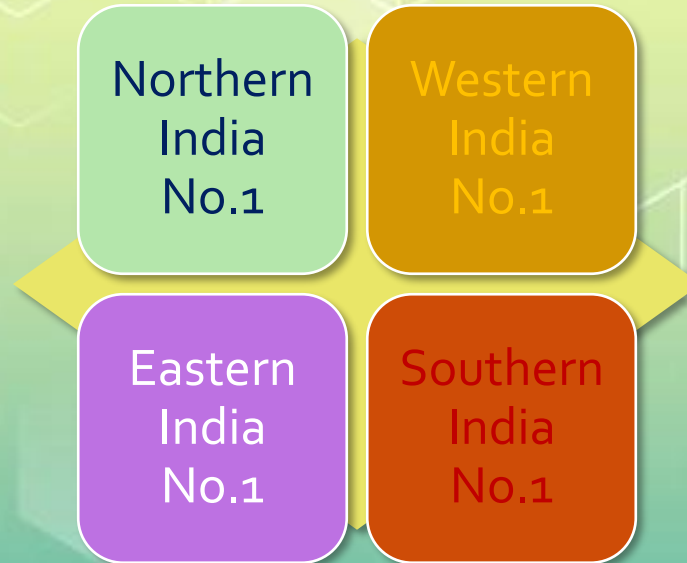


Subscribers Break-up

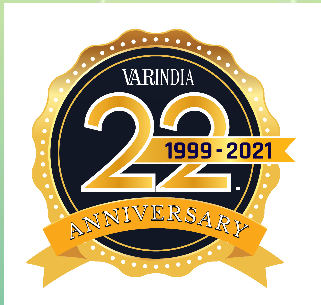
We have created several videos, during our two decades of journey by introducing of various Corporate houses product and services in India by using various techniques, including animation. In many cases these Videos were also used for Product Brochures highlighting their USPs for your customers, Client Testimonials, Employee Motivation, CIO/CXO Messages and many.



Positioning in the Indian Market (Circulation & Visibility)



- **Key enabler in the country- ALWAYS AHEAD IN TECHNOLOGY**
- 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.



VARIOUS ON-LINE PROPERTIES (VAS)

1. **BANNER ON THE WEBSITE**
2. **ELECTRONICS DATA MAILING (EDM SHOOT)**
3. **POPOP BANNER/ADVERTISEMENT**
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.

ON DEMAND DIGITAL VIDEO

Nearly two-thirds of the global population will have Internet access by 2023. There will be 5.3 billion total Internet users (66 percent of global population) by 2023. The number of devices connected to IP networks will be more than three times the global population by 2023. There will be 3.6 networked devices per capita by 2023. M2M connections will be half of the global connected devices and connections by 2023. The share of Machine-To-Machine (M2M) connections will grow from 33 percent in 2018 to 50 percent by 2023. There will be 14.7 billion M2M connections by 2023.

Over 70 percent of the global population will have mobile connectivity by 2023

KEY HIGHLIGHTS:

- @VIDEO IS AN EXCELLENT FORMAT FOR INFORMING AND EDUCATING THE RIGHT TG
- @VIDEO CONVEYS HUGE AMOUNTS OF INFORMATION IN A SHORT TIME
- @VIDEO TELLS YOUR STORY BETTER WITH ANALYTICS THAN OTHER FORMATS
- @VIDEO ADS CONVERT SALES AND PEOPLE DO SHARE VIDEOS

WE CAN'T DENY THE FACT THAT TECHNOLOGIES HAVE CREATED AN ENVIRONMENT WHICH REQUIRES EVERY PROFESSIONAL TO STAY AHEAD OF THE CURVE. ELSE, THEY'LL BE LEFT BEHIND. **OUR SURVEY SAYS**, VIDEO AD TO A PRODUCT DESCRIPTION INCREASES THE CHANCES OF A SHOPPER BUYING THAT ITEM BY UP TO 40%. THE NUMBER OF PEOPLE WATCHING VIDEOS ON MOBILE DEVICES CONTINUES ITS UPWARD CLIMB.



VALUE ADDED OFFERINGS

Online - www.Varindia.Com (interactive portal), E-magazine available (24 X 7)

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 On the website.

MOBILE APPLICATIONS: ANDROID AND IOS

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*

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

ON-LINE RATE CARD (WEBSITE, VNS & APP)

Location	Dimension W	In Pixel H	Rate (in INR)
Top Banner (VNS) Monster	728	90	3.00 Lakh/Month
Side Banner (VNS) Monster	300	250	1.50 Lakh/Month
All Horizontal Banner (website)	728	90	2.00 Lakh/Month
All Horizontal Banner (website)	300	250	1.00 Lakh/Month
Popup Ad (website)	96	60	2.00 Lakh/Month
Road Blocker advtg.	300	250	5.00 Lakh/Month
EDM	850	1200	50,000 per shoot
Content Syndication	850	1200	2.00 Lakh/Month
High Lighting advtg,			3.00 Lakh/Month
Banner Advtg.			2.00 Lakh/Month

For more visit: www.varindia.com

CONTACT US

CORPORATE OFFICE -

A-84A/3, ROSE APARTMENTS
PARYAVARAN COMPLEX, IGNOU ROAD
NEW DELHI-110030
TEL. : 011-41655458(10 LINES)
FAX.:011-46061809, 41656383
E-MAIL: PUBLISHER@VARINDIA.COM
HAND PHONE: +91-9818928406

REGIONAL OFFICES:

BANGALORE
KAMLAKAR
09886280836

MUMBAI
ANIL SAHU
08108017479

KOLKATA
SUNIL
08100298033

**DIGITAL SALES
TRANSFORMATION
IN A CUSTOMER
FIRST WORLD**