VARINDIA

VARINDIA
24 YEARS
1999-2023
ANNIVERSARY

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

KALINGA
DIGITAL MEDIA

Introduction

VARINDIA

VARINDIA – India's frontline National IT Publication, is the product of **Kalinga Digital Media Pvt. Ltd.(KDMPL)** 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(Print/Online/Digital medium) 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(Print & On-line)**
- **Covering North, South, East & West regions through single national issue**
- **Strongest presence in Metros and A, B, C & D class cities in the country, covering nearly 10,000 channel partners in more than 80 towns & cities**
- **With the Apps of VARINDIA (Android & IOS) reaches to newer heights**
- **Resumed Partner and customer events(Physical and Virtual) across the country**
- **Annual edition (Brand Book) to hit the India market on 5th August over a large customer event.**
- **We are unveiling an app to target B2C segment, by the name - FACEOFF**

Who is KDMPL?

KDMPL has been connecting businesses with 30,000 Plus VARs/partners over Print/On-line/Digital/Social Channels for over 24 years.

The constant love & appreciation from our customers has helped us reach 50+ millions in revenues.

A team of 50+ free spirited souls has enabled us serve across the country having strong presence in geographies across the Metro and B & C class cities in the country.

10 crore+
Interactions by 2023

1000+
Active corporates accounts

150+
Cities reached

Various Products (VAS):

VARINDIA

VARINDIA
(Print edition- Monthly)

10,000 copies/month

WWW.VARINDIA.COM

1 Million hits

**VAR News Services (VNS)
Daily Newswire**

85,000 subscribers

**VAR IT Journal
(eDM Blast)**

3 Types of database

(VAR, SME & Enterprise &
Govt//PSU)

**VAR SMS
(On demand services)**

VARINDIA Test center

Over decades of expertise

VARINDIA Events

(National / International &
Regional level events)

VARINDIA News Hour

(Live cast in our website and
You Tube)

Yet to COME
Techno-blogging

(Faeoff- An initiative towards
empowering B2C)

SPO INDIA

A publication for CSR
initiatives

**V Space– e-commerce and
market space**

(www.partneridentity.com)
coming soon

www.mybrandbook.co.in

(A coffee Book on Indian ICT
Industry)

Why VARINDIA

- VARINDIA magazine with a print run of 10,000 copies and with an average readership of 6 to 8 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 1 million page views in a month (Cumulative of varindia.com and mybrandbook.co.in) gets around 1,30,000 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 .

Trends Followed by VARINDIA

VARINDIA

- **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

Our team of analysts are continuously churning out some unparalleled thought-provoking reports/case studies/white papers/articles that help you stay ahead of the tech curve.

Achievements

VARINDIA

- **No.1 IT Publication** in the country, reaching 80 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 21 years (www.varindia.com)

National Events (3)

- VARINDIA Star Nite Awards – For VARs/Partners in the country – November 2023
- VARINDIA IT Forum – For customers-CIO/CTO/CDO (Govt. and PSU bodies)- **July 2023**
- Cyber Security Summit   - **10th February 2023**

State level Regional Events (4)

- Orissa Information Technology Fair (OITF) – SMB and end customer Summit- 18th **January 2023**
- East India Information Technology Fair (EIITF) – SME summit- **June 2023**
- South India Information Technology Fair (SIITF) – Technology summit **December 2023**
- West India Information Technology Fair (WIITF) – VAR summit- **April 2023**

- **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 media(On-line)** 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.

Circulation & Readership

10,000 copies per month(PRINT RUN), from April 2020 onwards..

Readership – 67,000 (In metro cities)
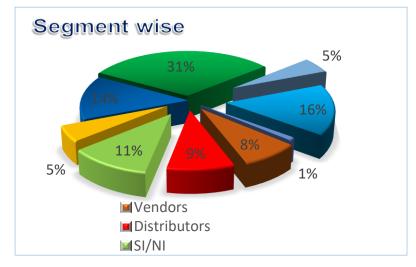Delhi - 10,000
Chennai -8,000
Kolkata – 5,000
Mumbai - 11,000
Bangaluru-6,000
Hyderabad- 4,000
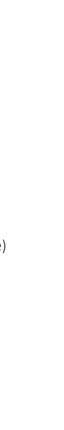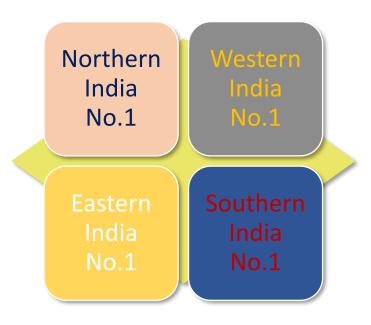Other cities – 15,000
(It includes both Print & On-line)

Segment wise

- Vendors
- Distributors
- SI/NI

- Executive Management (MD, CEO, President, Proprietoe)

- Corporate Management (Vice President, GM)

- Senior Management & Middle Management

- Junior & Entry Level Staff

Positioning in Indian Market
(Circulation & Visibility)

VARINDIA

Northern India No.1	Western India No.1
Eastern India No.1	Southern India No.1

Strong support to the mission of

MAKE IN INDIA
#MAKEININDIA

ChannelFirst
Dynamic / Inform / Aspire

➤**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.
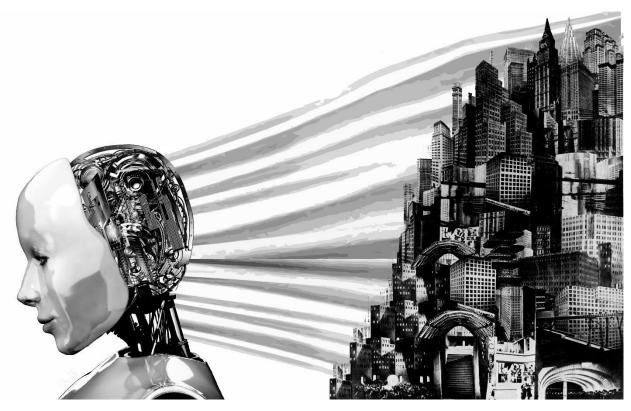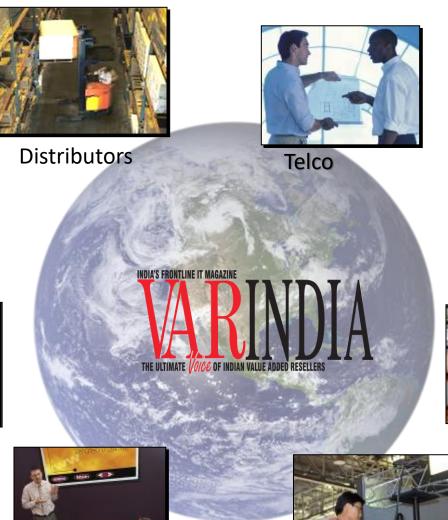
Gaining an independent, unbiased view about how your **product** rates is an important part of the ongoing management of a **product.** For example, any mobile app, performance is very critical. If your Mobile App does not perform well, the end user will uninstall your app find another application that 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

Editorial Focus 2023-24

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 -

Channel Score Card- April 2022- Released

Channel Policy Handbook- November 2022

Datacenter Dynamics in India

Brand Book of the Year 2023
...Most Trusted Companies of India

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 **20th VARINDIA IT FORUM**, with 10,000 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 11th 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.

VARINDIA Events (2023-24)

VARINDIA

- 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.

22nd SNA(November 2023)

VARINDIA

VARINDIA STAR NITE AWARDS

The VARINDIA Star Nite Awards turn **22nd 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

Enterprise Customer Summit

21st IT Forum, July 2023, New Delhi

VARINDIA IT Forum turns 21st year (Since 2002). The objective of the forum is to bring government and corporate bodies on to 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 : Optimizing the world of remote work

Release of the 12th edition of the Brand Book

Target Audience: Sr. Government officials from the central, state and Public sector undertakings,CIO/CTO/CDO/CISO,OEMs, IT consultants of the country.

VAR INDIA Foundation (Socio- Political Observer of India)

Corporate Social responsibility (CSR) initiative for helping Indian IT and Telecom growth. We have developed a NGO for strategic planning focusing for an in-depth understanding of the market and local issues that can make a difference in business, promotion and reaching the knowhow of the Technology to the mass and helping the Industrial through our 2nd Annual Brand book .

7th Cyber & Data Security Summit 2023

Friday, February 10th, 2023 | 11:00 – 20:00 IST
Venue: Hotel The Park, New Delhi

Theme: Securing Digital India

CDS 2023, the annual summit is aimed to identify, manage and mitigate the digital risks that stems from using connected devices and systems to run your business. There is need to protect all the internet-connected systems such as hardware, software and data from cyberthreats. This event is expected to bring awareness to individuals and enterprises , on how to protect against unauthorized access to data centers and other computerized systems.

Importance of CDS 2023

CDS is the right platform to it for showcasing the tech innovations to the (CIO/CRO/CISO) and the channel eco-system in India. Hence, it is a unique event not to be missed out.

The day long summit has attended by 750 delegates starting from the Policy makers, Police officials, Technology evangelists and VARs in the country.

The cyber security event witnessed the challenges faced by the Industries in the country, and its impact on other areas of the digital economy, as well as the opportunities towards enabling the goal of a trillion dollar digital economy with introduction of new technologies and associated risks into the areas of Cyber security.

14ᵗʰ Odisha IT Fair, Bhubaneswar (Sports in IT)

18th January 2023,Bhubaneswar,Odisha

Theme : **Redefining Digital Workplace & Roadmap of 2023**

- This is the 14ᵗʰ 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.

12th WESTERN INDIA IT FAIR

VARINDIA

April, 2023, Mumbai (**VAR Summit**)- **Hotel Taj Lands End**

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 "**Transforming VARs For a Digital World** " where Corporates will understand the pain points of the Partner community in the western India. Apart from the VAR fraternity, 50 CIOs are likely to join the summit to be part of the panel discussion session.

12th EIITF - SME Summit

June 2022, Hotel The HHI, Kolkata

In its 12th 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: **Cloud is Transforming The Business of SME**

12th SIITF - Tech Summit

VARINDIA

October 2023, Bangalore

The 12th 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

www.varindia.com

Page Views: 50,00,000/ month

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.

Electronic Data Mailing (eDM)

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
Government/PSY Database   50,000 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

Other Value Added Services

VARINDIA

- 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…

DAILY NEWSLETTER (VNS)

Database Size: 85,000

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

VARINDIA - FACEOFF

We would like to address the power of a common man with the uniquely developed concept for bringing the concept of citizen journalism, by underlying the principle of citizen journalism on how the ordinary people, not professional journalists, can be the main creators and distributors of news on our platform.

Owing to the pandemic, economies across the globe are witnessing rapid digitalization and adoption of new-age technologies. Technology is evolving fast due to a phenomenon known as Accelerating Change. Each technological improvement can create the next, stronger generations of technology at a faster rate. As each generation of technology is better than the last, it builds new technology faster.

Uniquely conceptualized by VARINDIA, citizen journalists are going to share their experience cell to the larger part of industry through the platform FACEOFF. With this citizens are able to report breaking news more quickly than traditional media reporters.

Technology is constantly adapting and changing, and oftentimes people neglect to recognize the significance and the impact that many of the new innovations of our times will have in our society as well as in our world. Technology is shifting from cloud to Hybrid to 5G and now we are entering into the most interesting world called META.

Spreading fake news on social media is a growing concern and at the same time, there is huge growth of counterfeiting, piracy and supplying refurbished products are longstanding problems which are growing in scope and magnitude and it is leading to a significant drain on businesses and the economy, jeopardizing investments in creativity and innovation, undermining recognized brands and creating consumer health and safety risks.

There is growing concern on the negative impact of the growth of e-commerce companies is that a third of ecommerce buyers get counterfeit products. Secondly, the user experience is as essential for digital products as customer experience to retail businesses. Fake and fabricated news on social media may be unavoidable, unlike with the rise of counterfeit goods and other phony products sold on the Internet has been swift—and it has largely gone unnoticed by many shoppers.

VARINDIA is committed to go only for Genuine and efforts to bring a drive towards reducing fake, pirated and look alike products which are being sold in the open market and also in the e-market place.

It can be virtually impossible to monitor counterfeiting without the help of technology. As such, businesses that use technology to their advantage can make it easier to identify and stop counterfeiters.

After all, we're in the business of recommending the best products to our readers. 90% of the buyers claim that positive online reviews influence their decisions. At times, it has also seen that influencers/celebrities play the key role in the product promotion and result in ultimate selling.

Pls. join us to express your user experience (UX), which will bring a sea change in the industry to stop substandard products being sold in the country. I am sure you'll feel worth investing time to support Genuine.

Thank you for being a part of your journey.

Dr. Deepak Kumar Sahu
Publisher,VARINDIA

Be a Part of VARINDIA !!!

VARINDIA

RATE CARD

Print - A Complete IT Channel Magazine with 10,000 Print Run.
Online - www.varindia.com
Services - VARINDIA News Service having 80,000 Subscribers across the IT Industry.
Events - VARINDIA Star Nite Award and VARIndia IT Forum.

PRINT

ADVERTISING TARIFFS

Advts. Size	Price in Rs.
Full Page	1,50,000.00
A4 Size	1,00,000.00
Half Page	55,000.00
Double Spread	2,50,000.00
Back Cover	2,00,000.00
IFC	2,00,000.00
IBC	2,00,000.00
Get Fold (2 Page)	3,00,000.00
Strip Ads (Inside any page)	30,000.00
Center Spread (Creative Advtg.)	2,50,000.00
False Cover (one page Interview + one page Advtg.)	3,50,000.00

TECHNICAL SPECIFICATION	
Double Spread	30 x 42 cm
Full Page	30 x 20 cm
Full Page Bleed	34 x 23 cm
A4 Page	22 x 14 cm
False Cover	25 x 20 cm
Half Page (Horiz.)	14 x 20 cm
Strip Ads (Horiz.)	7 x 20 cm
Ear Panel	5 x 5 cm

Let's Talk?

VARINDIA

Corporate Office :

VAR House
Kalinga Digital Media Pvt. Ltd.

A-84, A/3 & 6, Rose Apartments, Paryavaran Complex, IGNOU Road, New Delhi-110030

Tel. : 011-41656383(10 Lines), 41655458
Mobile : 9643728406

Web: www.varindia.com
www.mybrandbook.co.in
www.spoindia.org

Regional Offices:

Delhi   : Ashok Singh
9810584682
Bangalore   : S Kamlakar Rao
9886280836
Mumbai   : Anil Sahu
8108017479
Kolkata   : Sunil Kumar
8100298033