VARINDIA
24
YEARS
1999-2023
ANNIVERSARY

VARINDIA

<u>Introduction</u>

VAR INDIA – India's frontline National IT Magazine has been the propagator of a Technological revolution by continually providing its readers and patrons with latest and most essential IT related information. Has earned its reputation as a one-stop destination for IT News.

A pioneer in innovation with a multi-dimensional approach towards information exchange through its exclusive and niche magazine, e-magazine, and events .One of the most sought after IT magazine which is proud to have found its permanent place on the desks of the CEO's, CXO's, MD's and other members of the Leadership Team of every IT firm in India. The magazine is focused on all aspects of the ICT industry including Hardware, Software, Services & Solutions (Networking, Servers, Storage, Security, Enterprise Solutions, Security & Surveillance, Telecom & Mobile, LTE etc.

Our flagship publication, VARINDIA and the Brand Book is focusing on the growth and bridging the demand for the 40,000 Indian partners eco-system in the country. It is the mouthpiece and powerful media vehicle for organisations in the ICT space to promote and market their products, services and solutions and has been treated as the most credible resource on the technology companies and technocrats.

KDMPL is addressing the business coverage for an industry worth $200 billion while fintech is at around $50 billion, telecom at $40 billion and electronics manufacturing at $40 billion through our channel (B2B) and (B2C) publications on print as well as e-publication services.

<u>Achievements</u>

No.1 IT Publication (VAR INDIA) and No.1 in **publication into Branding** in the country, reaching 80 cities apart from all Metros focusing more in B, C and D class cities. Also, we have reach to the taluka level .

Organizing IT events in India and abroad from the last 24 years (www.varindia.com)

National Events

    1. VAR INDIA Star Nite Awards – For VARs in the country(20 th edition)

    2. VAR INDIA IT Forum – For end customers focus (Govt. and PSU bodies)(19th Edition)

    3. Cyber Security Summit- 5TH edition

State level Events (Regional events)
    A. **Orissa Information Technology Fair** (OITF) – SMB and end customer empowerment summit(11th edition)

    B. **East India Information Technology Fair** (EIITF) – SME summit (10th edition)

    C. **South India Information Technology Fair** (SIITF) – Technology summit(10th edition)

    D. **West India Information Technology Fair** (WIITF) – VAR summit(10th edition)

☐ Successful in organizing 300+ regional events and roadshow in a year for various Corporate and Govt. agencies and with this we have the reach to 500+ Fortune 10,000 Customers (CIO,CTO,CISOs) in the country.

Positioning In Indian Market (Circulation & visibility)

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

MAKE IN INDIA

VARINDIA

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VARINDIA (Circulation & Visibility)

City	Count	City	Count
Agartala	20	Durgapur	25
Agra	26	Dwarka	12
Ahmedabad	27	Ernakulam	43
Aizwal	15	Erode	28
Ajmer	10	Etawah	22
Aligarh	6	Faridabad	40
Allahabad	40	Faridkot	19
Amber	10	Fatehgarh	14
Amravati	10	Firozabad	11
Amritsar	25	Gandhinagar	34
Anantapur	9	Gangtok	26
Anklesvar	8	Ganjam	5
Anuppur	7	Gaya	20
Asansol	30	Ghaziabad	43
Aurangabad	15	Ghazipur	5
Ayodhya	7	Gorakhpur	19
		Gulbarga	14
Azamgarh	5	Guntur	42
		Gurgaon	140

VARINDIA (Circulation & Visibility)

Gwalior	60
Haldia	20
Haldwani	14
Haridwar	20
Hassan	10
Hissar	23
Hyderabad	625
Imphal	20
Indore	31
Itanagar	30
Jabalpur	22
Jaipur	56
Jaisalmer	29
Jalandhar	37
Jalgaon	20
Jammu	69

Jamnagar	32
Jamshedpur	38
Jhansi	60
Jodhpur	45
Kanpur	80
Kharagpur	60
Kochi	25
Kohima	20
Kolhapur	28
Kolkata	980
Kota	30
Kottayam	20
Lucknow	80
Ludhiana	26
Madurai	40
Mangalore	25

Meerut	20
Moradabad	16
Mussoorie	26
Katni	10
Muzaffarpur	30
Mysore	30
Nagpur	60
Nainital	3
Nashik	63
Mumbai	3100
Navsari	10
Nellore	15
New Delhi	1500
NOIDA	201
Panaji	20
Panna	10
Patiala	17

VARINDIA (Circulation & Visibility)

Patna	44
Pondicherry	42
Porbandar	5
Port Blair	4
Pune	125
Puri	4
Pushkar	2
Raigarh	11
Raipur	25
Rajahmundry	12
Rajkot	15
Rameswaram	5
Rampur	5
Ranchi	21
Ratlam	9
Raurkela	18
Roorkee	20
Rishikesh	4
Salem	8

Shillong	21
Sholapur	10
Silvassa	5
Shimla	11
Siliguri	5
Sriganganagar	5
Srikakulam	22
Srinagar	15
Surat	25
Tenali	4
Thane	30
Tiruchirappalli	10
Tirunelveli	5
Tirupathi	15
Thiruvananthapuram	27
Udaipur	17

Vadodara	30
Vallabh Vidhyanagar	4
Valsad	7
Vandavasi	4
Varanasi	15
Vasai	10
Vellore	14
Vidisha	2
Vijayawada	25
Vishakhapatnam	20
Vizianagaram	21
Verna, Goa	17
Warangal	20

VARINDIA (Circulation & Visibility)

Govt. Subscribers	250
Subscription	7000
Total	7,250
Market Distribution	
Delhi	500
Mumbai	250
Bangalore	150
Kolkota	150
Chennai	100
	8,400
Govt . IT Managers	1100
PR agencies	200
	9,700
Office Copy	300
Total Print Run (Every month)	
	10,000

Readership Demography

Vendors	-	8%
Distributors	-	9%
System Integrators/Network Integrators	-	11%
ASPs/ISPs/ISVs	-	5%
VARs/IT Consultants	-	14%
Assemblers/System Builders	-	31%
Corporate Resellers	-	5%
Resellers/Retailers	-	16%
Others	-	1%
BRAND BOOK (Annual edition)	-	60% to the end customers,30% to the Book Vendors and 10% to the subscribers

Readers Profiles :

by %

- **Executive Management (MD, CEO, President, Proprietoe)** — 64%
- **Corporate Management (Vice President, GM)** — 22%
- **Senior Management & Middle Management** — 10%
- **Junior & Entry Level Staff** — 4%
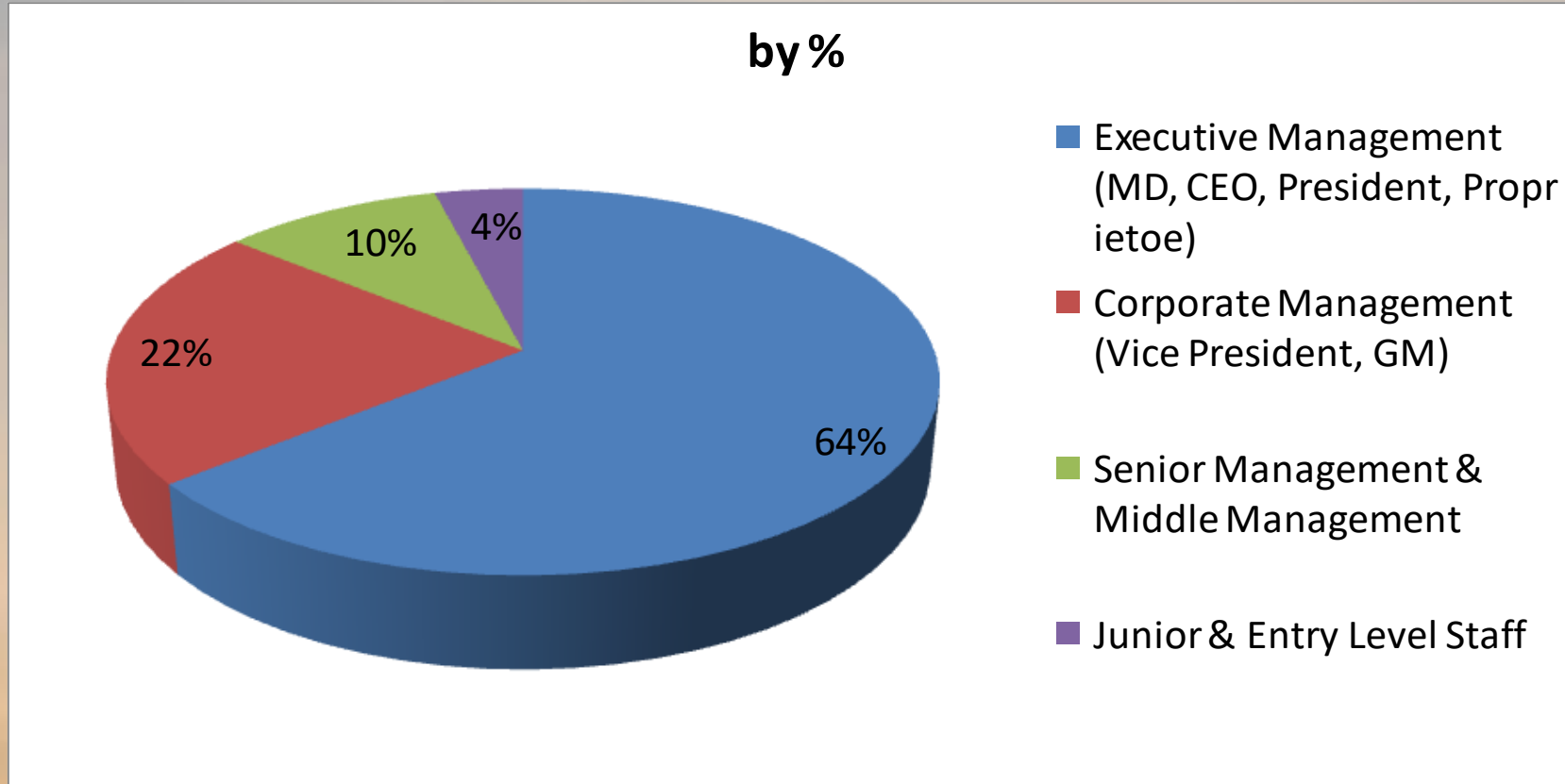
Value Offerings

Print - 10,000 Print Run, Frequency- Monthly

Online - www.varindia.com (Interactive Portal),
 e-Magazine available (24 X 7)

Services – VAR INDIA News Service with 75,000 subscribers across industry

Events - 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

Key Leadership

Kalinga Digital Media (KDMPL) has established in 1999, catering to the technology media and entertainment industry, with specialization into Information communications & Technology (ICT) industry, being the head office in New Delhi.

Star Nite Awards (SNA) is recalled as the '*DNA of the Channel*' is a major annual event for IT channel partners in India. The event was conceptualised in the year 2000. SNA is an event dedicated to the Indian partners eco-system. There will 400 CEOs and 40 leaders (President & CEO) of various IT Associations from 40 different cities are going to attend the day long event .

The event will be an eye opening for the IT corporates and their business associates to reinvent their planned strategy.

Be a Part of VARINDIA

Business Opportunity

- Scope of moving into other geography by introducing Media and organising National/International events in India and abroad.

- With our strong database presence in India from last 24 years, we can penetrate with various products and services into the market(B2B) in India.

- With our partner connectivity portal(Dealthrough.com), segmentise of database by category wise, will help to reach out the partners directly.

- Setting up of state-of-art test center in India

- Scope of bringing original TV quality channel(Speciallly Technology Focused Technology on emerging technologies)

- Since, there are 100 + CEO's are the advisors in our publication to advise from time to time, entering in e-commerce is quite feasible

- Advisory services(Supported by modern technology, helps in bidding/tendering process in the country

- Scope of bringing market research company in India to address the Global market.

Contact us

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