**KALINGA DIGITAL MEDIA**

**25** YEARS OF CONNECTING DOTS IN TECHNOLOGY

# CORPORATE PROFILE

## VARINDIA

### 2025-26

# Introduction

VARINDIA, India's leading IT magazine, has been a trailblazer in driving the technological revolution. Renowned for its credibility and excellence, it provides essential insights through its print and digital platforms. As a one-stop destination for ICT news, VARINDIA caters to CEOs, CXOs, and technology leaders, covering all facets of the industry, from hardware and software to emerging trends like AI, 5G, and cloud computing. It empowers readers with actionable insights to navigate the evolving technology landscape.

For over 26 years, VARINDIA has been the leading voice in the Indian ICT industry, empowering businesses with actionable insights. Our flagship publications, VARINDIA Magazine and the Brand Book, connect 30,000+ partners, bridging the gap between demand and innovation.

As the ICT landscape continues to evolve, VARINDIA remains committed to empowering the industry with actionable knowledge and fostering sustainable growth across the technology ecosystem.

# WHO WE ARE

As part of India's leading media house, Kalinga Digital Media (publisher of *VARINDIA*, *Brand Book*, *Jewels of Odisha*, and more), the Business Vertical focuses on key industry sectors and job functions. It delivers relevant business news, expert opinions, interviews, and insights tailored to the needs of niche decision-making audiences.

**EXPERTISE:**

Curating content for various industry verticals like B2B and B2C partners, IT and telecom, BFSI, Government, Media & Entertainment and a few others.

Curating content for specialized and well pronounced job functions like tech leaders, IT security leaders, Sales & Marketing leaders as well as the overall top management of various industry verticals.

Creating tailored content for solution providers to effectively connect with their target buyers, while leveraging powerful digital outreach strategies to drive audience engagement.

# Be-spoke Engagements - At a Glance

| 01. | Microsite (Content Hub) | 02. | Physical Round Table | 03. | Virtual Round Table |
|-----|-------------------------|-----|----------------------|-----|---------------------|
| 04. | Physical Roadshow | 05. | Experiential Programs | 06. | Fireside Chat |
| 07. | Leadership Interview | 08. | Video Case Study | 09. | Lead Generation |
| 10. | Articles/Advertorials | 11. | Podcasts | 11. | Webinar |

# Key Highlights

Kalinga Digital Media Pvt. Ltd.(KDMPL) is addressing the business coverage for an industry is likely to hit the US$ 350 billion mark by 2026 and contribute 10% towards the country's gross domestic product (GDP), Infomerics Ratings said in a report.

As an estimate, India's IT export revenue rose by 9% in constant currency terms to US$ 194 billion in FY23. Exports from the Indian IT services industry stood at US$ 199 billion in FY24.

**No.1 IT Publication** (VAR INDIA) and No.1 in  **Publication into Branding**  in the country, reaches to 80 cities apart from every Metros, A, B, C class cities in the country.

Specialization in organizing IT events in India  and abroad from the last 26 years (www.varindia.com). 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.

**National Events**

1. VAR INDIA Star Nite Awards – For VARs in the country(24th edition)

2. VAR INDIA IT Forum – For end customers focus ( Including Govt. and PSU bodies)(23rd Edition)

3. Cyber Security Summit- 9th edition

**State level Events ( Regional events)**

A. **Orissa Information Technology Fair (OITF) – SMB and end customer empowerment summit(16th edition)**

B. **East India Information Technology Fair (EIITF) – SME summit (14th edition)**

C. **South India Information Technology Fair (SIITF) – Technology summit(14th edition)**

D. **West India Information Technology Fair (WIITF) – VAR summit(15th edition)**

# Positioning In Indian Market
## ( Circulation & visibility)

VARINDIA

➢ 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

# Critical Factor Why To Choose Us: Lead Generation Campaign

- The microsite (also called the content hub) will be the base of the campaign and will be hosted in the brand solutions section of the VARINDIA portal.

- All the promotional activities related to the campaign will direct people to this microsite.

- All the content (Video case studies, articles, leadership interview, fireside chat, Roundtables, webinars) revolving around this campaign will also be hosted on this microsite.

- The maintenance and updating of the microsite will be taken care of by the VARINDIA team.

## Activities

**Surveys**

To understand more about the market trends and solicit feedback about the solutions and industry that the client is wishing to tap into

**Quizzes**

To engage prospect customers to capture their mind share as well as enable a personalized interaction by incentivizing the game

**Content Download**

To create curiosity amongst the prospect customers and promote download of various content formats which will mirror their interest
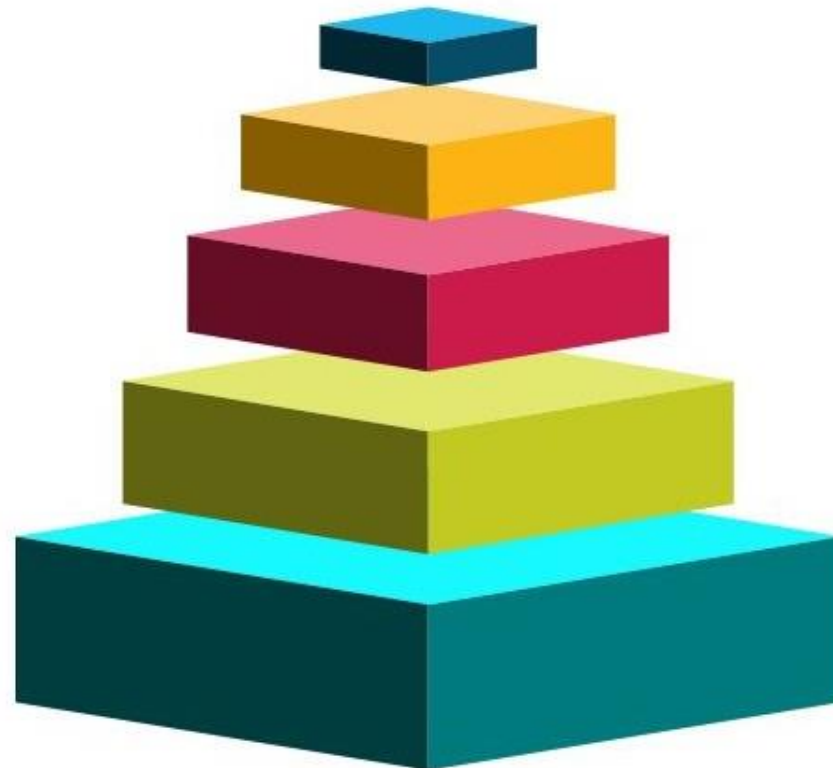
# Readership Demography

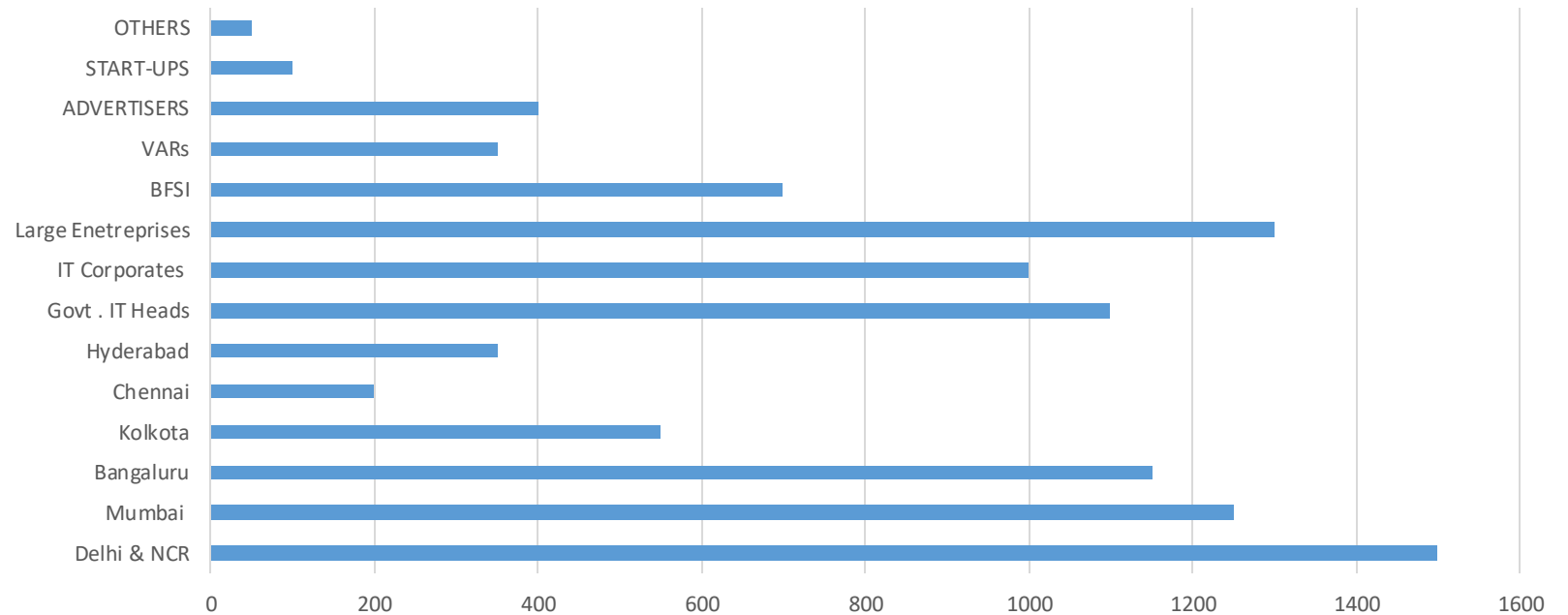| | | |
|---|---|---|
| Vendors | - | 8% |
| Distributors | - | 9% |
| System Integrators/Network Integrators | - | 11% |
| ASPs/ISPs/ISVs | - | 5% |
| VARs/IT Consultants | - | 14% |
| Assemblers/System Builders | - | 31% |
| Corporate Resellers | - | 5% |
| Resellers/Retailers | - | 16% |
| Others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

# Circulation & Distribution

The Brand Book reaches to the Metro, A and B class cities in the country, which comprises of 58 cities in the country.
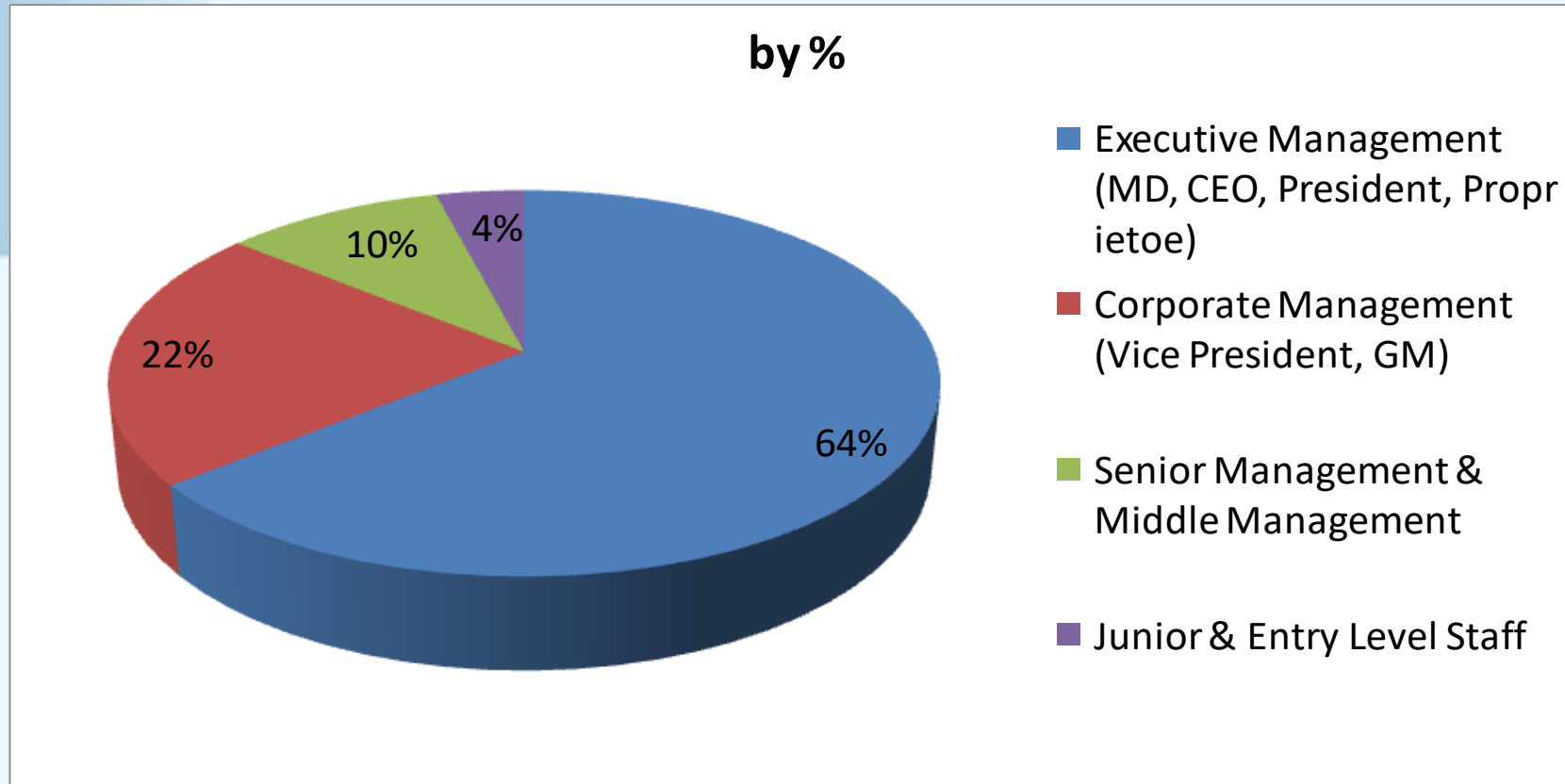
A.

| | |
|---|---|
| Delhi & NCR | 1500 |
| Mumbai | 1250 |
| Bengaluru | 1150 |
| Kolkota | 550 |
| Chennai | 200 |
| Hyderabad | 350 |
| Govt . IT Heads | 1100 |
| IT Corporates | 1000 |
| Large Enetreprises | 1300 |
| BFSI | 700 |
| VARs | 350 |
| ADVERTISERS | 400 |
| START-UPS | 100 |
| OTHERS | 50 |

**Brand Book- Distribution**

# 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 80,000 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
www.jewelsofodisha.co.in

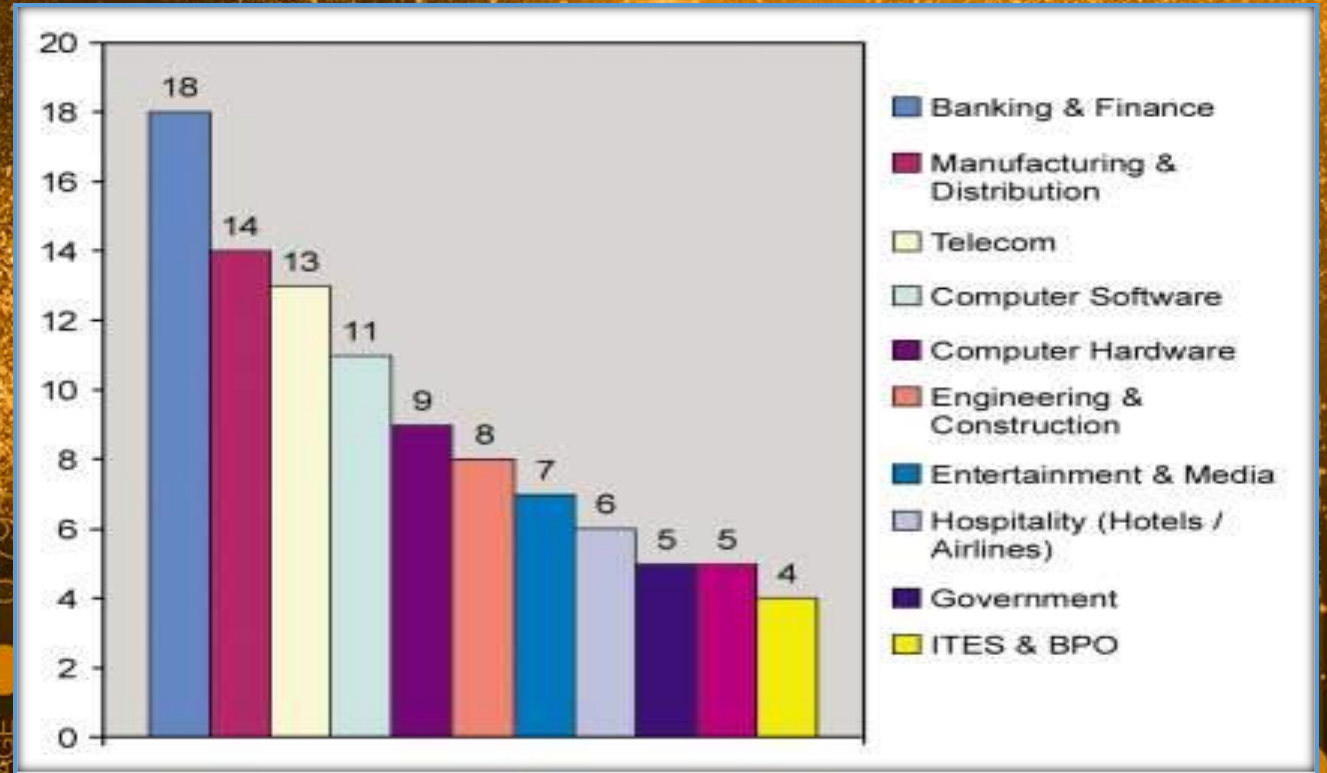The Brand Book predominantly engages readers aged 25-55

Strong representation from senior and middle management professionals across various industries in metropolitan cities—accounting for over 75% of the audience.

These readers are often IT decision-makers or influencers.

The primary target audience includes CIOs, CTOs, and CISOs from large enterprises, as well as asset managers, data centre heads, and IT investment decision-makers.

The secondary audience comprises other CXOs, including CEOs, COOs, CFOs, and CMOs, encompassing both current and aspiring leaders.

In its 14th edition, the Brand Book will showcase the visionary insights of 50 CMOs who are spearheading efforts in personalization, offering valuable perspectives for industry leaders.



Bar chart values: 18, 14, 13, 11, 9, 8, 7, 6, 5, 5, 4

Legend:
- Banking & Finance
- Manufacturing & Distribution
- Telecom
- Computer Software
- Computer Hardware
- Engineering & Construction
- Entertainment & Media
- Hospitality (Hotels / Airlines)
- Government
- ITES & BPO

# PODCASTS

→ Businesses nowadays are increasingly using podcasts to improve their prospects. It is a powerful marketing tool and have become the new talk radio on mobile devices. In fact, the increased usage of mobile phones has led to the explosive growth of podcasting.

→ Using podcasts can help you reach out to new audiences for your business. Podcasts can help in building familiarity with a wide range of audiences. Listeners usually subscribe to the series and regularly listen. As long as the audio series continues, your audience is quite likely to keep listening.

Additionally, your audience may recommend the podcasts to others who may be interested in them, thus increasing your reach considerably. This can lead to improved traffic generation quickly.

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.

# Bant Qualified Leads

- BANT stands for budget, authority, need and timeline, and it's a framework that can be used to determine how qualified a lead is to work and determine which leads should be prioritized.



- The acronym BANT stands for: budget — how much money the prospect is able and willing to spend; authority — the ultimate decision-maker; need — whether the prospect has a problem your business can solve; and, timing — whether there is urgency to purchase your product or service.
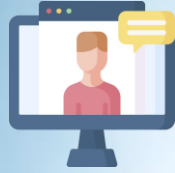
# Webinar Series

## OVERVIEW
Whether you use webinars to explain more about the products and services you offer, or to educate and inform your audience on something useful to them, webinars are a key type of video marketing, which is currently seeing spiking interest among marketers and audience members alike.

➢ With the rapid growth in technology, more and more businesses are using webinars to engage with consumers and clients and to increase sales.

➢ You can use this online marketing tool to connect with users all over the world. This robust marketing tool provides the ability to generate leads and position your company as an industry expert.

# Newer Initiatives:

## VARINDIA
### —Ask An Expert—

- **GEN AI Based Platform**

VARINDIA.com now operates on a platform powered by cutting-edge Generative AI (Gen AI) technology, which is designed to be scalable and user-friendly. This advanced platform incorporates human-coded technology, enhancing the website's ability to support seamless user interactions and deliver personalized content experiences. The scalable infrastructure allows it to handle increasing data demands while maintaining an intuitive interface that improves the user experience

**Ask an Expert** is a platform or service that connects individuals or organizations with knowledgeable professionals in specific fields. In the context of technology, it offers a valuable resource for seeking guidance on a wide range of topics, from technical troubleshooting to strategic planning.

**"Ask an Expert"** in the context of technology solutions or technology orchestration involves service where individuals and organizations can seek guidance and insights from knowledgeable professionals in the tech industry.

# FACEOFF
## OPINION MATTERS

## BRIDGING THE GAP: REAL VIDEO-BASED USER OPINIONS FOR ENHANCED PRODUCT EXPERIENCE



Opinion Management Platform
(Multi-Algorithm Support)
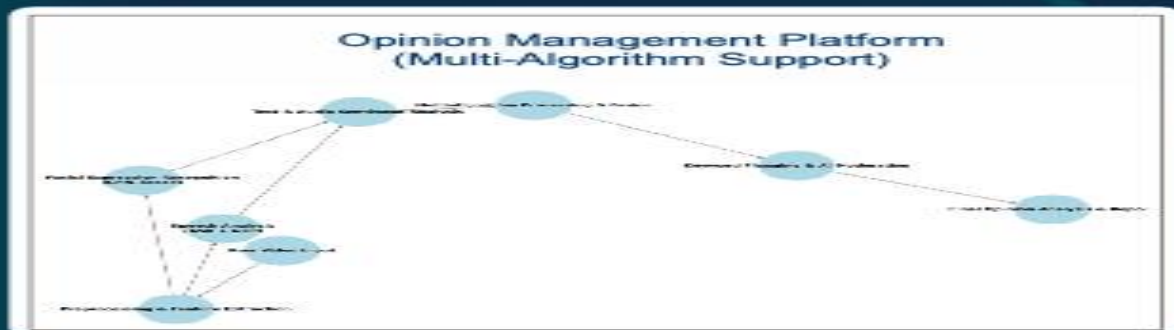
Corporations often struggle to capture authentic user opinions, as traditional feedback methods fail to convey real-time emotions and expressions. Faceoff Technologies addresses this challenge by analyzing the authenticity of user feedback through video-driven insights.

For instance, a consumer electronics brand used Faceoff during product testing to detect genuine vs. scripted responses. By analyzing facial microexpressions and speech patterns, the system identified discrepancies in feedback, helping the company refine its product based on real, unfiltered user experiences rather than rehearsed opinions.

Faceoff Technologies (Patented) revolutionizes opinion analysis with its AI-powered system, integrating Facial Expression Recognition, Speech Analysis, Sentiment Analysis, and AI-Powered Moderation to interpret real-time user emotions with precision. This approach fosters stronger brand engagement, fuels innovation, and builds lasting consumer trust in an increasingly competitive market.

# Market Place…… Coming soon

VARINDIA's "Deal through" platform is a leading online resource in India, focused on delivering in-depth information and reviews on the latest smartphones and gadgets. At its core, VARINDIA aims to guide Indian technology users in making well-informed purchasing decisions by evaluating products based on value for money.

The platform seeks to help consumers understand which tech products best suit their needs, providing insights on everything from specifications to real-world performance. Through its robust content, VARINDIA ensures its audience has access to the latest updates, trends, and expert opinions in the tech world.

The platform collaborates with top IT and Electronics brands and e-tailers like Amazon, Flipkart to promote products, providing a one-stop shop for tech enthusiasts. Deal Through guide and mentor consumers in buying the right product, whether online or Offline. The platform works as Affiliate Sales.

Overall, VARINDIA's (Deal through) offers a one-stop shop for technology and gadget enthusiasts in India, providing a wealth of information and resources to help them make informed purchasing decisions.

# VAR Sphere

- **VAR SPHERE:** VAR Sphere is an advanced AI-driven platform designed to simplify video content creation and distribution. Whether you're a content creator, marketer, or business professional, this all-in-one tool enhances workflow efficiency by integrating seamless video uploads, automatic transcriptions, and intelligent editing features.

- **One of its standout capabilities** is AI-powered short clip generation, allowing users to extract key moments from longer videos with precision. This feature is particularly useful for repurposing content across multiple formats, saving time while maintaining quality.

- **VAR Sphere** enhances content visibility through automated headline and keyword suggestions, ensuring that each post is optimized for engagement. The software's built-in scheduling system further streamlines the process, enabling users to plan and automate video postings across multiple social media platforms effortlessly.

- By combining **AI-driven editing, keyword optimization, and automated distribution**, VAR Sphere empowers users to create compelling video content with minimal effort, maximizing reach and audience interaction. It's the ultimate solution for those looking to scale their video marketing strategies efficiently.

# Be a Part of 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 |

# 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 26 years, we can penetrate with various products and services into the market( B2B) in India.

- With our partner connectivity initiatives, we have segmentized 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( Specially 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.

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# Let's Talk?

**REGIONAL OFFICES:**

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|---|---|---|
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