



VARINDIA

26
ANNIVERSARY
Standing Lessons
to learn VAs

Circulation 2025-26

Introduction

VARINDIA – India’s Premier National IT Magazine

VARINDIA stands at the forefront of India’s technology media landscape, driving the digital revolution by delivering timely, relevant, and insightful IT content to its readers. Recognized as a one-stop destination for IT news, it has earned the trust of industry leaders and decision-makers nationwide.

As a pioneer in innovation, VARINDIA adopts a multi-dimensional approach to information dissemination—through its print magazine, e-magazine, and exclusive technology events. It is one of the most respected and widely-read publications in the Indian ICT ecosystem, proudly occupying a permanent space on the desks of CEOs, CXOs, MDs, and tech leaders.

The magazine covers every aspect of the ICT industry—including hardware, software, enterprise solutions, networking, servers, storage, security, telecom, mobility and surveillance—providing comprehensive insights across all verticals.

Our flagship platforms, VARINDIA and the Brand Book, are dedicated to supporting the growth of India’s 30,000-strong partner ecosystem. Serving as a powerful media vehicle for technology companies, VARINDIA plays a critical role in enabling brands to promote their products, services, and solutions to a targeted and influential audience.

It is widely regarded as one of the most credible resources for information on technology companies and technocrats—bridging the gap between innovation and market demand.

WHO WE ARE

Coming from India's largest media house, The Economic Times- Business Vertical (ETB2B) is the media vertical that focusses on important industry verticals & job functions, to bring latest (relevant) business news, opinion pieces, interviews and other content pieces to the most niche types of decision-making audience

01 //

Curating content for various industry verticals like Automotive, Energy, Telecom, Retail, Travel, Hospitality, BFSI, Government, Real Estate, Media & Entertainment and a few others

02 //

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

03 //

Curating content for solution providers to help them to reach out to their target buyers with the right content and help them engage with the audience through powerful digital out-reach capabilities

EXPERTISE

Custom Bespoke offerings to
stay engaged with the industry.



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

Kalinga Digital Media Pvt. Ltd.(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.

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 25 years (www.varindia.com)

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(15th 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(14th 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.

Circulation & Visibility

Agartala	20
Agra	26
Ahmedabad	27
Aizwal	15
Ajmer	10
Aligarh	6
Allahabad	40
Amber	10
Amravati	10
Amritsar	25
Anantapur	9
Anklesvar	8
Anuppur	7
Asansol	30
Aurangabad	15
Ayodhya	7
Azamgarh	5

Durgapur	25
Dwarka	12
Ernakulam	43
Erode	28
Etawah	22
Faridabad	40
Faridkot	19
Fatehgarh	14
Firozabad	11
Gandhinagar	34
Gangtok	26
Ganjam	5
Gaya	20
Ghaziabad	43
Ghaziipur	5
Gorakhpur	19
Gulbarga	14
Guntur	42
Gurgaon	140

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

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

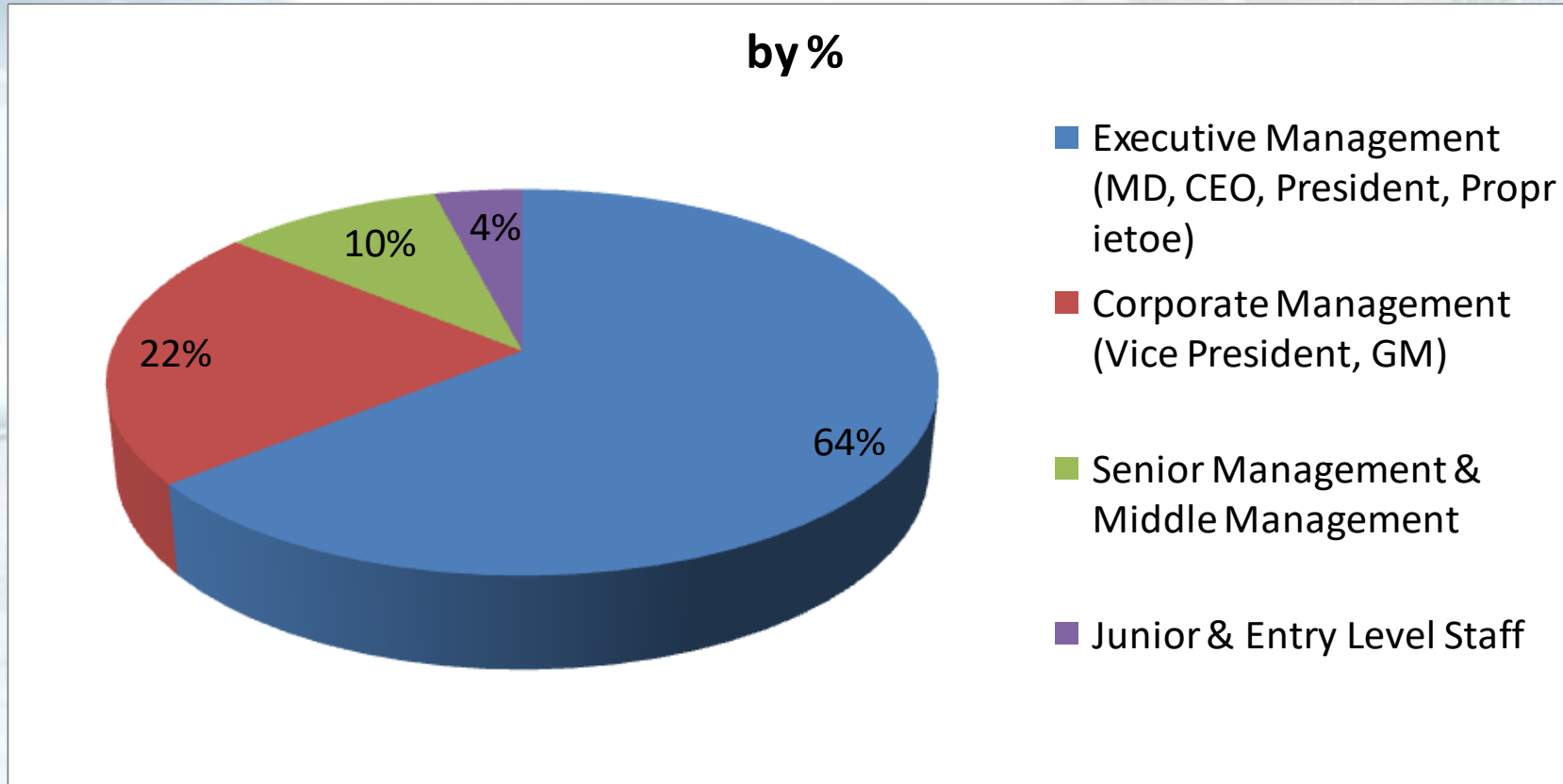
Shillong	21
Sholapur	10
Silvassa	5
Shimla	11
Siliguri	5
Sriganganagar	5
Srikakulam	22
Srinagar	15
Surat	25
Tenali	4
Thane	30
Tiruchirappalli	10
Tirunelveli	5
Tirupathi	15
Thiruvananthapuram	27
Udaipur	17

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

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

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



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.spindia.org



→ 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.

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

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

- 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 25 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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