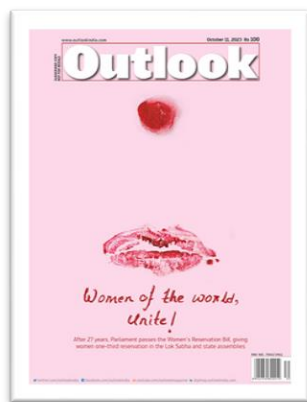


# Outlook group

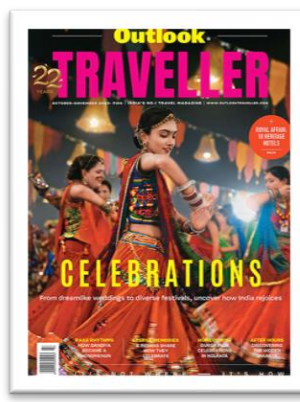
CREATING INCISIVE, UNBIASED & CREDIBLE CONTENT  
FOR 27 REMARKABLE YEARS



**OUTLOOK  
1995**



**OUTLOOK  
MONEY  
1998**



**OUTLOOK  
TRAVELLER  
2001**



**OUTLOOK  
HINDI  
2002**



**OUTLOOK  
BUSINESS  
2006**

# OUTLOOK IS PAINTING ITS NEW DIGITAL OUTLOOK IN THE POST-PANDEMIC LANDSCAPE

Collaborated with **accenture** as our **digital transformation partner**, ushering an era of **digital growth**...

...On the back of our **digital-first, dynamic team**...



**Indranil Roy**  
CEO



**Chinki Sinha**  
Editor  
**Outlook**



**Suchetana Ray**  
Editor  
**OUTLOOK BUSINESS**  
THINK BEYOND. STRIVE AHEAD.



**Nidhi Sinha**  
Editor  
**Outlook MONEY**



**Anindita Ghosh**  
Editor  
**Outlook TRAVELLER**



**Giridhar Jha**  
Editor  
**आउटलुक**

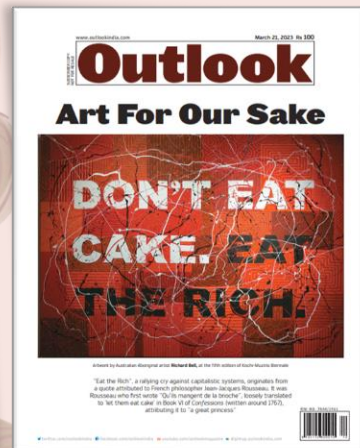
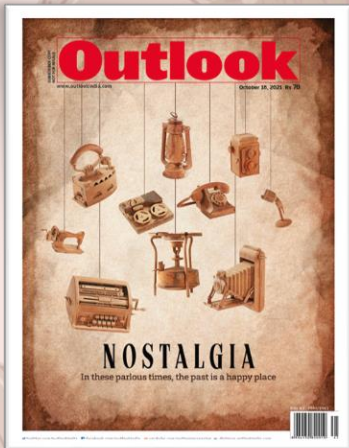
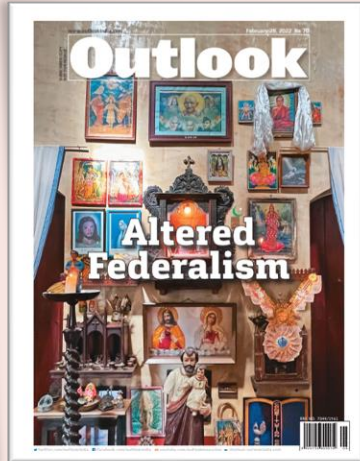
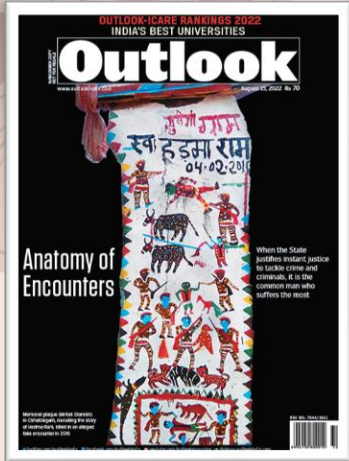
Fuelled further by **digital-native subject matter experts** across **technology, sales and data & analytics** who are at the helm of driving this change...

An open book is shown from a top-down perspective, with its pages fanned out. The book is centered in the lower half of the frame. Overlaid on the upper half of the image is the word "PRINT" in a large, bold, white, sans-serif font. The background is a dark, solid color, possibly a deep red or maroon, which makes the white text stand out prominently.

**PRINT**

# IN ITS NEW AVATAR – **Outlook** OFFERS LONG-FORM, ISSUE-BASED, CREDIBLE JOURNALISM

A thematic **decazine** published every 10 days with a **Print Readership of 2 Mn\*...**



...Approaching **politics** with the **lens of culture and society**, depicting **through art**



With our major societal change pillars being...

**Caste**

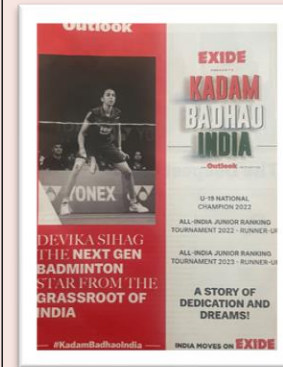
**Women**



Reflect & Change

## OUR MISSION

- Navigating Narratives
- Voice to the 'underrepresented'
- Meaningful campaigns



\*As per last Indian Readership Survey

# 22 YEARS OF OUTLOOK TRAVELLER BEING THE **ONE-STOP-DESTINATION** FOR TRAVELLERS



*We know India Best!*

RESEARCH

BOOKING

PRE-TRIP

IN-TRIP

POST-TRIP

India's number 1 Travel Magazine with 1.2 Mn. Readership\*

Outlook traveller

SEEKING SHIVA

Chronicles of Buddhism

Showers of Joy

Monthly magazine with a goldmine of information with stunning visuals that transports all readers to far off destinations

With an Overarching theme of **Responsible Tourism**



...where Outlook is a pioneer in the space with 9+ years presence

And offering unique solutions to clients across the globe



\*As per last Indian Readership Survey

# 25 YEARS OF OUTLOOK MONEY HELPING READERS OWN THEIR FINANCIAL JOURNEY

## Outlook MONEY

Your Monthly Personal Finance Guide  
Throughout the Journey of Life!

with **0.5 Mn** readership\*



COMING  
SOON!

Transforming content to...

21-40

Assist readers in planning wealth at cusps of major life milestones in a user-friendly language



OLM  
50

Top 50  
Recommended  
mutual funds to  
invest in

41+

Provide one-stop solution for all retirement-related queries and concerns across wellness, travel, assisted living and financial planning

Outlook  
MONEY  
40 AFTER 40  
#celebrateretirement



Delivering Value  
to our Clients:



17 YEARS OF OUTLOOK BUSINESS HELPING READERS **THINK BEYOND AND STAY AHEAD**

# OUTLOOK BUSINESS

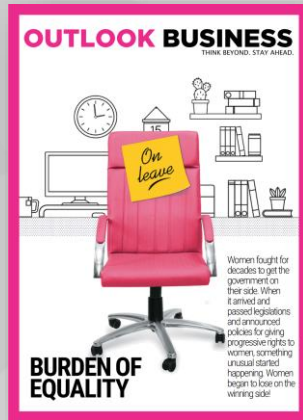
THINK BEYOND. STAY AHEAD.

is a **monthly** magazine with a print readership of **0.5 Mn\***

\*As per last Indian Readership Survey



## GENDER



Enhancing **women's economic empowerment** through themes like increased boardroom participation, gender pay equity, and workplace affirmative action for gender justice



## ESG / SUSTAINABILITY



ESGBharat Report 2023, in partnership with BDO & Toluna, gauged the **preparedness of India Inc on ESG**, and Outlook's survey for 2024 will seek to **map the adoption of ESG in India**. The aim is to help India Inc become **ESG friendly** and equip itself to be globally competitive while **aiding India's pursuit of net zero target**.



## STARTUPS



**Outlook Start-Up Outperformers** is a compilation of three rankings: **Top Growth stage startups** across 5 sectors, **Top Indian states & cities**. It's the most comprehensive ranking in India where Outlook Group, along with its partners like I-Venture @ ISB and Ayvole, analysed **80+ parameters** to come out with the rankings like

Offering meaningful brand solutions to



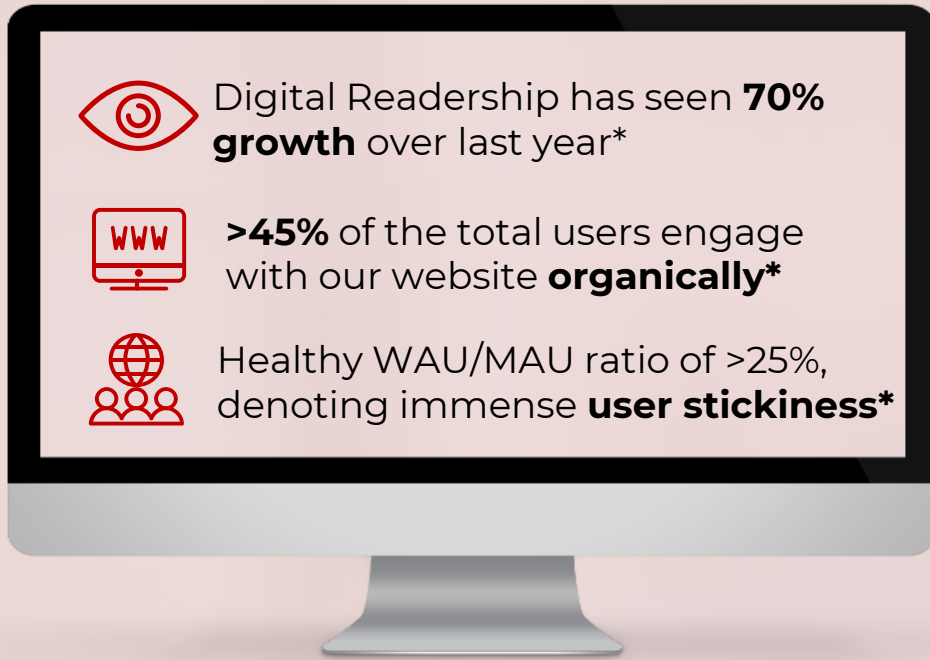
PC Jeweller


A hand is shown interacting with a digital screen. The screen displays various colorful data visualizations, including a bar chart with a rainbow gradient and a pie chart. The word "DIGITAL" is overlaid in large, white, bold, sans-serif capital letters across the center of the image. The background is dark with a reddish-brown hue, and the lighting is focused on the hand and the screen.


**DIGITAL**




# OUR DIGITAL PIVOT HAS HELPED US ACHIEVE EXPONENTIAL GROWTH



 Digital Readership has seen **70% growth** over last year\*

 **>45%** of the total users engage with our website **organically\***

 Healthy WAU/MAU ratio of **>25%**, denoting immense **user stickiness\***

## 50 Mn. Digital Readership\*

*We are implementing robust digital frameworks leveraging our print legacy of long-form, credible journalism, propelling us to create immersive experiences and lasting partnerships.*

We are also **vigorously prioritizing social media** with the aim of increasing engagement on our vibrant channels, which serve as **centers of interaction and inspiration...**



**335K**



**1534K**



**441K**



**51K**

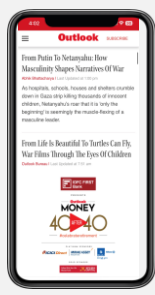
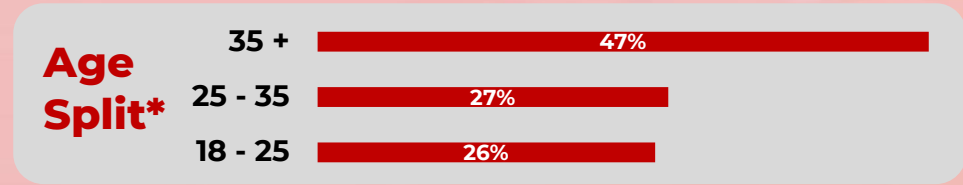


**250K**

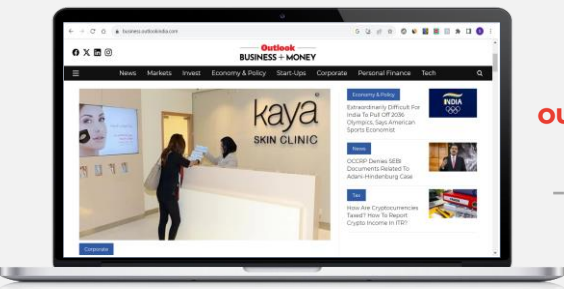
# ...WITH A WIDE VARIETY OF DIGITAL READERS ACROSS OUR ALL OUR UNIQUE BRANDS

**90%\***  
Indian Audience  
across the country

**10%\***  
Global Audience with  
majority Indian diaspora



- Intellectuals
- Critical Thinkers
- Academics
- Polymakers
- Students
- Corporates
- Historians



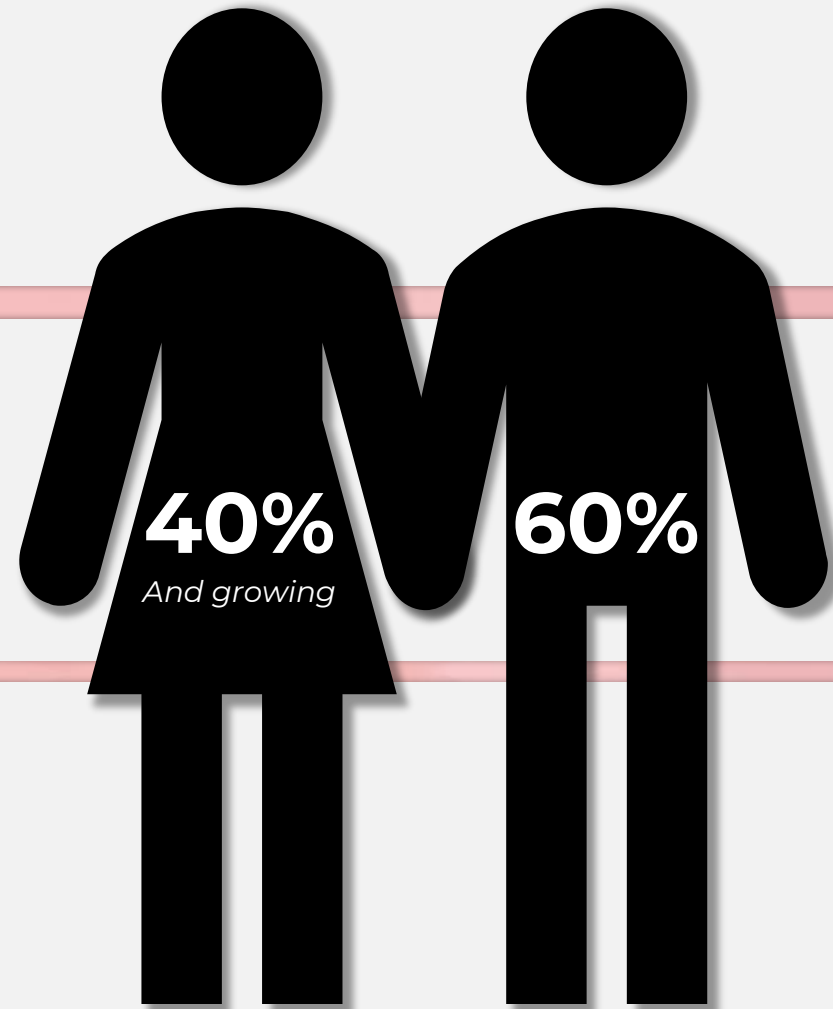
**OUTLOOK BUSINESS**  
THINK BEYOND. STAY AHEAD.

**Outlook MONEY**

- Industry Professionals
- Business Schools
- Startups & MSMEs
- Polymakers
- Sustainability Officers
- Finance Enthusiasts
- Retirees
- Retail Investors



- Responsible Traveller
- Inbound Traveller
- Outbound Traveller
- Luxury Traveller
- Budget Traveller
- Millennials & GenZ
- Solo Traveller



\*As per Google Analytics data

# WE ARE NOW CREATING NICHE DIGITAL COHORTS TO FURTHER ENRICH OUR OFFERINGS, ACROSS OUR MARQUEE PROPERTIES



## RESPONSIBLE TOURISM



Outlook Responsible Tourism Initiative has been **rallying to protect and preserve India's heritage for 9+ years.**

We have engaged with over **20 states** of India and initiate **regular engagements** with local operators and home stay owners.

## Outlook Start-Up

### STARTUPS



Outlook Startup **covers the startup system** through detailed analysis and incisive reporting of this growing domain.

Outlook **"The Outperformers" list**, launched on 01 November'23, is a first of its kind survey to analyse India's Best Growth StartUps and India's Best States and Cities for StartUps.

## Outlook Planet

### ESG



Outlook Planet is a dedicated platform focused on **promoting sustainability, environmental conservation, and corporate responsibility.**

Outlook Business **ESGBharat Preparedness Report** is the only sectoral report on ESG preparedness ever published by any media organisation in India.

## Outlook MONEY 40 AFTER 40

#celebrateretirement

### RETIREMENT



A crucial aspect of Personal Finance, mired in jargons and plagued by misinformation, **retirement planning needs immediate focus.**

Outlook Money retirement is a **one-stop solution** for all retirement related queries across **wellness, travel, assisted living and financial planning.**

# EVENTS



# WE HAVE ESTABLISHED A STRONG FOOTHOLD IN SEAMLESSLY HOSTING A WIDE SPECTRUM OF EVENTS...

## COHORT SPECIFIC EVENTS

- ✓ Focus on addressing the unique needs and interests of a particular demographic or customer segment
- ✓ Tailored content and activities designed to resonate with the specific cohort's preferences and requirements



## INTELLECTUAL DISCOURSES

- ✓ Emphasis on fostering in-depth discussions and debates on thought-provoking topics or intellectual themes
- ✓ Often feature renowned speakers, scholars, or subject matter experts to provide insights and stimulate intellectual exploration



## TAILORED FOR OUR CLIENTS

- ✓ Customized events designed specifically for delivering a personalized and exclusive experience
- ✓ Incorporate client-specific themes, content, and activities that align with their objectives, challenges, and interests



With differentiated offerings pre, during and post event



RAJASTHAN  
The Incredible State of India!

## INDIAN RESPONSIBLE TOURISM STATE AWARDS 2022-**RAJASTHAN**

1

### ABOUT

- ✓ Ongoing for 7 years
- ✓ Celebrate best Practices
- ✓ Transform destinations
- ✓ Impact Local Communities

2

### AT THE EVENT

- ✓ 9 Speakers
- ✓ 6 Award Categories
- ✓ 5 Member Jury

3

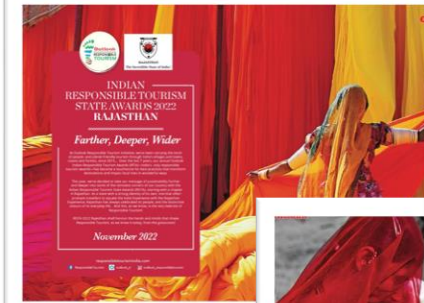
### FOCUS

- ✓ Intangible Culture
- ✓ Heritage
- ✓ Environment

4

### IMPRESSIONS

# 27Mn





OUTLOOK BUSINESS  
THINK BEYOND. STAY AHEAD.  
**LEADING  
EDGE**  
2021

1

### ABOUT

- ✓ Ongoing for 6 years
- ✓ Peer Learning Platform
- ✓ Leadership Experiences
- ✓ Business Trends, concerns & Innovative Solutions

2

### AT THE EVENT

- ✓ Panel Discussions
- ✓ Key-Note Speeches
- ✓ Fireside Chats

3

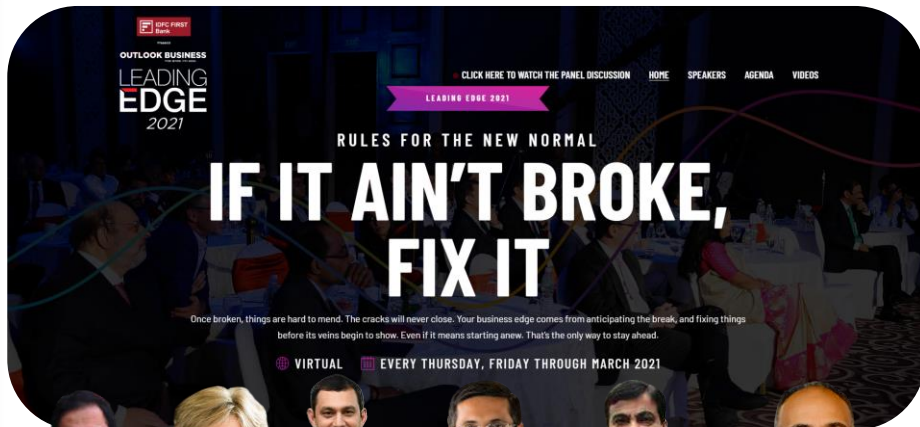
### FOCUS

- ✓ Regaining Growth
- ✓ Digital Transformation
- ✓ Online Retail's Next Stop
- ✓ Getting Jobs Back
- ✓ Realigning Financial Services

4

### IMPRESSIONS

# 37Mn



# TAILORED FOR OUR CLIENTS

Case Study



1

## CLOSED DOOR

**50+** Attendees  
**05+** Speakers  
**03+** Sessions

2

## MULTI-CITY

✓ Bangalore  
✓ New Delhi  
✓ Mumbai

3

## FOCUS

✓ Cloud Data Strategy  
✓ Industry Insights  
✓ Growth Strategies

4

## IMPRESSIONS

**50Mn**



With presence from:






# INTRODUCING OUR FRESH UPCOMING EVENT LINEUP






COMING SOON!

## INDIA'S LARGEST GROWTH STAGE STARTUP EVENT




### ABOUT

 A day-long Event

### DETAILS

-  Master Classes on Growth Hacking
-  Panel Discussions
-  Speeches by Industry Leaders and Policy Makers

### VALUE


-  Curated Audience
-  Conversion-centric Conversations
-  Tailored Engagement Opportunities







COMING SOON!

## INDIA'S LARGEST RETIREMENT EVENT




### ABOUT

 2-Day, Multi-City Expo

### DETAILS

-  Panel Discussions
-  Workshops
-  Exhibitions
-  Stalls

### VALUE


-  Giveaways and Prizes
-  Networking Opportunities
-  Industry Connects



COMING SOON!

## INDIA'S LARGEST AI FOCUSED EDUCATION EVENT




### ABOUT

 A day-long Event

### DETAILS

-  Intellectual Discourses
-  Thought leadership platform
-  Workshops
-  Awards

### VALUE

-  Engage Thought Leaders
-  Facilitate Knowledge Exchange
-  Recognize Excellence



# ONE OUTLOOK

# WE DRIVE SUBSTANTIAL GROWTH AND VALUE FOR OUR PARTNERS ON THE BACK OF OUR COMPELLING STORYTELLING AND LONG-STANDING CREDIBILITY...



The power of ideas in solutioning



Knowing and understanding pain points



In-depth sectoral understanding



Implementation



Measuring Impact

Long Standing Partnerships



Unique Solutions



*Influencer Marketing Campaign*



*Digital Campaign*



*India's only Knowledge Partners of GSTC*



*Multi-city, exclusively curated events*

Niche Clientele



**Automobiles**



**Government**



**Luxury Brands**



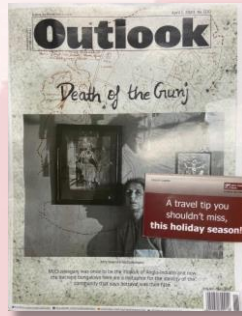
**CSR solutions**

# ...ENABLING THE POWER OF ONE OUTLOOK THROUGH OUR 360 DEGREE BRAND SOLUTIONS

## Case Study



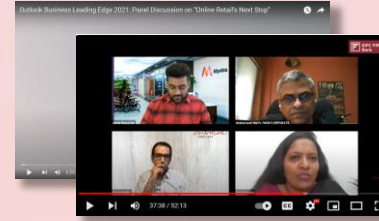
Special editions



Roadblock Issues



Cover Stories



Webinars & Panel Discussions



Fireside Chats



Masterclasses



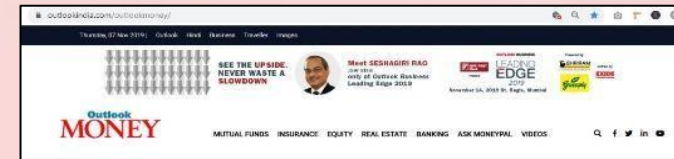
Full Page Ads



Newspaper Ads



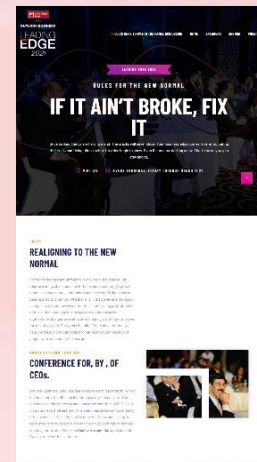
Campaign Ads



Banners Ads



Social Media



Microsite



Amplification across all  
marquee properties



Event Branding



- ✓ Curated Events
- ✓ Tailored Engagement Opportunities
- ✓ Customised Audience
- ✓ Conversion Centric Conversations

# AND A SPECIALIZED ARM FOCUSING ON SOLUTIONS FOR THE GOVERNMENT

Case Study

Helping governments effectively strengthen public outreach, facilitate direct interactions, foster constructive dialogues and enhance their solutions

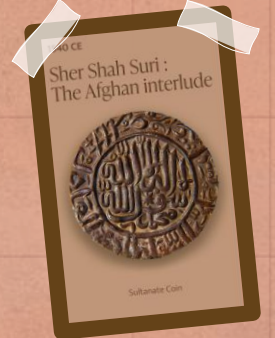
## Bihar Museum Biennale 2023



Physical Events



Digital Engagements



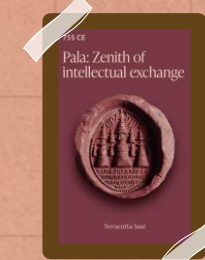
← Igniting critical conversations like... →



What would museums of the future look like?



Can Museums include Multiple perspectives around Gender?



Importance of talking about museums, their policies and accessibility

# **Outlook** **group**

*As **Outlook** paints its new outlook across digital horizons, infusing each narrative with **unwavering credibility and resonating impact**, we pave the way for **lasting connections and remarkable narratives**, resonating in the hearts and minds of audiences, today and tomorrow.*