



Association of Indian Magazines

HOW INDIAN MAGAZINES COLLABORATED DURING PANDEMIC TO RE-IMAGINE PUBLISHING



INDIAN MAGAZINE PUBLISHERS COLLABORATE
TO CREATE A 'WORLD FIRST' MEGA

BRANDED CONTENT STUDIO



**Indian Magazine Publishers
collaborate to create a
'world first' mega
Branded Content Studio**

SOCIAL MEDIA REACH IN INDIA IS 518 MN.

In the past few years media landscape has changed with advent of social media and digital.





**So has changed the ask
of Brand managers...**

**They look at mass reach
mediums for better ROI.**

**SOMEWHERE SALES HAS
TAKEN OVER SALIENCE...**

The New Age Consumer :

1. Evolved
2. Informed
3. Conscious
4. Spoilt by
Choices



**THUS, ROI
CANNOT BE
DERIVED
MERELY BY
DISPLAY/
DIRECT
MARKETING
ALONE
ANYMORE**

CONTENT LED COMMUNICATION HAS BEEN A GAME CHANGER



NATIVE CONTENT

- Reels
- Stories
- Influencer
- Endorsements
- DIYs
- Articles
- VODs



The List is Long albeit cluttered in Social Media Space... for the Audience that already has a Very Low attention Span & Reducing Loyalties for Brands.

Also, Social Media/ Digital space confined to respective Cohorts..

ADRESSING THE LARGE AND DIVERSE SET OF AUDIENCE SUCH AS INDIA'S IS A CHALLENGE

HIGHLY DIVERSIFIED INDIAN CONSUMER MARKET

- 1.38 billion people
- 360 mn middle class
- 14 languages
- 28 states
- Thousands of ethnicities



AIM* STEPS IN TO BRING SOLUTIONS

*Association of Indian
Magazines (National
association of more than
40 magazine publishers)



AIM SOLUTION



**Pool our collective
assets & editorial
strengths to create
world's first of
it's kind Branded
Content Studio**

DASTAAN (PERSIAN):

داستان

dâstân,
meaning “story” or “tale”

DASTAAN HUB

A love for brand story-telling

Content studio by AIM



Collective content strength of **125+** magazines across **50+ MN** Print & **100+ MN** Digital & Social

 indiatoday.in	 grihshobha.in	 outlookindia.com	 avalvikatan.com	 vikatan.com
 theweek.in	 vanitha.in	 overdrive.in	 kannada.grihshobha.in	 grehlakshmi.com
 chitralkha.com	 dqindia.com	 sarassalil.in	 chachachaudharyindia.com	 businessworld.in
 krishijagran.com	 travtalkindia.com	 businesstoday.in	 chitralkha.com	 readersdigest.in



Customers think, feel, and decide in the language of their choice. So your story needs to be told in their language. Allow us to recreate your brand story across languages and in relevant cultural context and deliver it to 150 Mn Indians; online and through print.

Write to us at dastaan@aim.org and we'll tell you how.

DASTAAN HUB
— BRAND STORIES. DELIVERED. —

Dastaan hub is a brand solutions studio by the Association of Indian Magazines.


indiatodaygroup.com

chitralekha.com


grihshobha.in

dgindia.com


outlookindia.com

sarasalli.in


avalakatan.com

aavak-aavari.com


grehlakshmi.com

businessworld.in


theweek.in

krishijagran.com


vanitha.in

travalkindia.com


overdrive.in

businesstoday.in


kannada.grihshobha.in

chitralekha.com


vikatan.com

cosmopolitan.in

OUR PITCH

Is your
brand
speaking
their
language?

AIM PROMISE

- 150 mn consumers
- Specialized content
- Print, digital, & events
- 100+ magazines
- 50+ websites

One studio to bind them all



Story doesn't end here...

SOLUTION CENTRIC APPROACH

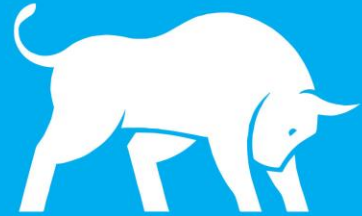
Understanding the sector
and providing solutions



**EV
India**



AMFI
(Association of
Mutual Funds in
India)



IPOs

CASE STUDY

ELECTRIC VEHICLES – B2B & B2G

- **Entry cost barrier**
- **Charging stations Infrastructure**
- **Limited running in one charge**
- **High cost of battery replacement**



EDUCATE 150 MN BASE OF READERS THROUGH ENGAGING NATIVE ARTICLES

WHAT AIM PROVIDES AS A SOLUTION

DASTAAN HUB

One window | One studio | One network

150 mn readers

10 languages

Objective driven native articles