

*The Indian* **EXPRESS**  
**AQDA**

 *The Indian* **EXPRESS**  
— JOURNALISM OF COURAGE —

## The Indian Express Group

The Express group today is one of India's largest media conglomerate with 32 national editions, 15 publication centres and 4 language dailies that reaches over 3.31 million people daily.

The Indian Express is the flagship newspaper brand of The Express Group. The multiple edition newspaper, which is also India's largest digital news group reaching over 200 million unique users/month in 7 languages across the world, influences thought and policy across the country

## The Express Adda

Express Adda reflects the same spirit of independent thought and informed narrative. The programme aims to connect with global thought leaders, key decision makers, strategists, and newsmakers in a series of exciting conversations that are intelligent and fun. Express Adda, is in essence, a conversation. Eclectic and erudite, intimate and informal.

The guests at Express Adda are subject experts in various fields, people from diverse backgrounds and different walks of life, newsmakers and policy shapers. Express Adda is held as an open Q&A session, moderated by our highly regarded editors.

# The Indian Express Group Reach

The Indian EXPRESS  
**AQDA**

## PRINT REACH

India's largest media conglomerate



**3.31M+**

Reach across  
People daily



**15**

Publication  
Centres



**4**

Language  
Dailies



**32**

National  
Editions

 **The Indian EXPRESS**  
— JOURNALISM OF COURAGE —

10 editions  
across India

 **FINANCIAL EXPRESS**  
Read to Lead

Leading finance  
business website

 **लोकसत्ता**

6 editions  
across Maharashtra

 **जनसत्ता**

4 editions  
across India

 **प्रवरा अभिव्याण**  
शेखर प्रेस

First daily financial  
paper in regional language

# The Indian Express Group Reach

The Indian EXPRESS  
**AQDA**

## DIGITAL REACH

World's 16th Largest Digital News Media Publisher



**200M+**

Reach across  
browser & app



**130M+**

Monthly  
Visitors



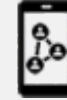
**7**

Languages



**500M+**

Monthly  
Page views



**27M+**

Brand community on  
Facebook and Twitter

❖ *The Indian* **EXPRESS**

Leading English  
news website

❖ **FINANCIAL EXPRESS**

Leading finance  
business website

❖ **लोकसत्ता**

Leading Marathi  
website in India

❖ **जनसत्ता**

Leading Hindi  
website in India

## The Format

The event is set in a manner that is informal in format, both in its setting, as well as in the exchange of ideas. The session starts as a conversation between our guest, followed by an open house discussion with the guest.

The uniqueness is the public nature of the candid discussions and the manner in which it is conducted. The topics encompass global economy, current happenings, arts, politics, cultural trends etc.

Entry is strictly by invitation.

## Guests at Express Adda

**Political:** Dr. Jaishankar, Piyush Goyal, P. Chidambaram, Nitin Gadkari, Arvind Kejriwal, Nirmala Sitharaman, Prashant Kishor, Smriti Irani, Bhupesh Baghel, Ashwini Vaishnaw, Rajeev Chandrasekhar and Nitin Gadkari

**Corporate:** N. Chandrasekaran, Indra Nooyi, Falguni Nayar, Uday Kotak, Nandan Nilekani, Martin Sorell, Ruchir Sharma, N.K Singh and Larry Summers

**Entertainment:** Amitabh Bachchan, Shahrukh Khan, Anurag Kashyap, Kangana Ranaut, Karan Johar, Alia Bhatt, Dibakar Bannerjee, Sriram Raghavan, Tabu, Anushka Sharma, Kareena Kapoor Khan and Vicky kaushal

**Sports:** Neeraj Chopra, Saina Nehwal, Vishwanathan Anand, Kevin Pietersen, Virat Kohli and Rohit Sharma

**Spiritual:** Gaur Gopal Das, Sadhguru and Shri Shri Ravi Shankar

## Guests at Express Adda

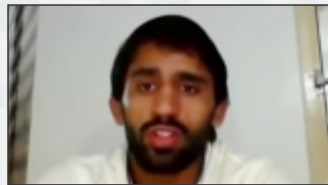
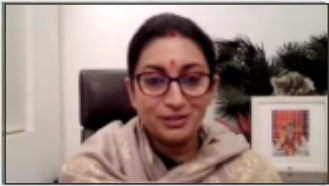


## Guests at Express Adda





## Guests at Express Adda



## Express Adda Attendees

Express Adda events are attended by an exclusively invited audience.

It comprises sections of the country's "matteratti" including corporates, diplomats, artists, lawyers, politicians, intellectuals and advertising honchos amongst others.

The attendees are a culture class of the educated, successful, who are unafraid of challenging the status quo and thrive on the potential of new ideas.

They are city's trend setters and influencers.

## Express Adda Attendees



## Express Adda Attendees



## Express Adda Attendees



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**Next at The Indian Express Adda**

Tentatively on 16<sup>th</sup> January 2025, Delhi



# **SHIVRAJ SINGH CHOUHAN**

Minister of Agriculture,  
Farmers Welfare and  
Rural Development

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*The Indian* **EXPRESS**

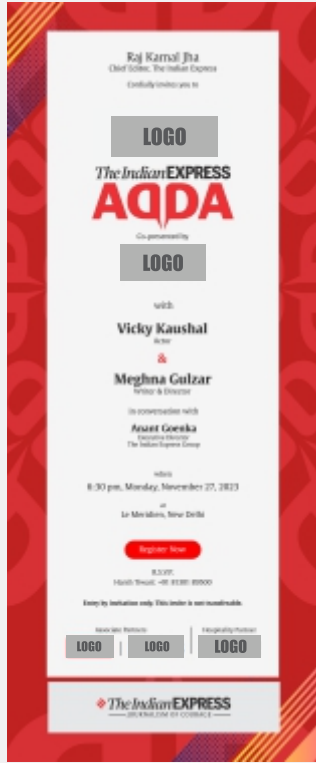
**AQDA**

**Branding  
Collaterals**

 *The Indian* **EXPRESS**  
— JOURNALISM OF COURAGE —

# Branding Collaterals

The Indian EXPRESS  
**AQDA**



E-Invite



Print Advertisement



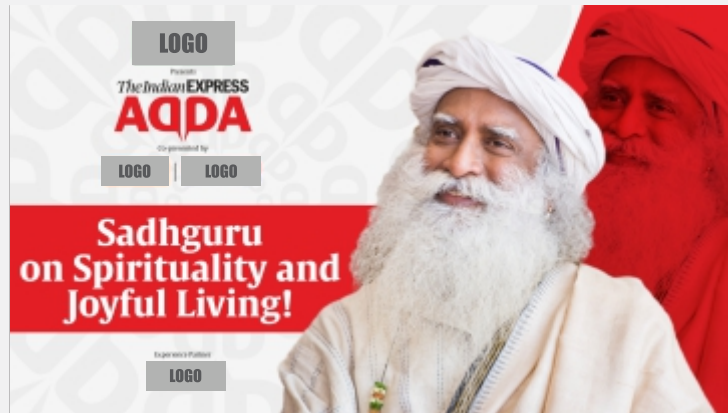
# Branding Collaterals

The Indian EXPRESS  
**AQDA**

## Web Banner



## YouTube Thumbnail



# Branding Collaterals


The Indian EXPRESS  
**AQDA**

LOGO

Presents

**The Indian EXPRESS**  
**AQDA**

with



**Ashwini Vaishnaw**  
Union Minister For Railways,  
Communications, Electronics & IT

Associate Partners

LOGO | LOGO | LOGO

Associate Partner | Hospitality Partner

LOGO | LOGO

**#ExpressAdda**

The Indian EXPRESS  
**AQDA**

LOGO

LOGO

LOGO

LOGO

LOGO

LOGO

LOGO

LOGO

LOGO

The Indian EXPRESS  
**AQDA**

The Indian EXPRESS  
**AQDA**

Event Standee

## Branding Collaterals

The Indian EXPRESS  
**AQDA**

LOGO

Presents

*The Indian* **EXPRESS**  
**AQDA**

Co-presented by

LOGO | LOGO

Express Adda hosts  
**Dr. Siddhartha Mukherjee**  
Oncologist and Author

Associate Partner | Hospitality Partner

LOGO | LOGO

The image shows a social media post layout. On the left is a portrait of Dr. Siddhartha Mukherjee. The main content area has a white background with a faint 'AQDA' watermark. It features a grey box with 'LOGO', the text 'Presents', the 'The Indian EXPRESS AQDA' logo, 'Co-presented by', two grey boxes with 'LOGO', a red banner with the host's name and title, and two more grey boxes with 'LOGO' at the bottom.


Social Media Post

# Event on Youtube

The Indian EXPRESS  
**AQDA**

YouTube

express adda prashant kishor



The video shows three people seated on a stage for an interview. The background features a large screen with the 'The Indian EXPRESS AQDA' logo. The person on the left is a man in a dark suit, the person in the middle is a woman in an orange saree, and the person on the right is a man in a dark suit. They are all holding microphones. The stage is decorated with small tables and floral arrangements.

LOGO

The Indian EXPRESS  
**AQDA**

LOGO LOGO LOGO

The Indian EXPRESS  
**AQDA**


Associate Partners



LOGO LOGO

Hospitality Partner

LOGO

**Prashant Kishor Rapid Fire: What is Prashant Kishor Afraid Of? | Express Adda**

The Indian Express  2.48M subscribers [Subscribe](#)

5K  [Share](#) [Download](#) [Save](#) 

479K views 9 days ago #PrashantKishorInterview #ExpressAdda #PrashantKishor

Prashant Kishor Interview: Speaking at The Express Adda, Prashant Kishor reveals what he is afraid of, the one thing that might hurt BJP electorally and many more. Prashant Kishor was in conversation

# Event on Facebook

The Indian EXPRESS  
**AQDA**

Home Friends **Video** Marketplace Community

Home Live Reels Shows Explore Saved videos Following Search videos

**Indian Express** posted a video to the playlist **Express Adda**.  
1 August 2023 · 🌐 [Follow](#) [...](#)

[Overview](#) [Comments](#)

Gaur Gopal Das On Spirituality: Welcome to The Indian Express Adda with Gaur Gopal Das, Life Coach, Wellness Advisor, Author & Motivational Strategist. Gaur Gopal Das is a renowned Indian spiritual leader, motivational speaker, and lifestyle coach.  
#...  
[See more](#)

Be the first to leave a comment.

[Write a comment...](#)

[Like](#) [Comment](#) [Share](#) [👍👎](#) 2 · 492 views

The Indian EXPRESS  
**AQDA** Associate Partners LOGO | LOGO | Experience Partner LOGO

**Gaur Gopal Das On Spirituality, Positive Thinking, Success Mantra & More** [...](#)

## Branding Collaterals

The Indian EXPRESS  
**AQDA**



Stage

## Branding Collaterals

The Indian EXPRESS  
**AQDA**



Registration Table



Standee

# Editorial Coverage

## Curtain Raiser - Front Page Coverage in The Indian Express

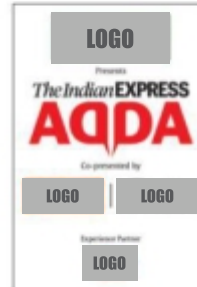
The Indian EXPRESS  
**AQDA**



## Karan Johar is guest at Express Adda today



His latest film was a success at the global box office



EXPRESS NEWS SERVICE  
MUMBAI, AUGUST 20

WITH THE stupendous show of his latest directorial venture, *Rocky Aur Rani Kii Prem Kahani*, at the global box office, it is a good time to be Karan Johar.

The success of the film, which marks Johar's return to direction after a gap of seven years, comes at a crucial time for Bollywood amid a continuing challenge from

OTT and a spectacular run of films from the South.

Known as much for his  
**CONTINUED ON PAGE 4**



# Editorial Coverage

## Front Page Post Event Coverage in The Indian Express



**NEXT OPP MEETING IN MUMBAI**  
26 party front to form coalition panel

**MOCI TELLS 38 PARTNERS INDIA STANDS**  
for New India, Development, Aspirations

### To counter NDA, Opp unites to float INDIA

Nish questions choice of name for alliance. Left parties too seem uneasy by surprise

**OPPOSITION PARTIES MEET UNITED WE STAND!**

**PM slams Opp 'conclave of the corrupt', says NDA a coalition of contributors**

**LIZARDYER**  
MUMBAI, JULY 18

**WOMEN WRESTLERS' CASE: Interim bail for Brij Bhushan, his plea to be heard tomorrow**  
Court seeks to hear plea tomorrow. Counsel fears media trial, court says can apply for in-camera proceedings

**Lack of consensus on Ukraine at G20 meet, Summit to take call**

**RAJEEV CHANDRASEKHAR, Electronics & IT Minister, is Adda guest today**

**ENSE ECONOMIC BUREAU**  
NEW DELHI, JULY 18

**AS THE Union Minister of State for Electronics and IT and Skill Development and Entrepreneurship, Rajeev Chandrasekhar is in a unique position to devise policies and programmes that could leverage the increasing convergence between the tech sector and the cogent need for**

**IT Minister Rajeev Chandrasekhar**  
upskilling the workforce. With India looking to set itself up as a semiconductor and electronics hub, there is a pivotal

**CONTINUED ON PAGE 4**

## Rajeev Chandrasekhar, Electronics & IT Minister, is Adda guest today



**IT Minister Rajeev Chandrasekhar**

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**CONTINUED ON PAGE 4**



**BJP's Kirit Somaiya in 'sex video' aired by TV channel, probe urged**

**RAJEEV CHANDRASEKHAR**  
MUMBAI, JULY 18

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**ENSE ECONOMIC BUREAU**  
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**CONTINUED ON PAGE 4**

### Downtown Srinagar to Durand: Story of how football became antidote to drugs

**PHOTOGRAPHY**  
SRINAGAR, JULY 18

**PHOTOGRAPHY**  
SRINAGAR, JULY 18

### RAU'S IAS '70

Starting from the BEST

**UPSC CSE 2024 FOUNDATION COURSE**

**28 July**

**GENERAL STUDIES (PRE & MAINS) INTERMEDIATE**

**CLAT FOR PRELIMS**

**OPTIONAL FOR MAINS**

**FORWARD KOTA OF DOWNER CHANDY**  
DELHI 110016

**AFRIDIAN MULTITASKER**  
DELHI 110016

**FORWARD KOTA OF DOWNER CHANDY**  
DELHI 110016

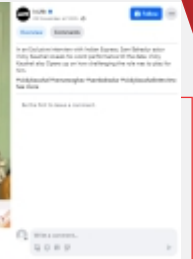




# Social Media

Facebook | Indianexpress, Financial Express, Loksatta

The Indian EXPRESS  
**AQDA**



# Social Media

Facebook | Indianexpress, Financial Express, Loksatta

The Indian EXPRESS  
**AQDA**



**3.4 M+**  
impressions

# Social Media

Instagram | Indianexpress, Loksatta

The Indian EXPRESS  
**AQDA**



# Social Media

Instagram | Indianexpress, Loksatta

The Indian EXPRESS  
**AQDA**



**3.62M+** impressions

# Social Media

X | Indianexpress, Financial Express, Loksatta

The Indian EXPRESS  
**AQDA**



**15.8M+** impressions

Total Media Value  
(Social): **4 cr+**



# Teaser Video

[Facebook](#) | [Youtube](#) | [Instagram](#) | [Twitter](#)

The Indian EXPRESS  
**AQDA**



# Video

YouTube | Indianexpress | Jansatta | Loksatta

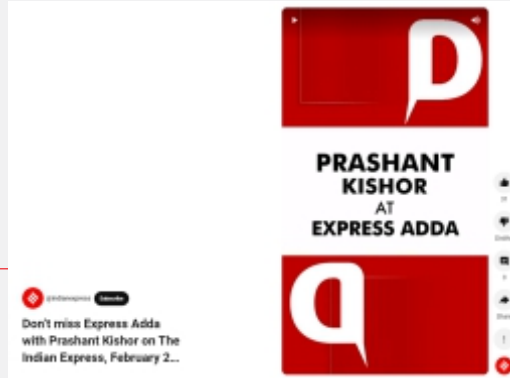
The Indian EXPRESS  
**AQDA**



# Video

YouTube | Indianexpress | Jansatta | Loksatta

The Indian EXPRESS  
**AQDA**



**2.7**  
**M+**  
**views**

## Web Banner

The Indian EXPRESS  
**AQDA**

The banner features a black header with the Indian Express logo, a 'Subscribe' button, and a user icon. Below the header is a news snippet: 'upholding FMEA, SC puts its stamp on Kafka's law'. The main content area is labeled 'ADVERTISEMENT' and contains a promotional graphic for 'The Indian EXPRESS AQDA'. The graphic includes the 'm caffeine' logo, the text 'Presents The Indian EXPRESS AQDA', and 'Co-sponsored by' followed by logos for POLYCARB and Kotak. At the bottom, it says 'with Alia Bhatt Actor'.

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**3M+**  
Impressions

# Editorial Coverage Internal

(indianexpress.com | financialexpress.com | Loksatta.com | Jansatta.com)

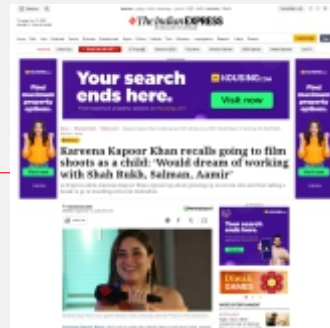
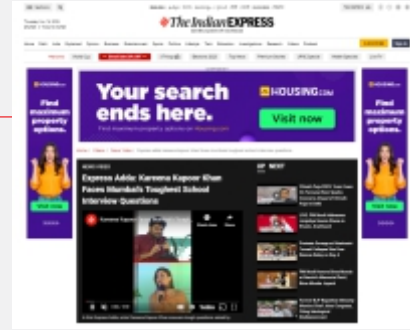
The Indian EXPRESS  
**AQDA**



# Editorial Coverage Internal

(indianexpress.com | financialexpress.com | Loksatta.com | Jansatta.com)

The Indian EXPRESS  
**AQDA**



**514 K+** page views

Total Media Value  
(Online Coverage): **36 lac+**

# Earned Media - Express Adda

**MAGZTER** Ana Sayfa Dergiye Hibe

### Emmy nominees Vir Das, Shefali Shah and Jim Sarbh at Adda today

The Indian Express Delhi | October 26, 2023

STREAMING PLATFORMS have not only given new stories to audiences, they have also given actors a chance to show their versatility and range.



Three of the most talented performers today - Shefali Shah, Jim Sarbh and Vir Das - have been nominated for the International Emmy Awards 2023. The three will be the guests at the Express Adda in Mumbai on Monday and will be in conversation with Anant Goenka, Executive Director, The Indian Express group.

**ivoox** Home Explore

BLACK DAYS Didi da 16. Persone di 21% di 10 PARA CENSURE! [A]

By Express Audio > Express Conversations

### Ep. 76: Shefali Shah, Vir Das, and Jim Sarbh

14:48:44

PLAY

0:00 01:50:00

**millenniumpost** Brand New Video Collection

There is a golden rule for an adda, says Vir Das



**MAGZTER** Home Magazines Stories

### Emmy nominees Vir Das, Shefali Shah, Jim Sarbh at Adda today

Financial Express Mumbai | October 30, 2023

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Shah, whose performance in the second season of Delhi Crime (2022) bagged her the Emmys nomination, began her career with theatre and television. She won critical acclaim for her roles in serials Hasratein (1997), Kabhie Kabhie (1997) and Raahain (1999) and films such as Dariya Chhoru (1999), Monsoon Wedding (2001) and Gandhi, My Father (2007).

**premiere**

There's a golden rule for an adda, says Vir Das



# Earned Media - Express Adda

**Comedian Vir Das receives an International Emmy for comedy; Shared the award with Derry Girls Season 3**

Vir Das, a comedian, has won the International Emmy for Best Comedy Show. He shared the award with the British sitcom Derry Girls. The award is presented annually to the best television programme from any country.

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**Vir Das on Egress Adda: 'what does it mean to be an Indian'**

Vir Das, a comedian, has won the International Emmy for Best Comedy Show. He shared the award with the British sitcom Derry Girls. The award is presented annually to the best television programme from any country.

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**Vir Das Wins Emmy For Best Comedy Show, Shares Prize With UK Show 'Derry Girls'**

Comedian Vir Das has won the International Emmy for Comedy. He shared the award with the British sitcom Derry Girls. The award is presented annually to the best television programme from any country.

Comedian Vir Das has won the International Emmy for Comedy. He shared the award with the British sitcom Derry Girls. The award is presented annually to the best television programme from any country.

**When Vir Das receives an International Emmy two years after being branded a 'terrorist and traitor,' he remarks, 'The universe is full circle.'**

Vir Das, a comedian, has won the International Emmy for Best Comedy Show. He shared the award with the British sitcom Derry Girls. The award is presented annually to the best television programme from any country.

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**Posts English: Express adds live shafiq shah reveals who is biggest Bollywood star according to her who are the successful actors of Bollywood? Opinions presented by Shafiq Shah. Said, 'I think...'**

Shafiq Shah, a comedian, has won the International Emmy for Best Comedy Show. He shared the award with the British sitcom Derry Girls. The award is presented annually to the best television programme from any country.

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**Shafiq Shah makes a Promise to Fans: 'I'll never Play Akshay Kumar's Mother Ever Again in My Life'**

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**Shafiq Shah on Wazir: The Race Against Time role 'I will never play Akshay Kumar's mother ever again'**

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**I will never play Akshay Kumar's mother ever again in my life,' says Shafiq Shah**

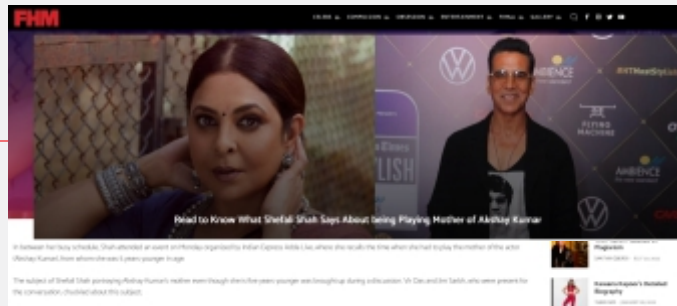
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# Earned Media - Express Adda

The Indian EXPRESS  
**AQDA**



**Earned media -**  
Estimated reach of over **10 M+**  
Total Estimated Media Value  
(Online Coverage): **3 Cr+**

# Post Event Mailer

The Indian EXPRESS  
**AQDA**



*The Indian* **EXPRESS**

**AQDA**

**PARTNERSHIP  
BENEFITS**

 *The Indian* **EXPRESS**  
— JOURNALISM OF COURAGE —

## Partnership Benefits

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The Indian EXPRESS  
**AQDA**

The Express Adda provides a unique opportunity for partners:

- Association with a premium property of The Indian Express.
- A platform where one gets access to senior level decision-makers in one go.
- Reach & engagement with 150 + relevant audience on ground and live audience on Youtube
- Partner with an initiative with excellent content.
- Networking opportunity with relevant industry audience.
- Brand visibility and relevance with a comprehensive communication programme.

## Partner Deliverables

<b>Branding Mileage</b>	<b>Presenting Partner</b>	<b>Co-Presenting Partner</b>	<b>Associate Partner</b>
Logo will be the part of the Intergrated Logo Unit	✓	✓	✗
<b>PRINT</b>			
Credit & logo in ads in our group publications	✓	✓	✓
3 ads of 400scm each in The Indian Express & Financial Express	✓	✓	✓
<b>ONLINE</b>			
Logo Presence on Web Banner promoted on Indianexpress.com (1M Impressions)	✓	✓	✓
Credit & logo on e-invite sent to our database.	✓	✓	✓
Credit & logo presence on Youtube Live	✓	✓	✓
<b>SOCIAL BRANDING</b>			
Credit on all social media posts	✓	✗	✗
Logo on all social media posts	✓	✓	✓

## Partner Deliverables

<b>Branding Mileage</b>	<b>Presenting Partner</b>	<b>Co-Presenting Partner</b>	<b>Associate Partner</b>
<b>SPONSOR INVITES</b>	✓ (20)	✓ (15)	✓ (5)
<b>VENUE BRANDING</b>			
Credit & logo on stage backdrop	✓	✓	✓
Credit & logo on side panel	✓	✓	✓
Credit & logo on event standees	✓	✓	✓
<b>VIDEO</b>			
Credit & logo presence on Facebook Premiere of the event	✓	✓	✓
Credit & logo on videos across social media (pre & post event)	✓	✓	✓
<b>POST EVENT COVERAGE</b>			
Credit & logo in post event coverage in our group publications.	✓	✓	✓
Two full page coverage in The Indian Express	✓	✓	✓
One full page coverage in Finance Express	✓	✓	✓
<b>MEMENTO PRESENTATION</b>			
Chairman/CEO/Managing Director to present the memento to the guest	✓	✗	✗

## Guest Book

The Indian EXPRESS  
**AQDA**



“Thank you for a wonderful  
and such a real chat.”

Kareena Kapoor Khan



“Express On Much regards & Blessing.”

Sadhguru



“A Great Experience.”

N.k Singh



“Love it”

Gaur Gopal Das

## Guest Book

The Indian EXPRESS  
**AQDA**



“Thanks Indian Express for this experience. Adda has an interesting format; gives enough opportunity for responding...for covering a wide spectrum of issues. Thanks for the great audience. Jai Hind!”

Nirmala Sitharaman



“Wonderful experience and superb audience. Truly enjoyed the event hosted by very knowledgeable people.”

Pullela Gopichand



“Great Samvaad... No Vivaad.”

Devdutt Pattanaik



## Guest Book

The Indian EXPRESS  
**AQDA**



“A wonderful experience.  
Thank you very much Indian Express.”

Harsimrat Kaur Badal



“This was the best experience I have had.  
A great show. One of the best I have attended.”

Diana Edulji



“I was privileged to participate in the Adda,  
a great institution of The Express Group.”

Ravi Shankar Prasad



“इण्डियन एक्सप्रेस की कलम अपनी  
प्रखरता, निष्पक्षता एवं पारदर्शिता से  
लोकतंत्र को मजबूत बनाने में योगदान  
करती है। इसका योगदान जारी रहे।”

Bhupendra Baghel

## Guest Book

The Indian EXPRESS  
**AQDA**



“Thank you for a wonderful evening, great questions and lots of good suggestions on how to move the US-India partnership to the next level. All the Best!”

Richard Verma



“It was a great experience sharing views and experiences, listening to what are the concerns of the people. Best fun-completely Express like!!”

Vasundhara Raje



“Exhilarating!”

Naseeruddin Shah

## Guest Book

The Indian EXPRESS  
**AQDA**



“Thank you for providing me this opportunity for a fascinating interaction. The ambience was perfect, the discussion very stimulating. Congratulations!”

Dr. Isher Judge Ahluwalia



•  
“Anant was a great host and interviewer, and it was lovely to finally be with Vir and Shefali up on stage together. I hope we all win! Incredible to do this Adda over the years, bringing groovy people together.”

Jim Sharb

“It was an honor to be part of this excellent experience. I really enjoyed it.”

Arvind Kejriwal

“Had so much fun prob also coz of Jim n Vir. But no jokes thoroughly enjoyed it.”

Shefali Shah

“Thanks for inviting me keep the laughter loud and free.”

Vir Das



## Guest Book

The Indian EXPRESS  
**AQDA**



“Amazing and Intelligent audience. The questions were a pleasure to answer and engage with.”

Karan Johar



“It was an wonderful evening. Really enjoyed the free and frank discussion. Mumbai and Mumbaikars have left me impressed and more enlightened. Always good to have such an experience, especially in the company of the Express family!!”

Sachin Pilot



“Express Adda rocks. I really loved the experience.”

Sri Sri Ravi Shankar