



infotaining you, everyday

[www.indulekha.com](http://www.indulekha.com)

**ഇന്ദുലേഖ**

**INDULEKHA @  
LIMCA BOOK OF RECORDS**

Indulekha is the first Kerala website and the first Malayalam website to enter the prestigious **Limca Book of Records**. The online exhibition of complete books by Jnanpith winner MT Vasudevan Nair at [www.indulekha.com](http://www.indulekha.com) made this possible. It was the first of its kind in the history of Indian Internet.

(Source: **Limca Book Of Records, 2007**)



# It's Indulekha



Stylish Life! Pure Entertainment! Inspiring Information!

This is what [www.indulekha.com](http://www.indulekha.com) or the 'modern indulekha' stands for. We showcase Kerala lifestyle/culture and entertainment in a format which is unique, matchless and inimitable. This has made Indulekha the primary source for a trendy, affluent malayali audience looking for what's hot and iced out on each morning.

INDULEKHA has come of age as the most sought after entertainment and lifestyle hub for Keralites across the globe. From objects of desire to the most luxurious travel destinations, INDULEKHA invites the netizens to have a taste of the lavish high life, but at the same time offering ways to increase one's own bottom line.

Launched on January 1, 2006, INDULEKHA is Kerala's #1 lifestyle and leisure portal that generates more than 2 million hits per month\* and ranks in the Top Ten Malayalam websites\*\*. As INDIA TODAY observes, INDULEKHA has become the 'online festival of malayalam' in a short span of time.

INDULEKHA has three vibrant channels that colour the life and style of the global malayali; PINK, ORANGE and GREEN.

Fantastic PINK depicts trends and temptations in fashion, home making, food and travel. And there's a Money Plant, that grows money!!

Vibrant ORANGE entertains you with movie and music updates, reviews, interviews and interesting videos.

Cool GREEN is for the written word and the painted world, adorned by geniuses from Vaikom Muhammad Basheer to Balachandran Chullikkad; from Raja Ravivarma to Bini Roy. The channel repletes with innovative features including excerpts from books and the best collection of Malayalam e-literature.



# Looking Back

## TOP TEN CITIES IN VIEWERSHIP

1. Dubai
2. Kochi
3. Abu Dhabi
4. Bangalore
5. Trivandrum
6. Manama
7. Doha
8. Jiddah
9. New York
10. Kuwait

(Source: Google Analytics, 2008 May)

## TOP TEN COUNTRIES IN VIEWERSHIP

1. India
2. UAE
3. USA
4. Saudi Arabia
5. Qatar
6. United Kingdom
7. Kuwait
8. Bahrain
9. Oman
10. Canada

### 2006 JANUARY 1

Indulekha enters the world wide web

### 2006 JANUARY 26

MATHRUBHUMI

ഇന്റർനെറ്റിലെ നവതരംഗമായ ബ്ലോഗിങ്ങിന്റെ സാധ്യതകൾ പരമാവധി ഉപയോഗപ്പെടുത്തിക്കൊണ്ട് ഒരുക്കിയിരിക്കുന്ന മലയാളത്തിലെ ആദ്യ വെബ്സൈറ്റാണിത്.

### 2006 FEBRUARY 20

MANORAMA ONLINE

മലയാളപുസ്തകങ്ങൾ കാണാൻപോലും കിട്ടാത്ത മറുനാടൻ പുസ്തകപ്രേമികൾക്ക് ഇന്റലേഖ ഡോട്ട്കോം ഏറെ പ്രയോജനപ്പെടും. മലയാളത്തിൽ ഇങ്ങനെയൊരു വെബ്സൈറ്റ് ആദ്യമായാണ്.

### 2006 MARCH 1

Movie channel comes live on [www.indulekha.com](http://www.indulekha.com)

### 2006 APRIL 18

M T Vasudevan Nair Bookfest; launch of the first ever online exhibition of the complete works of an Indian author.

### 2006 APRIL 29

METRO MANORAMA

ഇന്റലേഖയിൽ വായനാ ഉത്സവം.

### 2006 SEPTEMBER 30

SOORYA TV interviews Swapna Tom Mangatt, editor of [www.indulekha.com](http://www.indulekha.com)

### 2006 OCTOBER 12

MANGALAM and [www.indulekha.com](http://www.indulekha.com) started sharing online traffic.

### 2007 JANUARY 1

[www.indulekha.com](http://www.indulekha.com) enters the prestigious LIMCA BOOK OF RECORDS.

### 2007 FEBRUARY 7

INDIA TODAY

ഇന്റലേഖ ഡോട്ട്കോം ഒറ്റവർഷം കൊണ്ട് മലയാളത്തിന്റെ ഓൺലൈൻ ഉത്സവമായി മാറി.

### 2007 MARCH 1

Video channel launched at [www.indulekha.com](http://www.indulekha.com)

### 2007 APRIL

GRIHALAKSHMI

ഏറെ ശ്രദ്ധിക്കപ്പെട്ട മലയാളം വെബ്സൈറ്റ്.

### 2007 JUNE 23

THE NEW INDIAN EXPRESS

The entry of Indulekha.com into the Limca Book of Records for conducting an online show of all the books of M T Vasudevan Nair is indeed a feat worth celebrating for Malayalam literature. It's a befitting honour for taking Malayalam to the global orbit.

### 2007 JUNE 24

INDIAVISION telecast interview with Swapna, editor of [www.indulekha.com](http://www.indulekha.com)

### 2007 JULY 1

MALAYALAM NEWS, SAUDI ARABIA

ലോകമെമ്പാടുമുള്ള മലയാളിസമൂഹം നിറമനസ്സോടെയാണ് ഇന്റലേഖ ഡോട്ട്കോമിനെ വരവേറ്റത്.

### 2007 OCTOBER 23

ASIANET presents Tom Mangatt and Swapna, the duo behind [www.indulekha.com](http://www.indulekha.com), in their prime programme Suprabhatham.

### 2008 JANUARY 22

JAI HIND TV interviews Swapna, editor of [www.indulekha.com](http://www.indulekha.com)

### 2008 JANUARY 22

K Karunakaran inaugurates India's first online cartoon exhibition, Varayum Chiriyum, organised by [www.indulekha.com](http://www.indulekha.com) in association with KERALA KAUMUDI.

### 2008 FEBRUARY 20

MALAYALAM PATHRAM, USA

ഇന്റലേഖ ഡോട്ട്കോമിന് വീണ്ടും റെക്കോഡ്.

### 2008 APRIL 1

DOORDARSAN interviews Swapna, editor of [www.indulekha.com](http://www.indulekha.com)

### 2008 May 1

PINK, lifestyle channel launched at [www.indulekha.com](http://www.indulekha.com)

# What makes Indulekha Unique

Our unique business model offers targeted advertising opportunity for sponsors who want to reach niche groups in our network. As an advertiser, you can select the channel from our network or our homepage to run your banner ads, text link promotions or animated ad options. Or you have the choice of reaching out to potential clients directly in their inbox via our weekly newsletter. Content sponsorship and interactive contests are also possible. Advertising on indulekha.com has a number of advantages over advertising in any medium, either print or electronic.

## 1. LAST LONGER

Advertisement in a newspaper dies in a day, a weekly ad may be alive for just a week, and television ad disappears in seconds. Our internet ads are a 24 x 7 x 365 affair; every minute, round the year.

## 2. CHEAPER

You need Lakhs or Millions to run a one month campaign either in print or in television. The same campaign can be done on Indulekha, more effectively and extensively, with some thousands. Indulekha has wider reach, than print medium and television as our website is accessible from any part of the world and it has affluent malayali viewers from over 170 nations.

## 3. MORE EFFECTIVE

Indulekha draws its strength from the youth which forms the major chunk of its viewers- the new class of trendy and cosmopolitan global Malayali, with refined tastes and high

spending power. They can be 'hyperlinked' to your website with the click of a mouse. An unthinkable feat either in print or in television!

## 4. MORE VISIBLE

Above-the-fold positioning of most banners on [www.indulekha.com](http://www.indulekha.com) provides exceptional visibility.

## 5. USER FRIENDLY

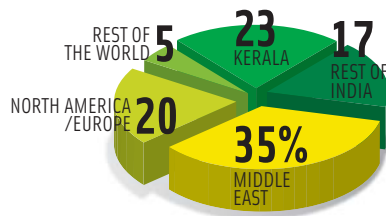
Integrated within site content, maximising visibility without disrupting users' experience

## 6. BRANDING

Room for strong calls to action or branding. Opportunity to dazzle users with rich media solutions, which expand traditional creative space with vibrant ads that encourage them to interact with your brand.

## 7. WORLDWIDE VIEWERSHIP

we have viewers/readers from more than 170 nations /2300 cities





# Why Internet Advertising ?

The promise of Internet advertising has always been that it is more quantifiable than advertising offline.

A Synovate PAX Survey indicates that the internet is an ideal medium to reach the affluent. 74% of those with a monthly household income of Rs. 24,000 and above, have internet access at home compared to 34% of those with a monthly household income of under Rs.12,000. Those with greater access to the internet tend to spend 2.51 hours more on the internet per week, are 69% more likely to search for information online and 93% more likely to purchase products/services online. As such, the internet is clearly a medium to reach those with higher incomes. The average household income of internet users is almost 60% higher than that of non-internet users, which is Rs. 2,80,000 per annum.

Naturally, with higher incomes, internet users have higher purchasing power, making them ideal targets for luxury goods and services. Internet users are generally twice as likely to own luxury goods such as LCD/plasma TVs, designer clothes and prefer premium services such as first and business class travel.

Advertising on INDULEKHA is one of the prime methods to reach these internet users.

(Source: Synovate PAX Survey 2005/06 (Q2 '05 - Q1 '06) - 7 markets including Bangkok, Hong Kong, India, Kuala Lumpur, Seoul, Singapore and Taipei)

Here is another reason why you should have online marketing in your promotional plan.

## Media Comparison Chart

Name of the Medium	Radio	Print	TV	Internet
Personal Approach	No	No	No	Yes
Customer Targeting	Not Always	Not Always	Not Always	Yes
Costs (per target customer)	High	High	High	Low
Brand Building	Low	High	High	High
Assured Reach	No	No	No	Yes
ROI	Low	Low	Low	High
Market Segmentation	Limited	Limited	No	High
Customer Database	No	No	No	Yes
Delivery Confirmation	No	No	No	Yes



**2008 JANUARY 22**

K Karunakaran inaugurates India's first online cartoon exhibition, Varayum Chiriyum, organised by [www.indulekha.com](http://www.indulekha.com) in association with Kerala Kaumudi.



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#### **RESPONSE**

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