

The Indian Eye



2025

M E D I A K I T

Global News from India and News about Indian diaspora.

CANADA | BRAZIL | USA | INDIA

www.TheIndianEYE.com

The Indian Eye

Published every Friday from

CANADA  | USA  | BRAZIL  | INDIA 

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INDIA FOR THE WORLD, THE WORLD FOR INDIA



I am delighted to know that the 1st Digital National Indian newspaper, “The Indian EYE” is being launched with particular focus to bring global news from India to readers in the USA, Canada, South America and the Caribbean and at the same time carry news about the Indian diaspora in these countries for the benefit of readers in India. The Indian diaspora in these countries is sizable and an important contributor to the political, societal, economic and cultural landscape of the countries in the western hemisphere. In many, they occupy high political office, in others they are captains of business and industry. In all countries their contribution is appreciated and valued. While in some countries, particularly in the Caribbean the Indian immigration took place in the 19th century (the girmitiya countries), in many others it has been recent.

The United States has perhaps the largest Indian diaspora with some estimates placing the number close to more than four million. Indian diaspora in the US is the most educated ethnic community and also socially mobile. It is no wonder that many major US corporations have Indian origin CEOs which fills our hearts with joy. Canada also has a big population of Indian origin and so does the Caribbean. While in Latin America the Indian community may be small, it is heartening to see it grow in recent years due to the increase in ties between India and Latin America.


The reason for the success of the Indian diaspora in all these countries are the values that we Indians uphold and carry wherever we go i.e. democracy, tolerance, peaceful co-existence, hard work, education, family life and giving back to the communities in which we live. These values have stood us in good stead and will determine our trajectory in the future. Another important point to remember is that the rise of India will add to the stature of the diaspora and as India marches towards becoming the third largest economy in the world in the coming decade, the importance of the Indian diaspora to building and maintaining bridges with India will become critical.

As you all are aware, presently we are going through a very critical situation due to the Covid-19 pandemic. This is a universal challenge that all

humanity must face collectively. It is an unknown situation for all of us, with no accepted playbook, no simple one-size-fits-all prescription. Every nation is being compelled to decide its response on the basis of its local context, and its national circumstances. These are in themselves a mix of national capacities, capabilities and resources. I am particularly happy that at this time “The Indian EYE” is being launched. It goes on to show the grit and determination of the publishers not to be deterred by the situation brought out by the pandemic but to confront it by educating people about it and mitigate it by socially responsible behaviour. What can be better than staying at home and readily accessing news about India as well as news about the communities out India in which we live and work. This initiative is not only welcome but also timely and can be a unique blend of news about our “Karmabhoomi” and our “Matribhoomi or Janmabhoomi”.

Stay at home and practicing social distancing doesn’t mean being disconnected with our loved ones and the world. Today, modern technology has given us many tools to be virtually connected. We need to step up (not step out) and reach out to people who are in need of help and guidance. As you are doing your bit by staying at home, we are doing our bit by bringing you events and programming to your homes. Our activities have moved online and we have started several initiatives such as “Socially Distant Virtually Connected” and “Stay@Home, Learn@Home”, to be by your side when you are helping yourselves and the society by being at home. Please do connect to us on our media platforms be it our website (www.indiain-newyork.gov.in) or on facebook, twitter and instagram- all have the same handle @indiainnewyork and enter into a world of quality programming and information for your needs.

I wish the publishers and readers of “The Indian EYE” all the best.


 संदीप चक्रवर्ती
 Sandeep Chakravorty
 भारत का प्रधान कौंसल
 Consul General of India
 न्यू यॉर्क
 New York



I am proud to share the launch of “The Indian EYE”, 1st digital Indian news weekly for North and South America at a time when the world is going through most challenging changes. Suddenly the world has become smaller and we are praying for everyone on this earth.

We want to know about what’s happening to everyone around us even if 8000 miles away. Notwithstanding a much overdue seat at Security Council in UN, India is clearly seen as a world leader. Its about India’s 1.3 billion Indians, everyone is looking at for *Economy or Life alike.*

As I look back on my journey as a responsible media pioneer, in last two plus decades, its been very satisfying. Television channels, Newspapers and Radio, from East to West Coast and from US to Canada to Ca-

ribbean, and entertainment as well as infotainment, we have responsibly launched and built multiple media platforms. But now, as South America joins in becoming the home of top Indian multi-nationals, we need a digital platform which will bring the global news from India as well as news about Indian diaspora from Western hemisphere to connect India and Indians around the world.

The Indian EYE is the platform where we will connect the world at-large through news and entertainment. We present today the 1st Indian digital newsweekly.

As we integrate the three formats of print, radio and television, on our soon to be launched portal, I assure you our team is determined to provide a media platform which will be the primary source of everything you want to experience. It will entertain, engage and empower.

WE STAND FOR TRUTH.

Sunil Hali
 Publisher

—Why The Indian EYE is a favorite—

With one of the best teams of journalists in India, USA, Canada and South America headed by pre-eminent editor, Shobhan Saxena, The Indian EYE is 1st International Indian newsweekly published from USA, India, Canada and Brazil. Its readers enjoy the in-depth and authentic reporting, contemporary columns by celebrated writers and subject experts.

Every guest contributor is no less uncompromising in their efforts to bring to the readers a credible, in-depth and relevant news and information.

The Indian EYE is comprised of mélange of high quality news from India which has global appeal and of strong interest to Indian diaspora.

At a time when the global interest continues to grow in India and Indians worldwide, The Indian EYE gives the readers a newsweekly premium news and updates that address their sense of nostalgia, cultural pride and belonging to the local as well as global Indian community.

The Indian EYE contains tabloid-size pages of international, national and most important, community news to the NRI community in the different regions, plus the celebrated columns. Additionally, the local newslines from North America (USA & Canada) and South America make the newsweekly truly International.

The publication is available through a combination of requested subscription, agencies and vendors in major cities in India, USA and Canada. The digital edition is fastest growing Indian newsweekly with its unique combination of high-quality news, attractive design, professional layout.

Today, The Indian EYE prides itself on in-depth analysis as well as reportage at micro-levels of India, different states as well as the Indian diaspora in each genre, politics, business, community, events, entertainment, immigrant issues and sports. The newsweekly has built the trust among its readers that is most critical in these times in media world.

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—Why The Indian EYE is a favorite—

It is easy to see why more readers from all parts of the world with Indian heritage as well as mainstream with strong interest in India and Indians in various parts of the world, including corporations and community businesses are depending on long-term gains from advertising in The Indian EYE.

In essence, the value readers and advertisers obtain from the EYE includes:

- Credible news from both, India and overseas, with most respected team
- Detailed and analytical reportage
- Aggressive in community coverage
- Authentic in business coverage
- Mix of content that makes it a complete publication
- Optimal Ad-edit ration
- Pleasing design and professional layout
- Available in all formats with ease
- Strong goodwill and trust in the leadership
- Needless to mention, every reader's and advertiser's association with The Indian EYE entails credibility, trust, depth and continued relationship with sentiment.

SPECS AT A GLANCE

Frequency : Weekly (Every Friday)

Format : Tabloid size (11"x15")

Language : English

Distribution : Newstands thru distributor and Digital

Footprint : USA, Canada, Brazil & India.

The Indian Eye

Standards

The Indian EYE is the 1st Indian international digital and printed newsweekly with highest journalistic standards. The publication is premium in quality and maintains high ethical commitment, thus, attracting global readership. That is why more and more readers are depending for long-term on the publication.

- Strong ethics
- Professional commitment and reputed team
- Independent
- Widest coverage
- Extraordinary design and more colorful than any other Indian publication
- Reader-friendly ad:edit pages ration
- Globally recognized distinguished guest columnists
- Unique, initiative with special features

The Indian EYE offers a compelling and an unmatched variety of news coverage.

- Credible news from India and news about Indian diaspora
- Big News, Nation and An EYE on India
- North American & South American Newslines
- Community coverage
- Business EYE Section – Business news from India, USA, Canada and South America
- Entertainment EYE – Film and Entertainment news, Bollywood as well as regional
- Sports with focus on cricket
- Immigration
- Future
- Seen & Big Speak
- Special features

Exclusive Content

Various sections of The Indian EYE offer readers a mix of content that covers everything around them.



< BIG STORY

Features the biggest story from around the world of highest importance and impact to the lives of Indians worldwide.

NATION >

Features top stories that are of significance from India.



< AN EYE ON INDIA

Local news from major states of India that have global relevance to Indians worldwide.



< SOUTH AMERICAN NEWSLINE

South American Newsline focuses on prominent news from Latin America, significantly Brazil, Peru, Chile, Argentina, Paraguay, Uruguay etc.



—News Portal—

The screenshot displays the homepage of 'The Indian EYE' news portal. At the top, there are flags for the US, Canada, Brazil, and India, along with social media icons for Facebook, Twitter, YouTube, and Google+. The main title 'The Indian EYE' is prominently displayed with the tagline 'Connecting with India and Indians around the world'. Below this, there are logos for 'The Indian Eye', 'iCrown252', 'RADIO ZINDAGI', and 'IndianEYE TELEVISION'. A navigation menu includes categories like HOME, INDIA, USA, CANADA, BRAZIL, BUSINESS, TECHNOLOGY, ENTERTAINMENT, SPORTS, OPINION, IMMIGRATION, and ABOUT US. A search bar is located on the right. The main content area features a large image of a man in a suit pointing at a screen displaying 'U.S. SECURITIES AND EXCHANGE COMMISSION' and 'DERA Data Library'. To the right of this image is a 'NEWS UPDATES' section with several headlines: 'Developing: Democrats on verge of control of US Senate', 'Niraj Antani is Ohio's first Indian American senator', 'Pakistan's SC orders reconstruction of vandalized Hindu temple', 'UK PM Boris Johnson cancels India visit as Republic Day guest', 'Brazil may receive AstraZeneca vaccines from India', and 'Go ahead with Parliament structure, Supreme Court tells govt'. Further right is a 'RADIO ZINDAGI NETWORK' section with two live streams: 'SAN FRANCISCO' and 'NEW YORK', both with 'LISTEN LIVE' buttons. Below the main image is a 'BIG STORY' section with three columns: 'USA' featuring a sunset image and the headline 'Goodbye, 2020. Longest year ever!', 'INDIA' featuring a portrait of Boris Johnson and the headline 'Global Indians of 2020', and another 'INDIA' column featuring a portrait of Niraj Antani and the headline 'UK PM Boris Johnson cancels India visit as Republic Day guest'. At the bottom, there are several smaller news snippets: 'Farmers protest, hard talk', 'Farmers' protest: No end in sight', 'Top doctors share information at webinar on Covid-19 hosted by', 'Go ahead with Parliament structure.', and 'Survey reveals Modi has highest approval rating'. On the far right, there is a large 'IndianEYE TELEVISION' banner with a video player showing a man speaking in front of the White House.

The News Portal has most extensive and current news coverage that stream of interest to Indians worldwide. With a Television window and LIVE RADIO ZINDAGI, the portal provides 360 degrees of media coverage in every format. The Portal provides various options to the advertisers on Home as well as inside pages.

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Social Media

The Indian EYE - FACEBOOK



Our exclusive and fast growing facebook page introduces all breaking news that are of interest to Indians worldwide. The Page is highly sought after and promoted heavily. The Advertiser messages are posted here to get high visibility.

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—Marketing & Distribution—

The Indian EYE is extensively marketed and distributed in USA, India, Canada and South America using multiple options:

- Digital and Social marketing
- Television Channels
- Radio Networks
- Community web sites
- Community database
- Events Sponsorships
- Collaterals such as flyers, posters and Standees

Distributed in its two formats, print and digital, The Indian EYE is fastest growing Indian international newsweekly. It reaches readers through :

- Subscriber request emailed
- News stands and grocery outlets
- Direct vendors and Agencies
- Associations
- Events
- Innovative marketing tie-ups

Circulation

The Indian EYE is currently distributed internationally by vendors agencies and email in the following regions :

USA

- New York – New Jersey – Connecticut – Pennsylvania
- California
- Washington DC – Virginia – Maryland
- Texas (Houston)
- Dallas & Austin
- Illinois (Chicago)
- Georgia (Atlanta)
- Florida (Orlando Tampa and Miami)
- Washington (Seattle)
- Massachusetts (Boston)

Canada

- Toronto

South America

- Brazil

India

- Mumbai
- New Delhi
- Bengaluru
- Hyderabad
- Chennai
- Ahmedabad
- Chandigarh
- Jaipur
- Lucknow
- Kolkata
- Trivendrum

Advertising Options

The Indian EYE leads the competition and sets up a new benchmark in consistent advertising through targeted placement, easy to read layout, and better positioning, thus exceeding expectations.

We offer many options to give your ad an impact.

- Full, Half & Quarter Page with premium position options
- Front and inside Page strip and Box ads
- Section Sponsorship
- Page Sponsorship
- Advertorial features & Supplements
- Small Business Services
- Matrimonial, Jobs, Rental/Sale, Hospitality
- Expert Columns
- Advertorials

What They Say

The Indian EYE is not only welcome but also timely and can be a unique blend of news about our "Karmabhoomi" and our "Matrabhoomi or Janambhoomi"

Ambassador Sandeep Chakravorty, *Consulate General of India (New York)*

We benefit a lot from the coverage of The Indian EYE, and like reading the newsweekly.

Yash Paul Soi, *Vice-Chairman, Federation of Indians Association (Tri-state)/FIA*

The Indian EYE coverage is extensive and helps me get a complete understanding of news and happenings in India and USA. The publication is very well designed and makes the reading experience a pleasure.....

Dilip Chauhan, *President, New York South Asian Chamber of Commerce*

Interesting !, Congratulations to Publishers

Raj Nayak, *Former CEO, Aapka Colors*

Professionally at par with any International publication and far exceeds any Indian publication in USA in quality and content.

Rajan Gangahar, *President Easter Air Couriers*

Good approach, surely will fly

Rahul Namjoshi, *President Sales, MyFM*

My best wishes.. may the publications rock n roar

Padamshri Bhawana Somaaya, *noted media personality and former editor SCREEN.*

We like to advertise in The Indian EYE because of the excellent sales staff with their keen desire & ability to accommodate all our requests at very reasonable rates, especially for the kind of exposure we get.

Mukesh Shah, *CEO and Owner, Hakuba for Royals*

I have enjoyed dealing with publishers for promoting my clients in Indian real estate in India. The team provides best support for such endeavor in helping connect with my target customer base in USA and Canada.

Pawan Jasuja, *Founder and CEO, Find My Property*

With multiple restaurants in East coast, my need to reach the premium customers in its region is served well by The Indian EYE. My creative is best presented in this colorful newsweekly.

Ankush Punhani, *Restaurateur and Entrepreneur*

READERS

Facts:

Upwardly Mobile Readers choose The Indian EYE!

Profile of Subscribers Age

- 46% of readers are between age 30-45
- 50% have been in USA between 1-5 years
- 78% are married
- 41% have children
- 63% live in rental apartments but
- 66% move to houses when they reach age 36-45, of which 55% they own
- 42% make more than \$90,000
- 55% invest in stocks or mutual funds
- 71% send money to India for family and investment
- 83% chose India as their favorite destination
- 96% feel it is necessary to read The Indian EYE as well as mainstream ones

The Indian EYE delivers your advertising to readers who are becoming part of the American fabric, but have not lost their roots. They are young, affluent, and lead lives which are American and Indian at the same time.

Contact Us

HEAD OFFICE - NORTH AMERICA

NEW MEDIA INDIAN EXPRESS LLC

Sunil Hali (Publisher)

C/o EAC

28 West, 36 Street

Room 601

New York, NY 10018

255 Old New Brunswick Road

Suite # 250,

Piscataway,

NJ 08854

Tel # 917- 702-8800 (Off.) • Tel # 917-692-2326 (Dir.) • E-mail : skhali@aol.com

www.TheIndianEYE.com

CALIFORNIA

Neeraj Dhar

40931 Fremont Blvd

Fremont, CA 94538

E-mail : Neeraj1993@gmail.com

Tel. : 510-565-9518

CANADA

Ajay Fotedar,

Business Head, Canada

18 Knightsbridge Road,

Unit # 1007, Brampton, Ontario, L6T3X5

Tel. 647-502-1251

E-mail: ajayfotedar9@gmail.com

INDIA

Avanish Mohan

F3D, D242, Sector-63,

NOIDA, UP - 201301

Tel. +91-9819026636

E-mail: ajayfotedar9@gmail.com

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