

LOOK AT THAT SPREAD

A bird's eye view of some of the main players (media houses) who have branched off into experiential marketing

GROUP	EVENT TYPE						IN-HOUSE SUPPORT				
Divisions/Verticals	IPR	BTL	Seminars	Sports	Exhibitions	Big Shows	Print	Television	Radio	Online	OOH
BCCL											
360° Experience	●	●	●	●	●	●	●	●	●	●	●
Times Red Cell	●	●	●	●	●	●	●	●	●	●	●
Times Grey Cell	●	●	●	●	●	●	●	●	●	●	●
Mirchi Activation	●	●	●	●	●	●	●	●	●	●	●
HT Media											
HT Events	●	●	●	●	●	●	●	●	●	●	●
Fever	●	●	●	●	●	●	●	●	●	●	●
HT Marketing Solutions	●	●	●	●	●	●	●	●	●	●	●
Network18											
E18	●	●	●	●	●	●	●	●	●	●	●
*Reliance Big Entertainment											
Big Live	●	●	●	●	●	●	●	●	●	●	●
Big Reach	●	●	●	●	●	●	●	●	●	●	●
Big Events	●	●	●	●	●	●	●	●	●	●	●
Mid-Day	●	●	●	●	●	●	●	●	●	●	●
Malayala Manorama											
Junction K	●	●	●	●	●	●	●	●	●	●	●
Jagran											
Dainik Jagran	●	●	●	●	●	●	●	●	●	●	●
iNext	●	●	●	●	●	●	●	●	●	●	●
Jagran Solutions	●	●	●	●	●	●	●	●	●	●	●
DB Corp	●	●	●	●	●	●	●	●	●	●	●
ABP	●	●	●	●	●	●	●	●	●	●	●
NDTV	●	●	●	●	●	●	●	●	●	●	●
STAR	●	●	●	●	●	●	●	●	●	●	●
ZEE	●	●	●	●	●	●	●	●	●	●	●
Living Media	●	●	●	●	●	●	●	●	●	●	●
MTV											
Viacom Brand Solutions	●	●	●	●	●	●	●	●	●	●	●

● Yes ● No

Note: *IPRs are owned by Big 92.7 FM and the three divisions are engaged for execution

Source: afaqs!