## LOOK AT THAT SPREAD

**GROUP** 

Divisions/Verticals

360° Experience Times Red Cell Times Grey Cell Mirchi Activation **HT** Media HT Events Fever

**HT Marketing Solutions** 

Malayala Manorama Junction K **Jagran** Dainik Jagran iNext

Jagran Solutions **DB** Corp ABP **NDTV STAR** ZEE Living Media **MTV** 

Viacom Brand Solutions

No

Yes

Source: afaqs!

\*Reliance Big Entertainment

Network18 E18

Big Live Big Reach Big Events Mid-Day

**BCCL** 

IPR

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**EVENT TYPE** 

**Big Shows** 

**IN-HOUSE SUPPORT** 

Radio

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

Online

	bird's eye view of some of the main players (media houses) who have branched off into experiential marketing
- /	bira's eve view of Solile of the filalli blavers (fileala flouses) who have branched off thio experiential marketing

A bird's eye view of son	ne of the main	players (med	ia houses) who	o have branched	off into experientic	al marketina