

## **Jagran New Media signs exclusive partnership deal with Outbrain**

**May 12th, 2021:** Outbrain, the leading recommendation platform on the open web, announced today the signing of an exclusive partnership deal with Jagran New Media, the digital wing of India's largest media and communications group – Jagran Prakashan Limited.

This partnership highlights the value and reach of Jagran's digital network for advertisers to deliver valued content within brand-safe environments to a highly engaged and desirable audience. Jagran New Media covers a varied range of content across genres like news, education, lifestyle, entertainment, health and youth, with a recorded reach of 121 MN users and over 540 MN pages viewed in the month of March'21 (source: Google Analytics) alone.

"Our vision is to enable Jagran New Media to create and monetize the best online experiences for their audiences while giving brands and advertisers a platform to connect with their customers and create meaningful engagements through best-in-class storytelling," said Sandeep Balani, Head of India at Outbrain.

"We are very excited about this partnership with Outbrain. We believe that our association with Outbrain is the right strategic decision for us at this time. Outbrain's innovative technology platform provides effective tools to help drive revenue for Jagran New Media. Outbrain has a demonstrated history of delivering value to publishers amidst a turbulent media environment" said Bharat Gupta, CEO at Jagran New Media.

Through this partnership, advertisers will now have access to inventory across Jagran New Media's network both on Mobile Application and Website.