

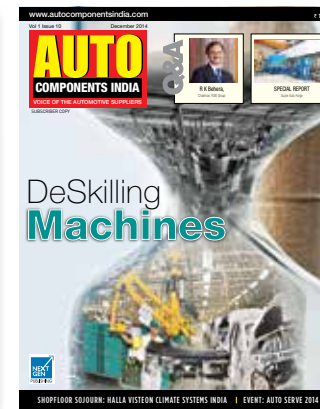


## **Next Gen Publishing Ltd.**

- Incorporated in October 2004.
- Actual Operations started on January 12, 2005.
- Established with a view to offer the finest publication in the field of special interest publications.
- Backed by
  - Shapoorji Pallonji Group – One of India's leading builders.
  - HDFC Ltd. (India's leading Financial Institution)
- Launched the first magazine Smart Photography in March '05.
- Car India & Bike India magazine's launched in August '05.
- Currently 9 magazines exist in NGPL's portfolio.



## Next Gen Automotive



**Car India & Bike India  
Awards**



**Panel Discussion**



**CV  
Awards**

# Driving into the future

**car**  
India



Six years since its inception, Car India magazine still retains its distinctiveness by remaining the **Only** car magazine in the country. With its perspicacious vision & diversified reach, Car India magazine continuously strives to provide the most elaborate content to its astute readers.



Highly appreciated by the automotive industry and consumers alike

**car**  
India



# Editorial philosophy

- Is the world's most authoritative automotive magazine
- Written for people with a passion for Cars and Car culture
- Delivers the most insightful news and analysis, features and road tests
- Entertains readers like no other with its delivery
- Has award winning photography and stunning designs
- Always questions and scrutinizes
- Will take the readers behind the stories and explain "the why behind the what"
- Tell the readers something they don't know
- Will go anywhere in the world to drive a car of interest for its readers





# Magazine structure



**BULLETIN:** Latest news from India and the rest of the world.



**FIRST DRIVES:** First hand car reviews



**INBOX:** Reader letters



**EMISSION ZERO:** Which Green way forward?



**GEAR BOX:**  
Accessories for motoring



**TECHNO BIBLE:** Inside on the latest car technologies



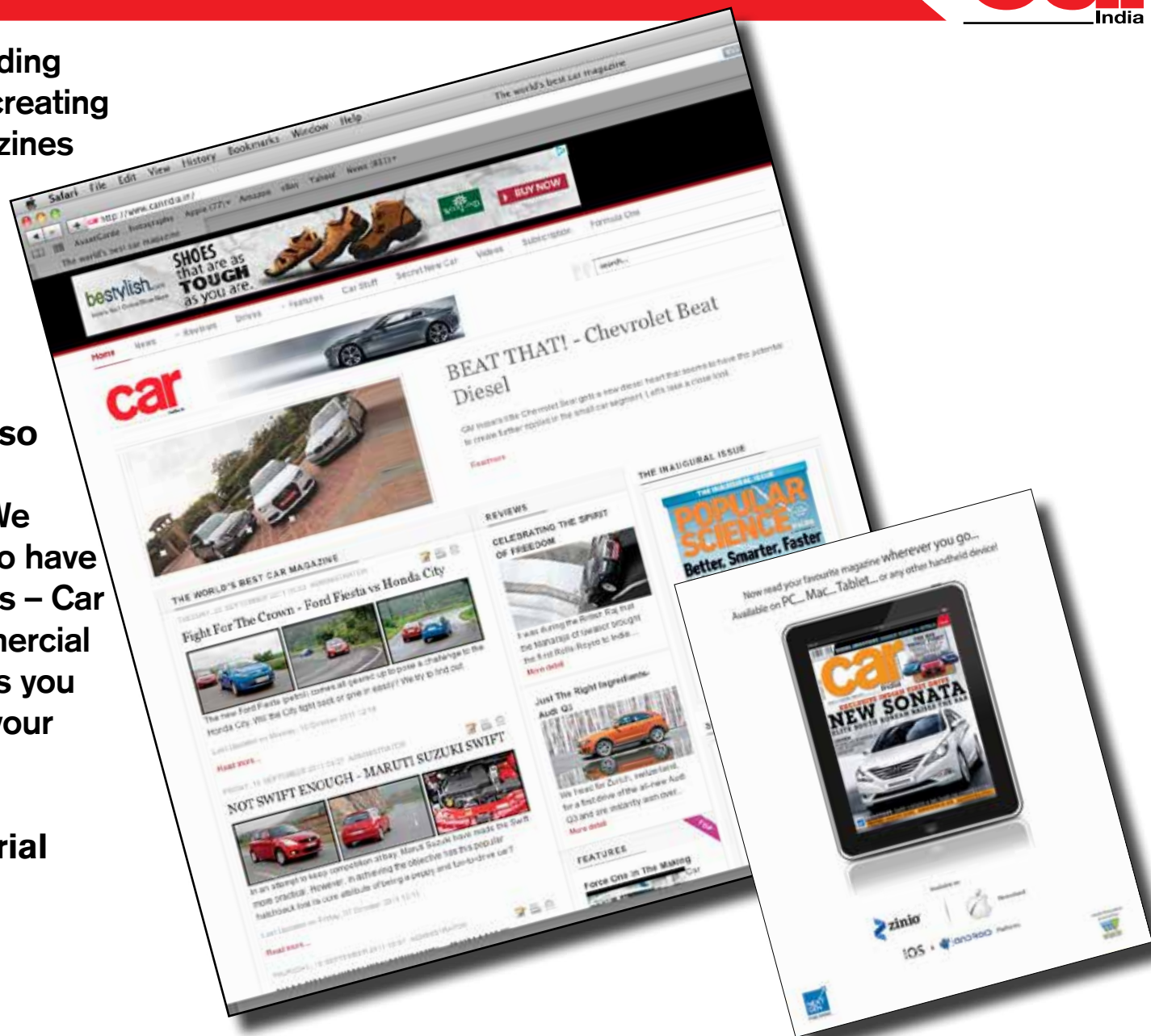


# Car India's Digital Association



Zinio is more than a mobile reading application. It is a platform for creating the digital editions of the magazines you love, delivering the exact same material you get in print – plus exclusive features like video, audio and live links – on your iPad, iPhone, desktop and laptop. Alternatively, all Next Gen Publishing's titles are also available on the Apple News Stand powered by Magzter. We are the first publication house to have our three automotive magazines – Car India, Bike India and CV (Commercial Vehicle) in a digital format. Thus you can read Car India anytime on your iPad, Mac and PC.

Car India also supplies editorial content to [www.gaadi.com](http://www.gaadi.com), [www.msnindia.com](http://www.msnindia.com) & regional publications.





# Who Will Read Car India?



## AFICIONADOS

- Involved reader, the person who breathes and lives cars.
  - Caters to those who need to feed their thirst for car knowledge.
  - A magazine for whom Cars are their over-riding passion.
  - Interested in everything to do with cars - from detailed performance capabilities to what's happening behind the scenes.

## AESTHETES

- Cars are a part of their self-image
  - They are interested in designs and aesthetic aspect of cars
  - They are potential AFICIONADOS

## DREAMERS

- Readers who have / are developing interest in cars and car culture
  - Are at a superficial level
  - Are interested in vicarious driving pleasure and car fantasizing
  - Will buy the magazine depending on the proposition each month

## OUR READERS

- 67% of Car India Readers are under 45 years
- 49% of the readers earn between Rs. 7 – 20 lakhs
- 62% of Car India readers own at least 1 car
- 91% of Car India Readers are males
- 75% of the readers refer to the magazine before making a purchase decision
- 85% of all surveyed are income earners (Either professional, self-employed or in service)
- 50% of all cars owned are between the 5 – 15 lakh bracket
- 71% of readers surf the net on a daily/weekly basis.





# ADVERTISERS: Car manufactures, suppliers and related industries



**Audi**



**BMW**



**Fiat**



**General Motors**



**Honda**



**Hyundai**

# ADVERTISERS: Car manufactures, suppliers and related industries



**Mahindra & Mahindra**



**Mercedes-Benz**



**Nissan**



**Porsche**



**Skoda**



**Volkswagen**



**Volvo**



**Toyota**



# ADVERTISERS: Car manufactures, suppliers and related industries

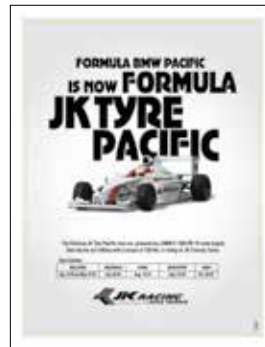
**car**  
India



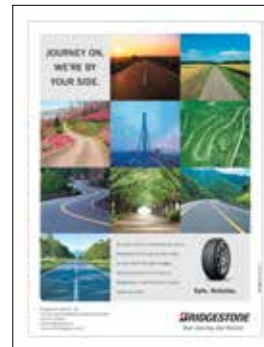
**Good Year**



**MRF**



**JK Tyre**



**Bridgestone**



**Shell**



**Gillette**



**BPCL**



**IOCL**



**GULF**



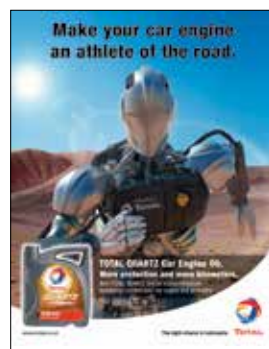
**Map My India**



**Bosch**



**Kenwood**



**Total**



**Old Spice**



**HDFC Ergo**



**iBall**



**TE**



**Licostyle**



## **ASPI BHATHENA**

The editor of both our publications (CAR India and BIKE India), Aspi Bhathena is a veteran in the field of motorcycle racing with a career spanning 34 years. He is one of only two Indians to have raced twice in the Isle of Man TT races, winning a bronze replica in his very first attempt.



# Our Presence



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**Join us in exploring a new path**

**car**  
India

