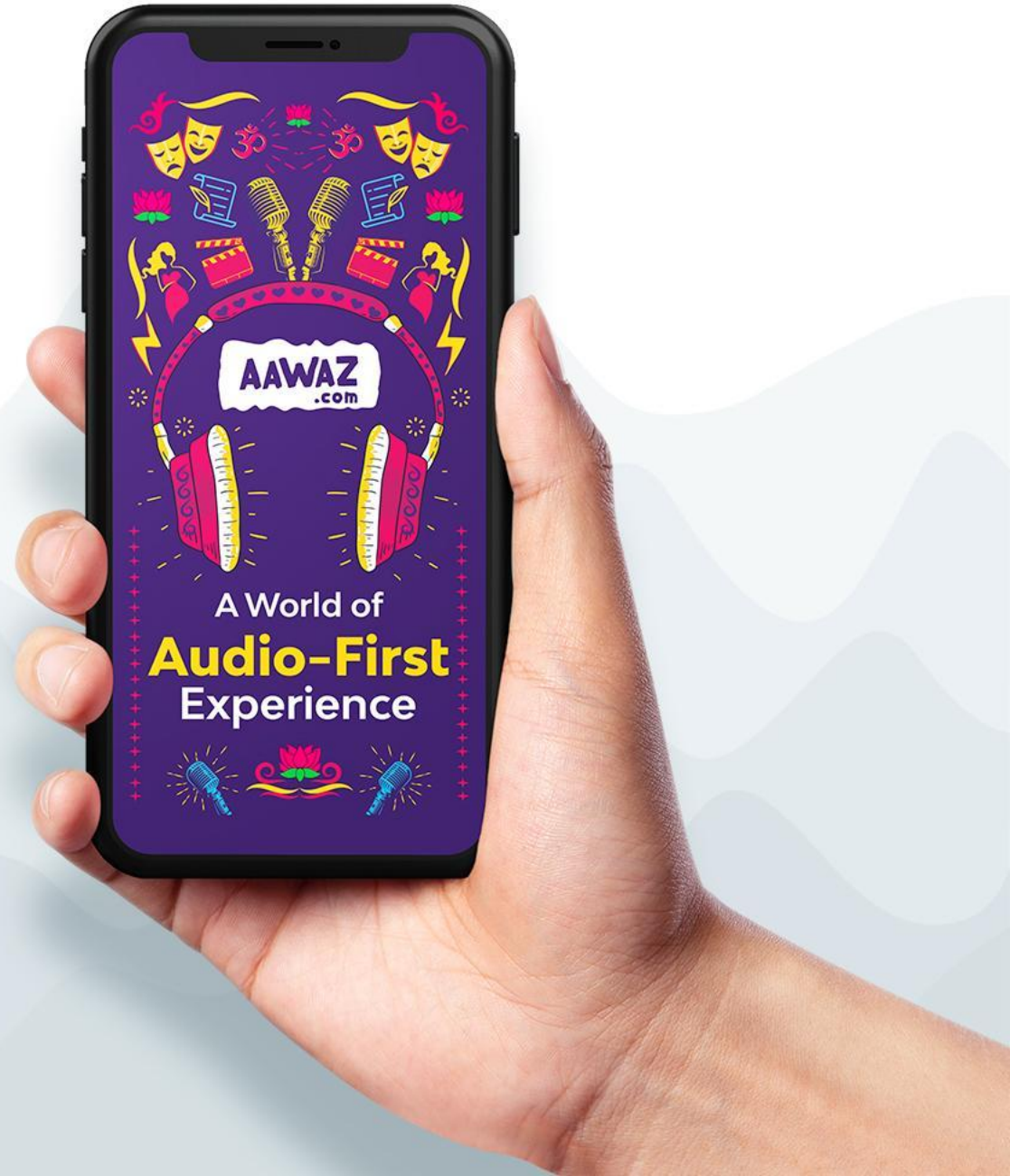


aawaz.com

Leading Podcast Platform in
Indian Languages

Turnkey Podcast Solutions

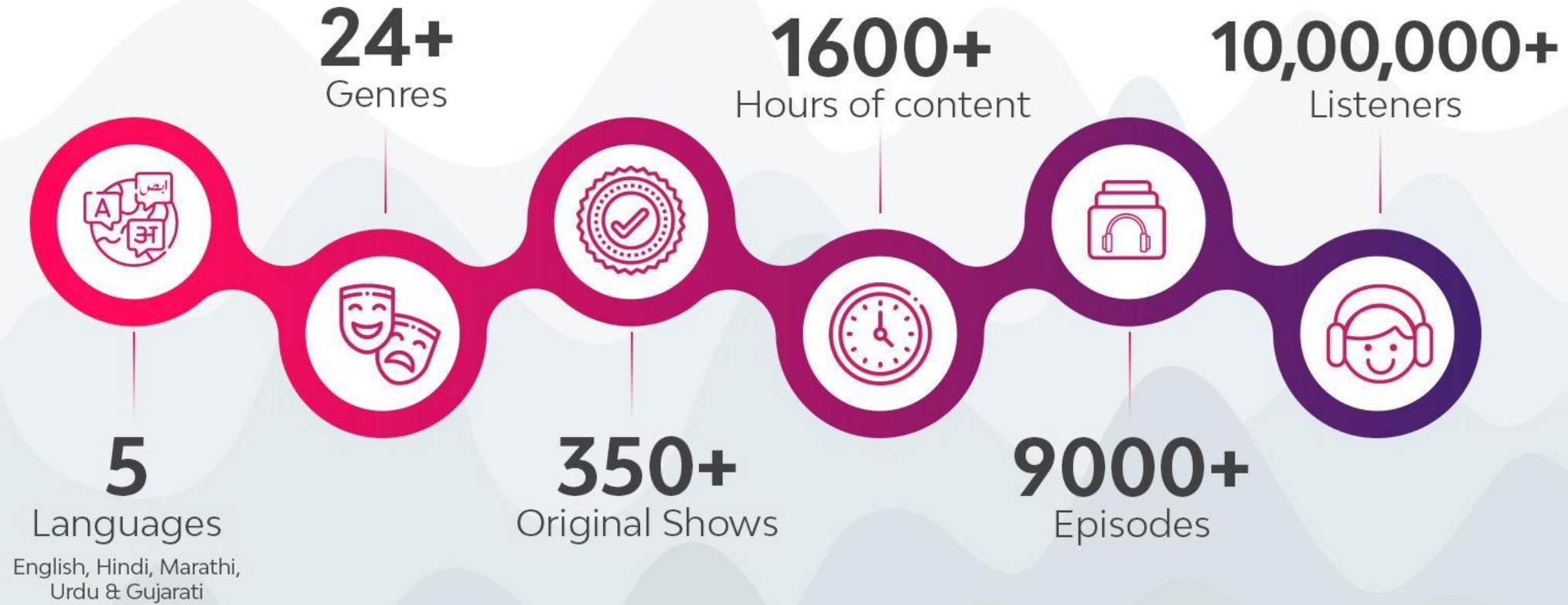


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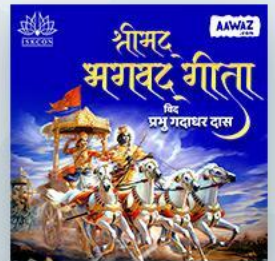
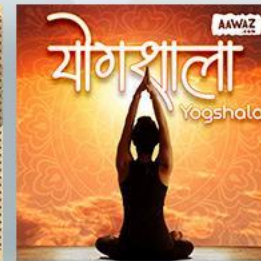


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Podcasts on aawaz



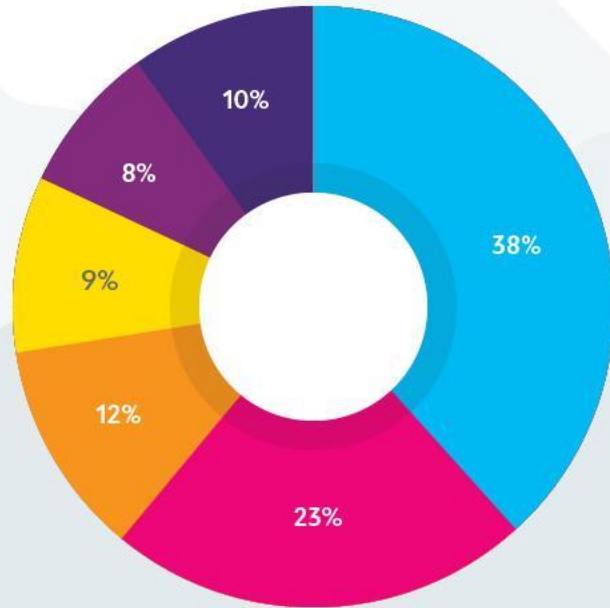
Our podcast listeners are across different life stages and income groups



Millennials are our largest audience

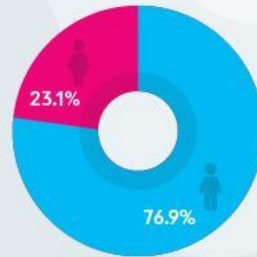
Audience profile and key stats: 61% of listeners are aged between 18 to 34 years.
Only top 15 cities are listed here.

Diverse Age Group of Listeners



● 18 to 24
 ● 25 to 34
 ● 35 to 44
● 45 to 54
 ● 55 to 64
 ● 65+

Gender Split



● Male
 ● Female

Wide Listenership



Interests and Affinity

- ♥ Technology / Mobile Enthusiasts
- ♥ Media & Entertainment
- ♥ Shoppers
- ♥ Food & Dining / Cooking Enthusiasts
- ♥ Sports & Fitness / Health & Fitness Buffs
- ♥ News & Politics / Avid News Readers
- ♥ Lifestyle & Hobbies / Pet Lovers
- ♥ Outdoor Enthusiasts
- ♥ Home & Garden / Do-It-Yourselfers

6million
 streams per month
 across end points

10,00,000+
 Listeners

Models of Engagement



Sponsorship

- ★ Reach 1 million plus aawaz audience by Sponsoring a podcast
- ★ Title sponsor gets 100% SOV
- ★ Choose from over 250 podcasts across 20 different genres

AFPs / Branded Content

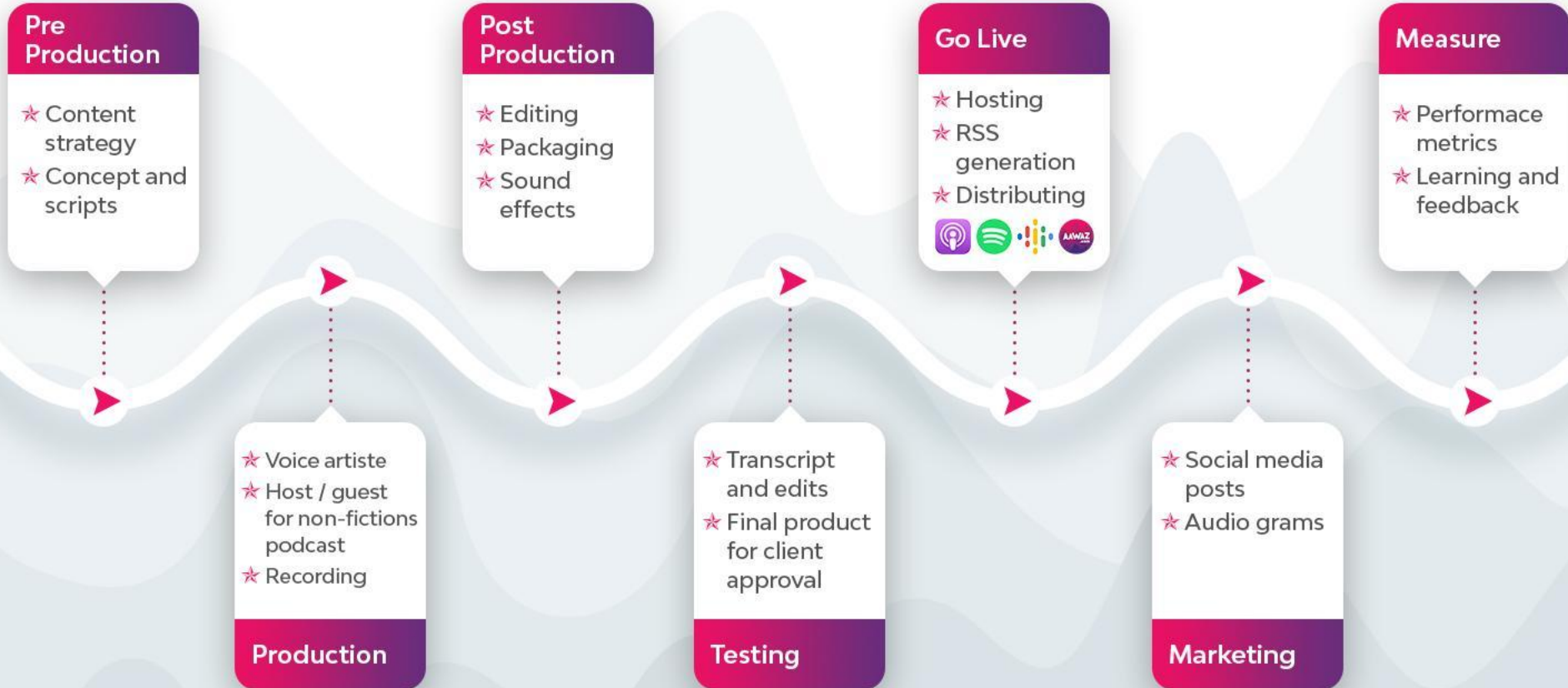
- ★ Create a custom branded podcast on aawaz
- ★ Complete control over scripts, brand messages
- ★ Tailored audiences and reach
- ★ Committed listenership
- ★ Custom analytics

Production Services

- ★ Hire expert team of aawaz to create your own podcast
- ★ Wide variety of formats and genres including fiction, non-fiction, Fireside chat, storytelling, profiling and more
- ★ End to end services from concept to distribution
- ★ Distribute on all leading podcast platforms including aawaz, Spotify, Apple & Google Podcasts

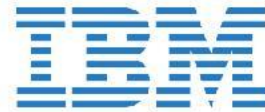
Complete Podcast Services and Solutions

Podcast production services from aawaz



aawaz for Brands

Brands trusting the power of on-demand audio with us



- AFPs and Solutions Selling to achieve business and brand goals
- Tap your niche amongst the masses
- Gain access to regional markets and granular listener insights

Wall of Fame at aawaz



Digipub | 2019

Best Hindi Podcast (Gold)

'Krishna ki Nagri Mathura aur Vrindavan'
at afaqs! Digipub Awards 2019
#aawazHindi



Digies | 2020

Best Podcast (Bronze)

for 'Ishq Bhi Risk Bhi Season 2' with Tata Mutual Fund
at afaqs! Digies Digital Awards 2020
#aawazHindi



Inkspell | 2019

Best Vernacular Content

on Podcast at Inkspell Media's India
Content Leadership Awards 2019
#aawazHindi



StreamCon | 2020

Best Podcast (Bronze)

for 'Being CEO with Deepali Naair'
at StreamCon Asia Awards 2020
#aawazEnglish



E4M Play | 2020

Best Podcast (Bronze)

'Ishq Bhi Risk Bhi' with Tata Mutual Fund at
E4M Play Streaming Media Awards 2020
#aawazHindi



StreamCon | 2020

Best Content Creator (Bronze)

for aawaz.com at StreamCon Asia Awards 2020
#aawaz

Wall of Fame at aawaz



StreamCon | 2020

Best Brand and Podcast Integration (Bronze)

for 'Ishq Bhi Risk Bhi' with Tata Mutual Fund at StreamCon Asia Awards 2020
#aawazHindi



Inkspell | 2020

Best Business Content on Podcast (Gold)

for 'Being CEO with Deepali Naair' at Inkspell Media's India Content Leadership Awards 2020
#aawazEnglish



Inkspell | 2020

Best Local-Language Content on Podcast (Gold)

for 'Bharat Ke Mandir' at Inkspell Media's India Content Leadership Awards 2020
#aawazHindi



Inkspell | 2020

Best News Content on Podcast (Gold)

for 'Chinimandi.com' at Inkspell Media's India Content Leadership Awards 2020
#aawazPublisher



DigiPlus | 2022

Regional Digital Campaign (Silver)

for 'Ishq Bhi Risk Bhi Season 3' at ETBrandEquity's India DigiPlus Awards 2022
#aawazHindi



INDIA AUDIO-SUMMIT & AWARDS | 2022

Best Regional Show Podcast (Urdu & Hindi)

for the Horror & Thriller Best Regional - Varrrdat Jurm
Ki Kahaniyaa and Religion & Spirituality Best Regional Show - Veer Hanuman

Investor Education for Bharat and Stakeholder Engagement for India by Tata Mutual Fund

Brand integrated fictional hindi series to help investors and fence hitters to consider SIP and MF as preferred asset class.

Mind Over Markets is a conversational podcast in English with insights from CIO.



IBRB won **best podcast award**
at e4m play 2020

72% show completion rate **200,000+ UU**
in first 45 days

Click here to listen

<https://www.aawaz.com/en/listen/mind-over-markets/>

<https://www.aawaz.com/listen/ishq-bhi-risk-bhi-season-2/>



Mind Over Markets

Background

Tata Mutual Fund is a credible AMC brand.



Objectives

To keep the decision-makers updated on needle-moving market insights.



Strategy & Solution

Mind over Markets, a weekly podcast by aawaz. An insightful conversation by leadership at Tata Mutual Fund.



Results

The show has the **highest growth rate** and fastest adoption on aawaz English edition.



Click here to try <https://www.aawaz.com/en/listen/mind-over-markets/>

Case Study

Helping GAME to strengthen the 60 million SMEs

GAME is an alliance of organizations committed to creating an entrepreneurial movement in India that results in 10 million new entrepreneurs, half women, who will create 50 million livelihoods by 2030.

We helped GAME amplify their noble efforts by getting their vision and narrative heard to the right stakeholders in Hindi and English

Top Charts for
3 weeks

Voices of
9 industry leaders



SHEROES



Thinking Ahead: The MSME Podcast



अवसर अनंत: Ek MSME Podcast

VOICE Talks India

A podcast series sponsored by Google to evangelise Voice Technologies including information on Google Assistant, use cases, best practices and case studies for decision makers, developers and brand managers.

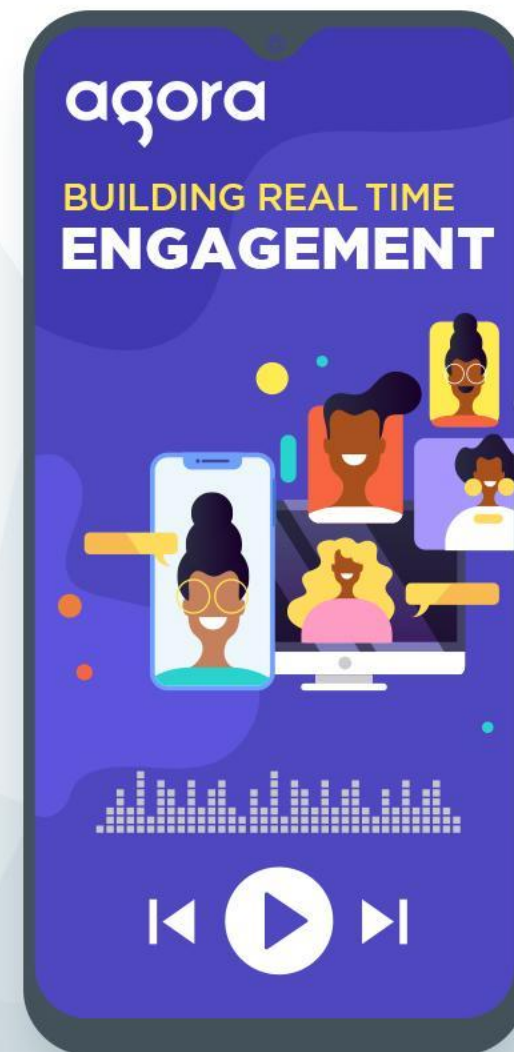
Click here to listen: <https://www.aawaz.com/voice/>



Building Real-Time Engagement

What better way to understand the present and future of real-time engagement than to hear it from the pioneers in the field? Agora.io brings experts and companies to the mic with aawaz, who have mastered the art.

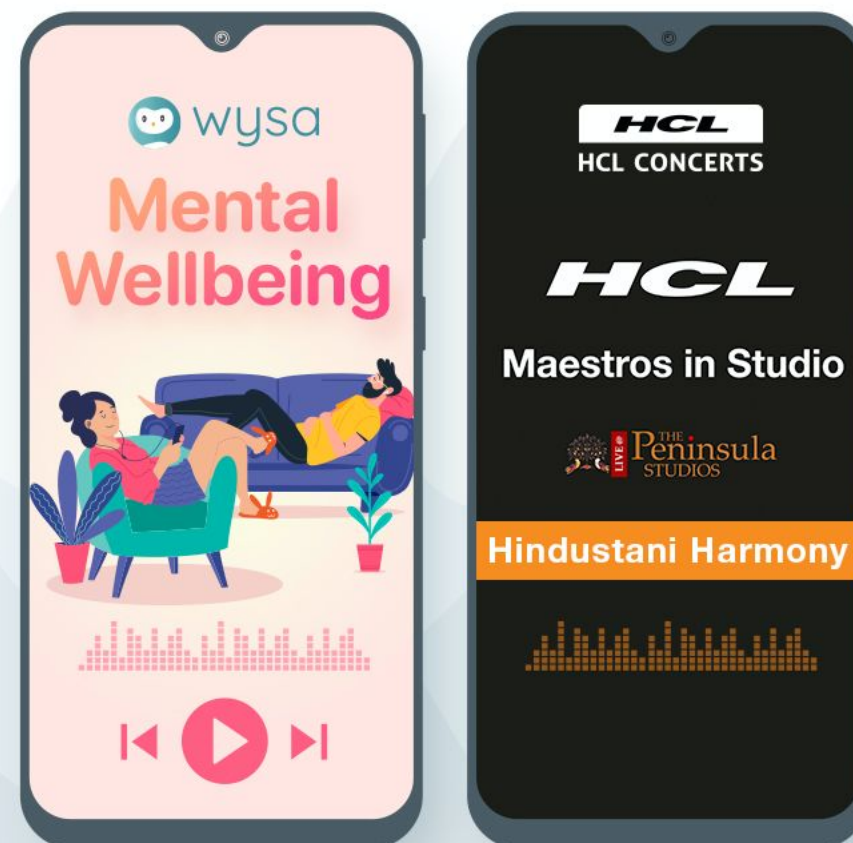
Click here to listen: <https://www.aawaz.com/en/listen/building-real-time-engagement/>



Wysa and HCL helps you calm the voices in your head

Wysa's Mental Health experts created a conversationally guided Audio series.

HCL concerts provided maestro in studio series comprising Hindustani and Carnatic music that are relaxing and soothing.



Click here to listen

<https://www.aawaz.com/en/listen/mental-wellbeing-with-wysa/>

<https://www.aawaz.com/en/listen/hindustani-harmony/>

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9 industry leaders



SHEROES



Click here to listen

<https://www.aawaz.com/listen/avsar-anant-ek-msme-podcast/> Hindi

<https://www.aawaz.com/en/listen/thinking-ahead-the-msme-podcast/> English



Online Safety

An audio guide with tips and tools to being safe online from the cybersecurity experts, Cyber Peace Foundation.

Click here to listen: <https://www.aawaz.com/en/listen/online-safety/>



Baat Ghar Ki

BIG FM amplifies the reach of its audio show 'Baat Ghar Ki' in the voice of actor Ravi Kishan for Ultratech Cement to create brand advocacy in the Hindi Speaking Markets.

Click here to listen: <https://www.aawaz.com/listen/baat-ghar-ki/>



BIG FM - BIG Golden Voice

BIG FM trusts aawaz to amplify BIG Golden Voice, a pan India singing talent show. We went further by highlighting the stories of top 7 contenders and inimitable judge, Himesh Reshammiya.

Click here to listen: <https://www.aawaz.com/listen/big-golden-voice/>



The Morning Brief

India's most read business daily, The Economic Times, humanises news through dialogue and conversation, three times a week, on The Morning Brief Podcast on aawaz.

The Morning Brief podcast is exclusively on aawaz.

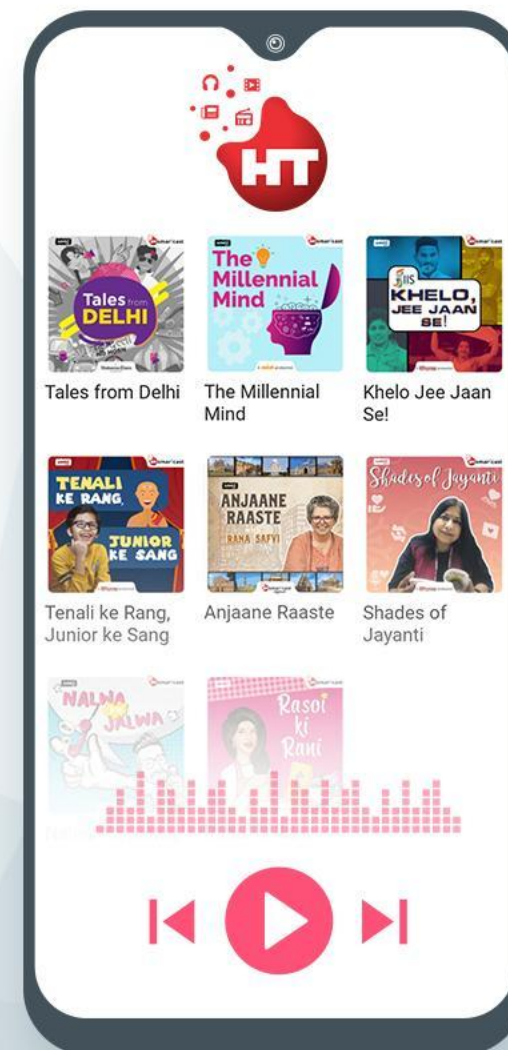
Click here to listen: <https://www.aaw.az/et/>



HT Smartcast

Amplifying the reach and listenership of HT Smartcast podcasts and audio shows beyond the linear with on-demand, for both, Hindi and English.

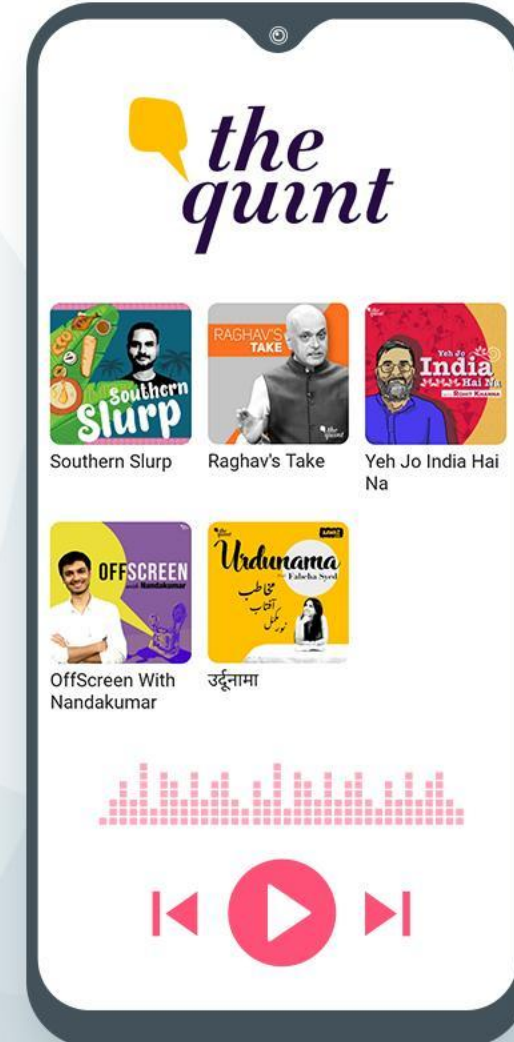
Click here to listen: <https://www.aawaz.com/listen/anjaane-raaste/>



The Quint

Amplifying the reach of The Quint podcasts to aawaz's stronghold regions, in the Hindi Speaking Markets (HSM), beyond the metros.

Click here to listen: <https://www.aawaz.com/listen/urdunama/>





agrahyah.com | The Voice and Audio Company

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