

Leading India News Source

A Free Content Distribution Channel for Newspapers, News and Content Websites

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WeRIndia - An Overview



- WeRIndia is an India-centric online news platform and news aggregator, where we run several hundreds feeds from hundreds of news sources. The news is organized in over 100+ Menus and Sub-menus to cover the complete range of topics.
- The User is provided with a fairly standardized user experience on all platforms desktop, laptop, mobile, tablets and Apps (Android and IOS) that provides convenience and saves time in the discovery and consumption of news and related content.

WeRIndia Goal

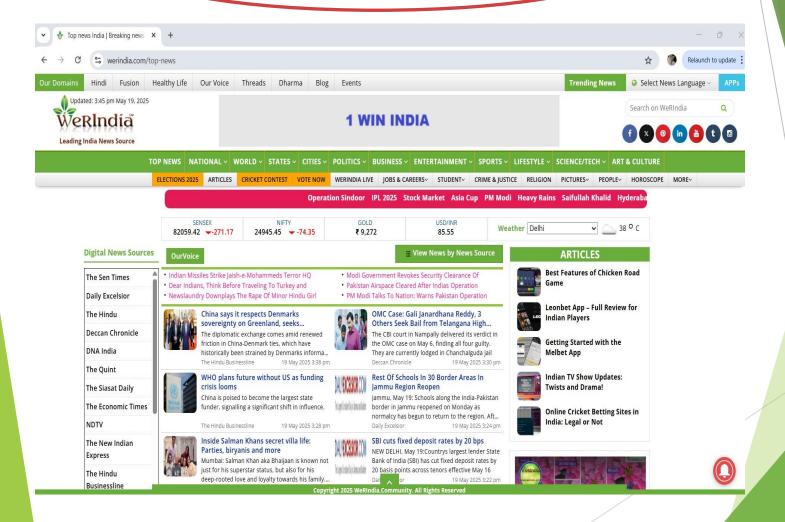


- Our goal is to be comprehensive and include every available news publisher, news and relevant content website. Today we are the largest in terms of number of publishers / websites, feeds and topics.
- Our near-term focus is on English and Hindi, and later plan is to include every Indian language. We have some content in Punjabi and Kannada.
- We would like to have a Content Distribution Partnership with your company. Currently, we have partnership with several news publishers and websites.
- ☐ Please see accompanying screenshots to highlight our website functionality.

Home Page - Top News

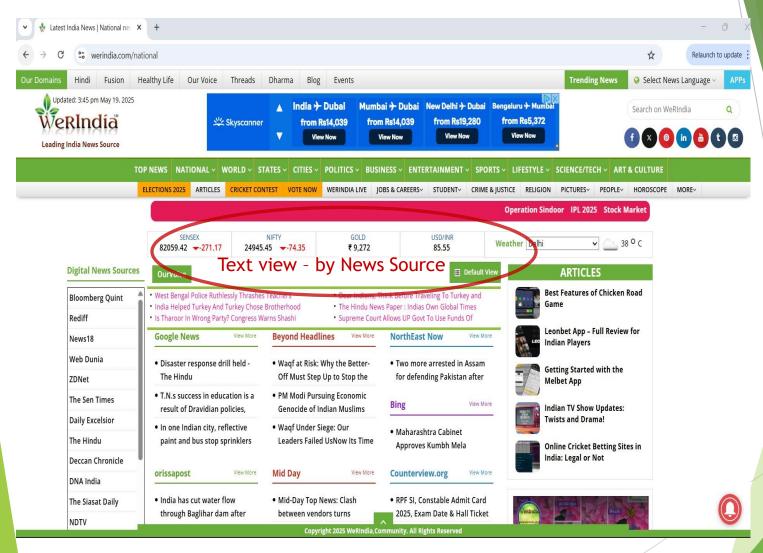


The current view is the Picture / Grid view; pictures should appear with news headlines. Other view is the Text view on the next example



National Category - Text View

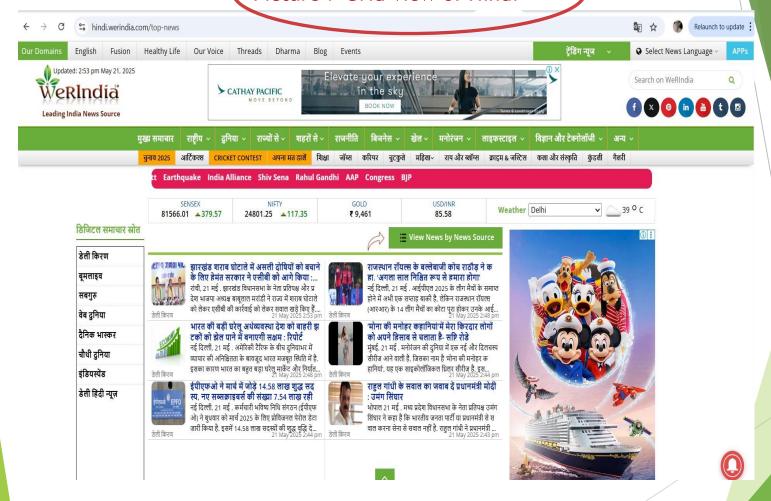




Hindi - Various categories

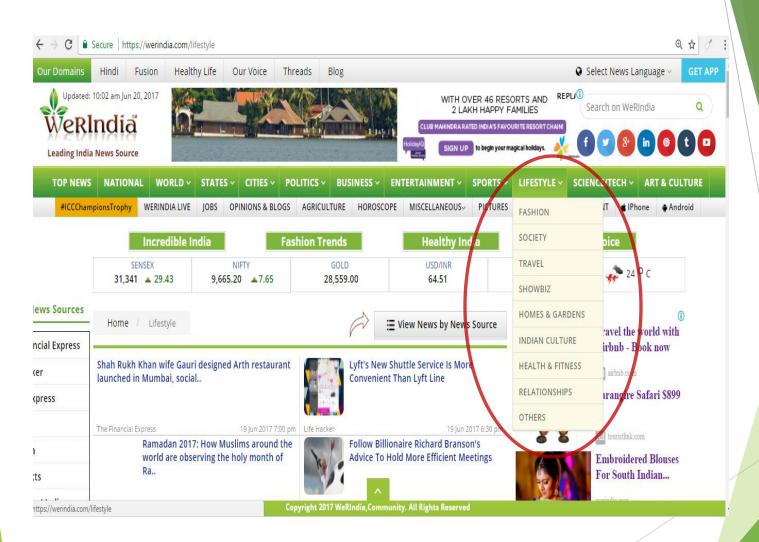


Picture / Grid view of Hindi



Lifestyle Sub-Menus





Experience on Mobile Sites



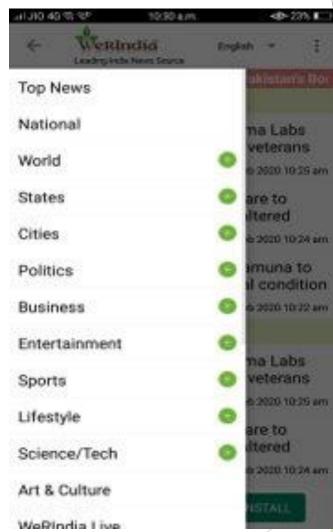




Experience on Our Apps







Experience on Our Apps







Benefits for you



- ☐ News would be updated on WeRIndia in REAL-TIME.
- Our system shows the Latest News Headlines most recent at the top. So more often you update and send to us, more will it be visible to users who would click and land up on your websites.
- Always include the News Source, Date and Links which take Users back to your site.
 - All the traffic ultimately reaches your website and they don't have to come back to WeRIndia from there.
- We are a channel to expose your brand and headlines, on the lines of **Search** (e.g. Google) and **Social Media channels** (e.g. Facebook).
- For greater exposure to you, we will setup a <u>Dedicated Page / URL</u> for each News Source where only headlines are shown, please see screenshot example (in next slide).
- ☐ There is No Monetary or Financial arrangement.

Key Points About Our Partnership



- Your participation in some or all of the:
 - menus & sub-menus, and
 - languages

would give you maximum visibility to users.

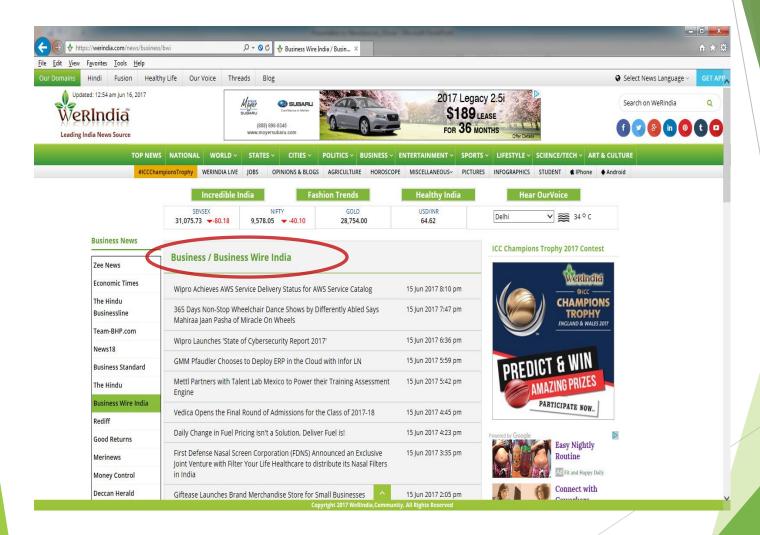
- Always respectful of your content and copyrights.
- Some or all of your content might be public, we only seek to bring all your content in front of the users in a **structured way**.
 - In today's era of over abundance of and exploding amount of all types of media content, our system and approach makes content discovery structured and easy. In addition, users can bookmark the pages to come back directly.
- You would get benefit from our traffic due to our marketing efforts Social Media, SEO, Email, Contests, Promotions and others.

 Traffic coming to our websites finally ends up on **Your websites** to read full news.

Dedicated URL / Link for News Source



https://werindia.com/news/business/bwi



What needs to be done



- ☐ Share with us all (or some) of your news feeds RSS or XML, etc.
- Your feeds would be added to one or more menu or sub-menu.
- Feeds can be both Public, Private and Custom or specially created ones:
 - Questions on how to do this → let us know.
 - Your CMS (content management system) structure will let you do this easily.
- We suggest including a picture for best engagement.
- One added option is to show either summary news or full news.
- ☐ We are happy to explore branding options that would give your products & websites maximum benefit.
- ☐ We are happy to discuss other proposals and suggestions.

KEY POINTS

Leaderboard and Mobile Leaderboard Ads are all grouped and run together for WerIndia, Fusion, Threads, OurVoice and Blogs. Leaderboard and Mobile Leaderboard Ads for HealthyLife are grouped together for HealthyLife. Rates shown above are in Indian Rupees and US Dollars per month, plus additional taxes (G.S.T or other) as applicable. Discounts are available for running multiple Ad units and/or longer duration. With growth in our traffic, future rates would be higher. For first time customers, first month is free. Agreed upon rates will apply after that. Discounts are available for running multiple Ad units and/or longer duration. Currently we offer standard banners in the above sizes only. We will update our offerings in the future, so please check back. To place Ads in our newsletters, please contact us. For News Publishers and Partners, non-monetary or other Ad exchange programmes are available. All advertisers need to abide by our terms and conditions. Payments can be made via PayPal or direct bank transfer, RTGS, etc. To contact us about Affiliate programmes, please contact us at Admin@WerIndia.com For Guest Posts, Sponsored Posts and Link Exchange, please review the Submission guidelines link (https://werindia.com/submission-guidelines.php).





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Reference Links



Website:

https://werindia.com

Android App:

https://play.google.com/store/apps/details?id=com.werindia.werindia

YouTube:

https://www.youtube.com/channel/UC86Qe5uHTTCNNgKZ218ShmA

















THANK YOU