

Leading India News Source

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



Contents

- ☐ WeRIndia An Overview
- ☐ WeRIndia Goal
- ☐ Website Navigation
- ☐ Benefits for You
- ☐ Key Points About Our Partnership
- ☐ What needs to be done
- Contact Us
- Reference Links

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

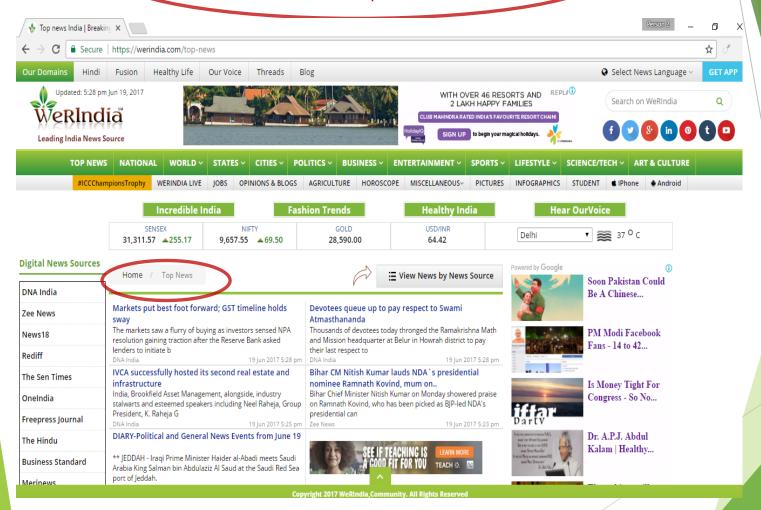


- Our goal is to be comprehensive and include every available news publisher, news and relevant content website. Today we are the largest in terms of number of publishers / websites, feeds and topics.
- Our near-term focus is on English and Hindi, and later plan is to include every Indian language. We 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

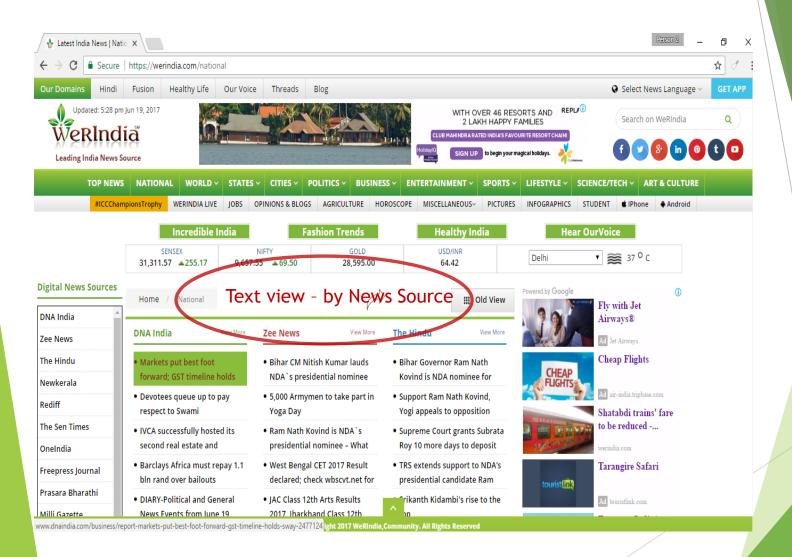


The current view is the Picture / Grid view; pictures should appear with news headlines. Other view is the Text view on the next example



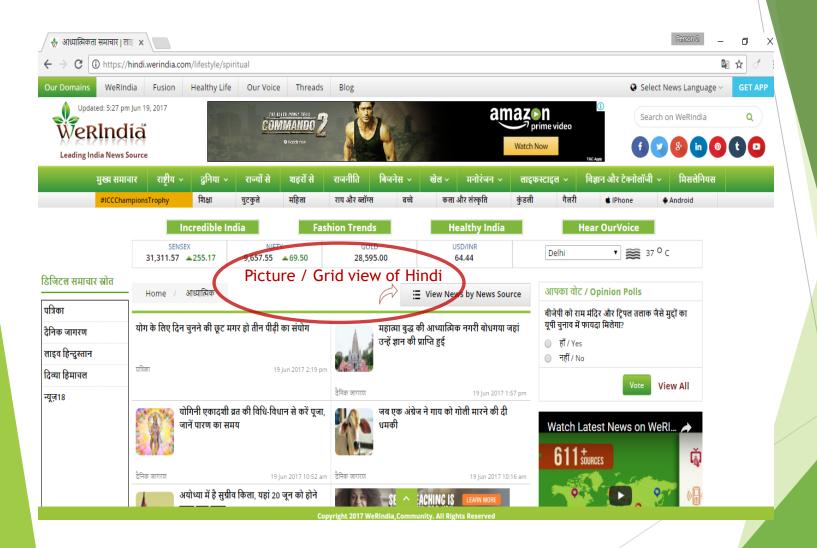
National Category - Text View





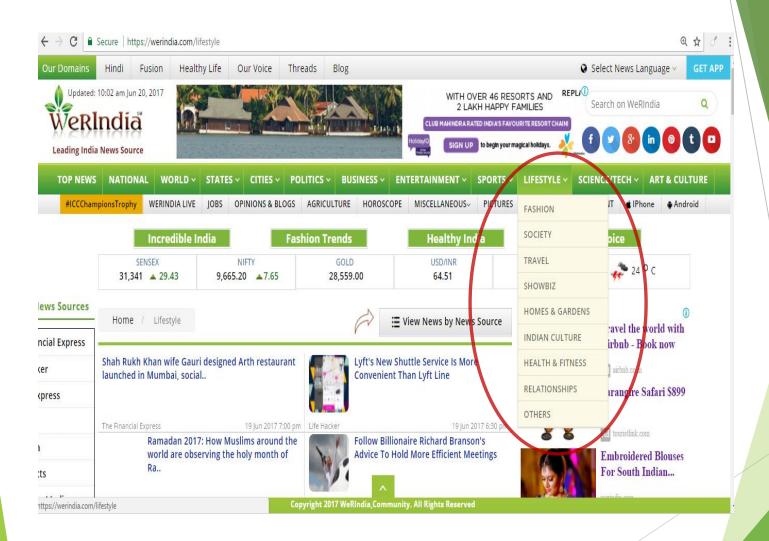
<u>Hindi - Various categories</u>





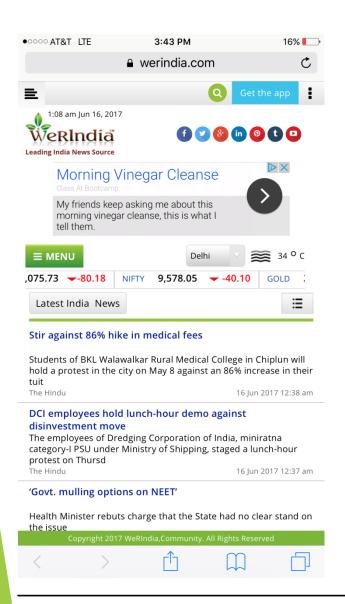
Lifestyle Sub-Menus





Experience on Mobile Sites

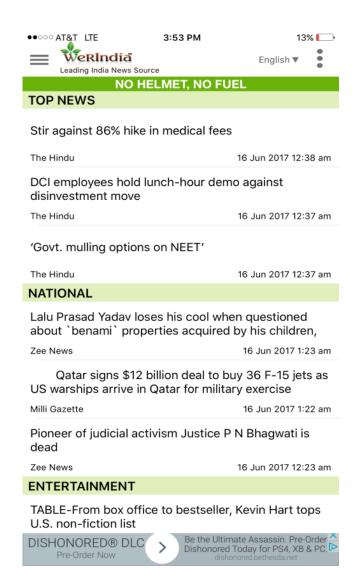






Experience on Our Apps





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Lifestyle ©	Qatar signs \$12 I US warships arrive in
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Opinions & Blogs	DISHONORED® DLC Pre-Order Now

Experience on Our Apps





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दुनिया 🧿	आज तक
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शहरों से	नव भारत टाइम्स
राजनीति 🧿	वैन खाई में गिरी, 24 घायल
बिजनेस 🧿	दैनिक ट्रिब्युन ऑनलाइन राजनीति
खेल 🧿	इंप्रूवमैंट ट्रस्ट कार्या की शिव
मनोरंजन 🧿	दैनिक सवेरा टाइम्स
लाइफस्टाइल 🧿	कैप्टन सरकार बदले की राज
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राय और ब्लॉग्स	DISHONORED® DLC Pre-Order Now

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 **Dedicated Page / URL** 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.

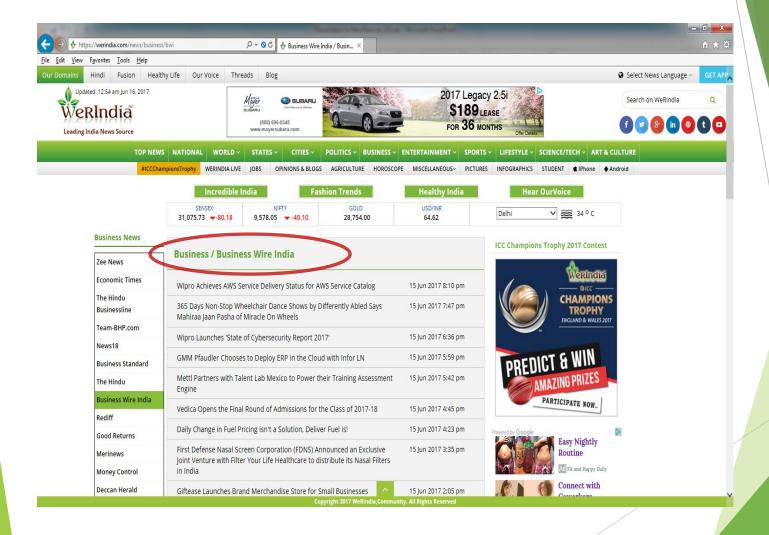
- Always respectful of your content and copyrights.
- Some or all of your content might be public, we only seek to bring all your content in front of the users in a **structured way**.
 - In today's era of over abundance of and exploding amount of all types of media content, our system and approach makes 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



Werlndia Leading India News Source

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.



We look forward to growing together!

- You may contact us at:
 - ✓ Sales: Sales@WerIndia.com
 - ✓ Neha Chauhan, Partnerships and Sales

www.WerIndia.com

India Office

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Reference Links



☐ Website:
https://werindia.com
☐ Android App:
https://play.google.com/store/apps/details?id=com.werindia.werindia
□ IOS App:
https://itunes.apple.com/ca/app/werindia/id1109708339?mt=8
Our Video:
https://www.youtube.com/watch?v=HR6TY2QEkXo

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June, 2017

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THANK YOU