





BQ WhatsApp News Service



# Social - The unavoidable devil for Publishers



# Messengers are the NEW social



**Messengers are now bigger than social.  
What's your strategy?**

# WhatsApp - The new E-mail | Phone call | Snail Mail | New Digital



**1.5 Billion+** MAUs  
Exchanging over  
**60 Billion** messages/ day

# How do Publishers leverage ?





# Pioneered with International technology

Simple. Personal. Real Time Impactful News.

BQ WhatsApp News Service



## Key Statistics

# The BQ WhatsApp Audience

**400K+**

Subscribers to India's  
first business news  
WhatsApp subscription  
service

**5Mil +**

PVs

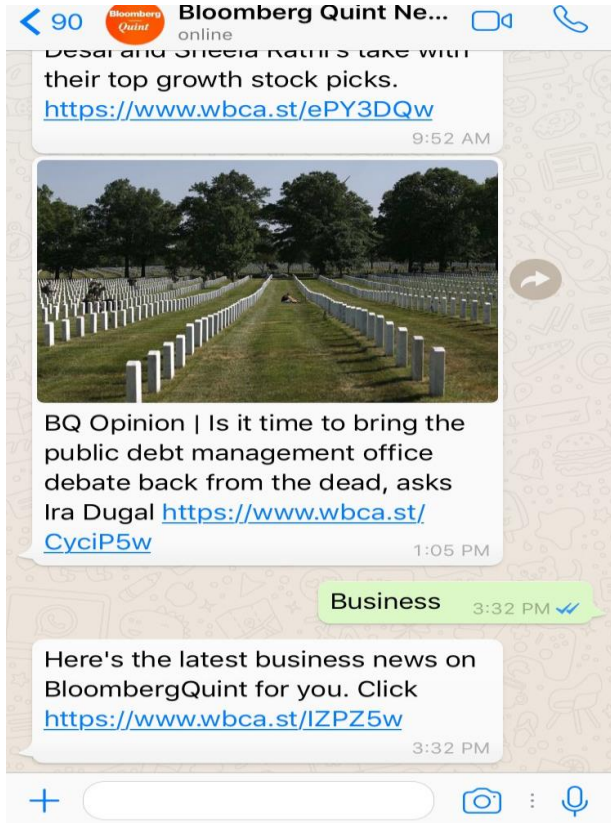
**7.5Mil Mins**

Per month

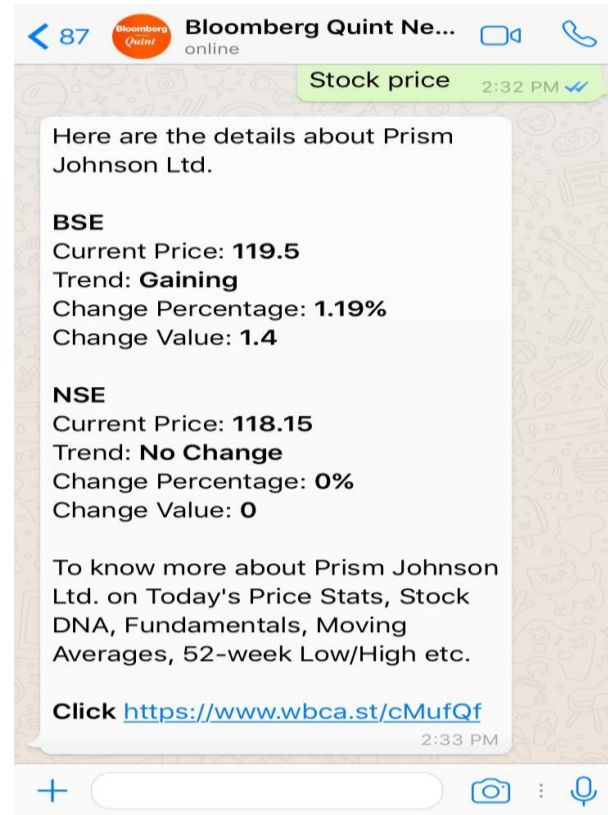


# Built the first WhatsApp products globally

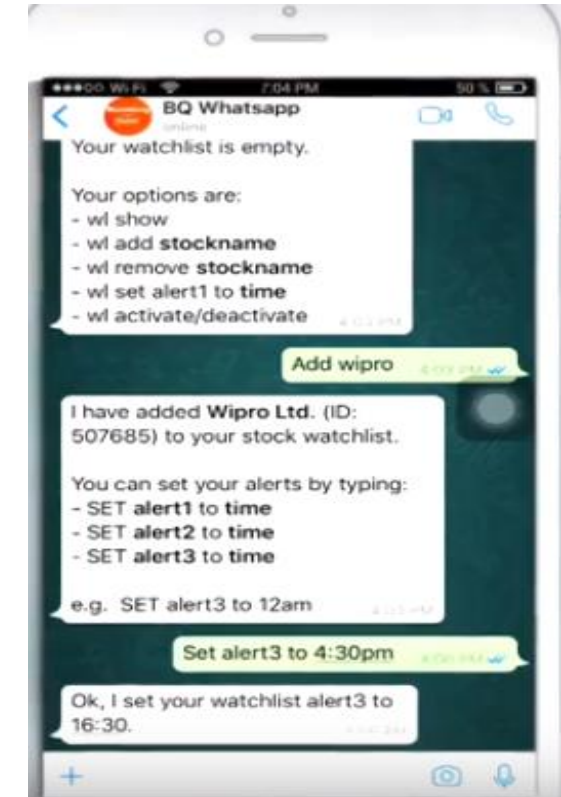
SEARCH - LIVE NEWS



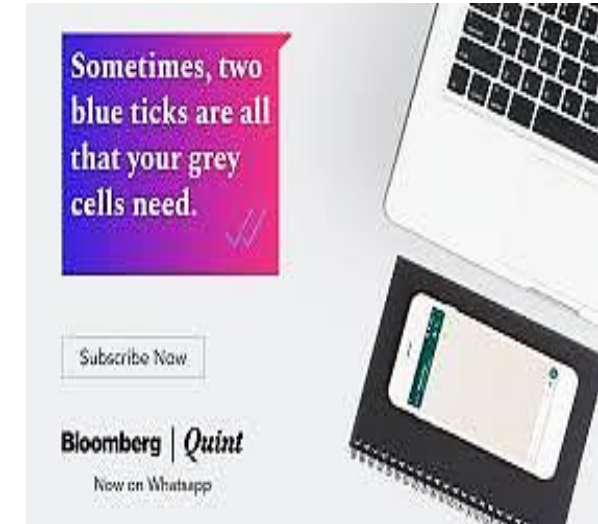
BOTS - 20 K STOCKS/ DAY



SUBSCRIPTION - 100 K + BQ WATCHLIST



# A product that markets itself



Over **250,000 new users** with an average of **7.5 referrals per user**

Build a world class product

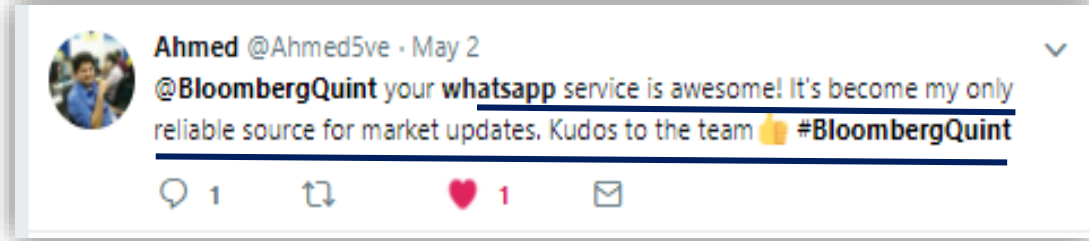
+

Globally acclaimed content

= **Large Loyalist Group  
in Media**







last six years. A lot of publishers have done some interesting work in the news lateral space, BloombergQuint for instance, has a fabulous whatsapp broadcast service. The Ken's newsletters too have become quite the habit for me. So we have to constantly keep expanding our reach, there are still a lot of low hanging fruits, whether it is about working with aggregators or technology companies to push our content, we should do more and we keep doing it.

Is there a number to how much

