



# BRAND CAPITAL

Strategic Investment Program  
of The Times Of India Group

**20+** Years

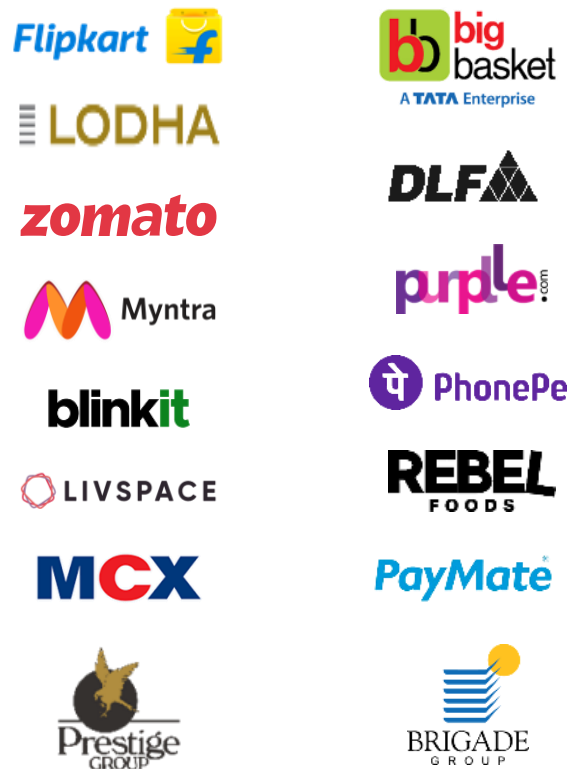
**1000+** Investments

**\$3 Bn+** Gross AUM Deployed

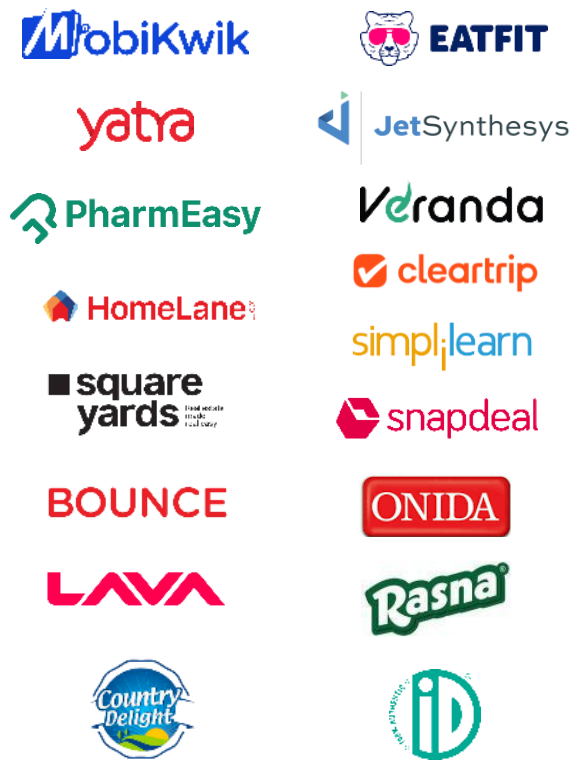
India's Largest Corporate VC Investor

# Marquee Investments Across Categories

## UNICORNS



## EMERGING



## EARLY STAGE



[Click for detailed portfolio](#)

# Two Decades of Fueling New Categories and Shaping Customer Behavior

E-Grocery	Food	E-Commerce	Jewellery	Tech	Experiential	Travel & Ent.	Fashion	Durables
BFSI	B2B	Organised Retail	Healthcare	FMCG	Education	Home & Interiors	Real Estate	Mobility

# Our Investment Model

## Investment Capital

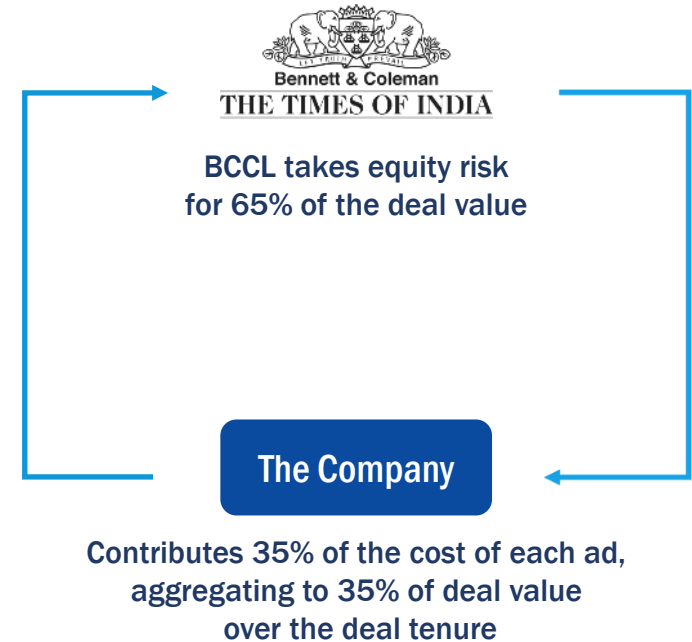
Get capital for brand-building and corporate imagery

- Long term strategic investment
- For every rupee of advertising you spend, we add two
- Provides invaluable cash leverage
- Founder-friendly approach

## Intellectual Capital

Brand-building advisory and marketing hand-holding

- Marketing strategy
- Extended marketing arm
- Navigate Times media universe
- Connect with the ecosystem



# Access The Largest And Most Trusted Media Platforms

## Print English



Largest Selling English Daily In The World

Largest Selling Business Daily In India

## Print Languages



Largest Language Dailies In Key Markets

## Digital



Largest Digital Publisher Ecosystem From India

## Content Marketing



Celebrity Investors/Endorsers

## TV



Leverage one of the largest Hindi GEC & Sports Network

## OOH, Cinema & Radio



Largest OOH, In-Cinema & Radio Advertising Platform



# Industry Leaders' Testimonials



With the help of Brand Estate, Lodha made their presence felt with high impact campaigns, large format ads, innovations and round the year presence that not only ensured ROI in the short-term but positioned Lodha Group as the developer of choice in the long-term. Jackets and innovations became the norm of the day and the standards of real estate advertising have evolved.

**Abhishek Lodha**

Managing Director



First investor in Thyrocare was Brand Capital." That gave birth to the brand 'Arogyam' which helped us create: Wellness package buffet, national expansion of home collection, improved volumes and profitability and ultimately helped a B2B brand transition into a B2C brand. Thank your Brand Capital.

**Dr. A. Velumani**

Director



Brand Capital's investment in Orra Fine Jewelry has unlocked our ability to showcase unique designs to customers, launch new industry firsts like Crown-Star- 73 facet perfectly cut diamonds, enhance our presence of world-class showrooms in 90 locations across India and earn the trust of elusive customers and business partners who trust the Times of India Company and the credible advertising platforms.

**Dipu Mehta**

Managing Director



The front page of The Times of India to announce Big Billion Days made engaging by QR codes to make consumers discover the incredible offers themselves. We have already crossed a million unique scans by 10 am. An incredible and powerful medium.

**Pratik Shetty**

Senior Director, Marketing




















































We are super excited to have BRAND CAPITAL as our partners and investors. Their expertise with print and digital has helped us navigate the world better. Very easy to work with hands-on folks.

**Vivekananda Hallekere**

Co-founder and CEO



# Marquee Co-Investors: Partners In A Large Ecosystem

**Get In Touch**

**[brandcapital@timesofindia.com](mailto:brandcapital@timesofindia.com)**

[www.brandcapital.co.in](http://www.brandcapital.co.in)

