



EVreporter.com

EVREPORTER MEDIA KIT 2025

INTELLIGENCE. RESEARCH. OUTREACH

About EVreporter

EVreporter is an industry platform that provides deeply researched articles and insights about the growing electric vehicle ecosystem in India. We cover expert opinions, events, trends and the latest news in the Electric Vehicle industry and associated business lines. The platform encourages all stakeholders to participate and enrich the knowledge base thus created.

The most trusted knowledge platform for India's clean mobility industry

Accelerated by:



What to expect from EVreporter?

In our realm, Content is King! Our unwavering focus is on content. Here's a sneak peek into the content we offer:

- Insightful Articles
- Interviews with Industry Stalwarts | Podcasts
- Facility Visits
- Verified listings of EV ecosystem players
- Guest posts by Industry Experts
- Start-up Stories
- Latest News
- Events & Workshops
- EV Knowledgebase
- GoI Notifications & State EV Policies
- Global updates



Our Audience

- Vehicle OEMs
- EV Component Manufacturers
- Battery Manufacturers
- Charging Solution Providers
- Start-ups in EV Domain
- Fleet Owners
- Cell manufacturers
- Battery recycling companies
- Aspiring Entrepreneurs
- Government Agencies & Climate Think Tanks
- VCs & Clean Energy Funds
- Traditional Energy Majors



Why EVreporter?

- We're the most trusted platform in the Indian EV media and intelligence space.
- Our audience includes business heads, CXOs, and decision-makers at top companies and promising start-ups in the EV ecosystem.
- We ensure you get noticed by your target audience in the electric vehicle industry.

Brands trust us with their outreach requirements - Select clients



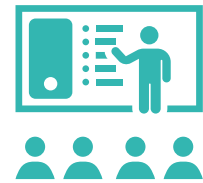
Let's Talk Marketing!



Magazines



Website & Social Media



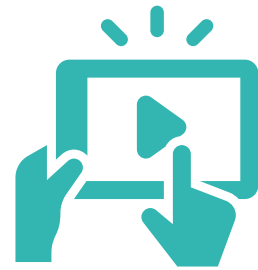
Industry Networking Events



Webinars



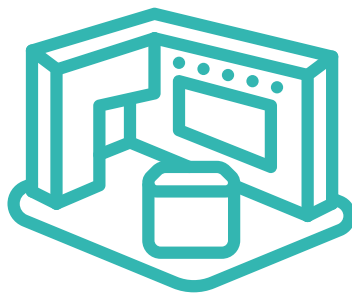
Podcasts



Video content



Facility visits



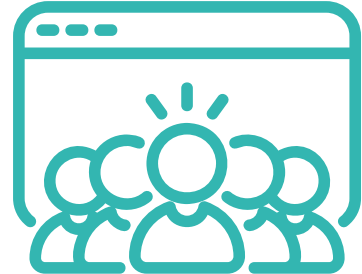
Exhibitions



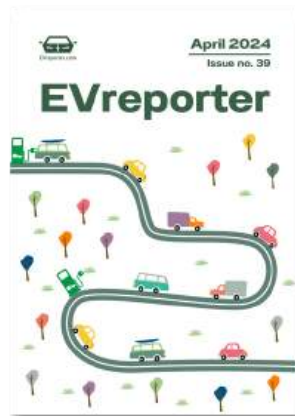
B2B Connects

Magazines

- Advertisements
- Brand Stories
- Advertorials
- Product Reviews
- Guest articles
- Event coverage



65,000+ Readers



Website, Emails & LinkedIn

- Banner Ads
- Brand Stories
- Advertorial
- Product Reviews
- Guest Articles
- Event Coverage
- Post on EVreporter's LinkedIn page
- Dedicated email to our newsletter subscribers
- Promotion in our email (shared space)



**LinkedIn followers
77,000+**



**Monthly website page
views 1,00,000+**



**E-newsletter
subscriptions 21,000+**

Webinars



Services offered to supporting brands - Lead Generation, Speaking Opportunities, B2B Connects

- End-to-end management
- Webinar promotion
- Registration management
- Live webinar moderation
- During event engagement
- Post-webinar engagement and content distribution
- Lead Generation

Average participant registrations per webinar - 400

Average LIVE attendees per webinar - 165

30+ webinars conducted in last 4 years



Podcasts



We collaborate with industry leaders and domain experts to gain insights and informed perspectives. Our podcasts also help interviewees enhance their domain authority and thought leadership presence.



Distribution - Directly through LinkedIn and YouTube
Average 25,000+ LinkedIn impressions for each podcast

Industry Events

- Conferences
- Exhibits
- Institutional Tie-ups
- Conclaves
- Dealers & Distributors Meet
- Product Launch
- Press Conferences

Glimpses of EVreporter Electricon 2024



Facility Visit

EVreporter offers a facility visit to cover and showcase your organisation's work and mission to the industry comprehensively. This service enables companies to present their set-up and processes and effectively communicate their motivation to build a sustainable future. A Facility Visit builds trust, fosters transparency, and promotes a deeper understanding of your brand among your target business audience.

Select clients

- GLIDA
- Omega Seiki Mobility
- E-fill Electric
- Ctrine Engineering
- Neenjas Electric
- Exigo Recycling



Video Content

- Product and Service Reviews
- Product and Service Training Videos
- User Experience
- Event Coverage and Highlights
- Knowledge-Based Videos
- Corporate Videos
- Brand Collab Based Series
- Interviews and many more...



Packages

We believe in the art of tailor-made solutions, not templated fixes. Your unique needs are our canvas, and we craft bespoke solutions that resonate with your vision and goals. Let's create something exceptional together – because your story deserves a design as unique as you are.

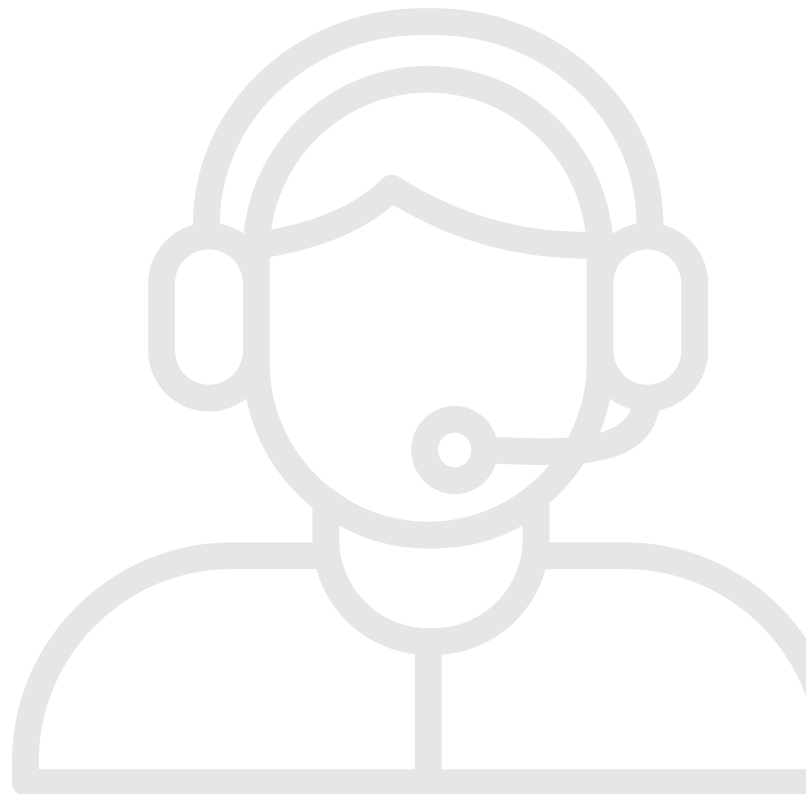
We will be delighted to hear from you

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📍 **SCO 406, 2nd Floor, Sector 20 Panchkula (HR) -134117**



**BRANDED
COVER PAGE**



Accelerate EV Adoption with Bolt.Earth

WHO ARE WE?
Bolt.Earth is the leading EV ecosystem enabler in the world with 100+ established charging partners across 500+ cities and 500+ Bolt.Earth EVs in operation worldwide in the road fleet. We are working on creating a Bolt.Earth EV O2O in the future and making major headway in the EV space.

OUR SOLUTION
We are an EV ecosystem enabler with a strong portfolio of services – which include our state-of-the-art charging network, comprehensive O2O app, services ecosystem, and a Bolt.Earth EV fleet. We are a one-stop solution for EV companies across the entire EV value chain. Our Bolt.Earth EV fleet is composed of 500+ vans with smart, safe, and high-quality design catering to EV charging needs. With Bolt.Earth energy ecosystem, our fleet is able to provide a reliable and efficient network of charging stations to support the growing number of EVs on the road.

Incorporated in 2017, we began our journey with the aim of making EVs more accessible to everyone. While addressing the challenges of our EV infrastructure in the capital, we are looking to scale the Bolt.Earth ecosystem by connecting products and services that push emerging markets towards cleaner mobility.

Experience Future-Proof EVs with Bolt.Earth

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Magazine Ads SPECS

Ad Types	Ad Sizes
Full-page advertisement	Size - 210 mm x 297 mm
Half-page advertisement	Size - 210 mm x 145 mm
2 full pages advertorial (Product/Service feature)	To include details about company, products,team, plans and contact details.
Branded magazine cover	Co-branded magazine cover 70% space dedicated to the brand
Brand story	Up to 4 pages of brand story + vision + product + plans + contact details

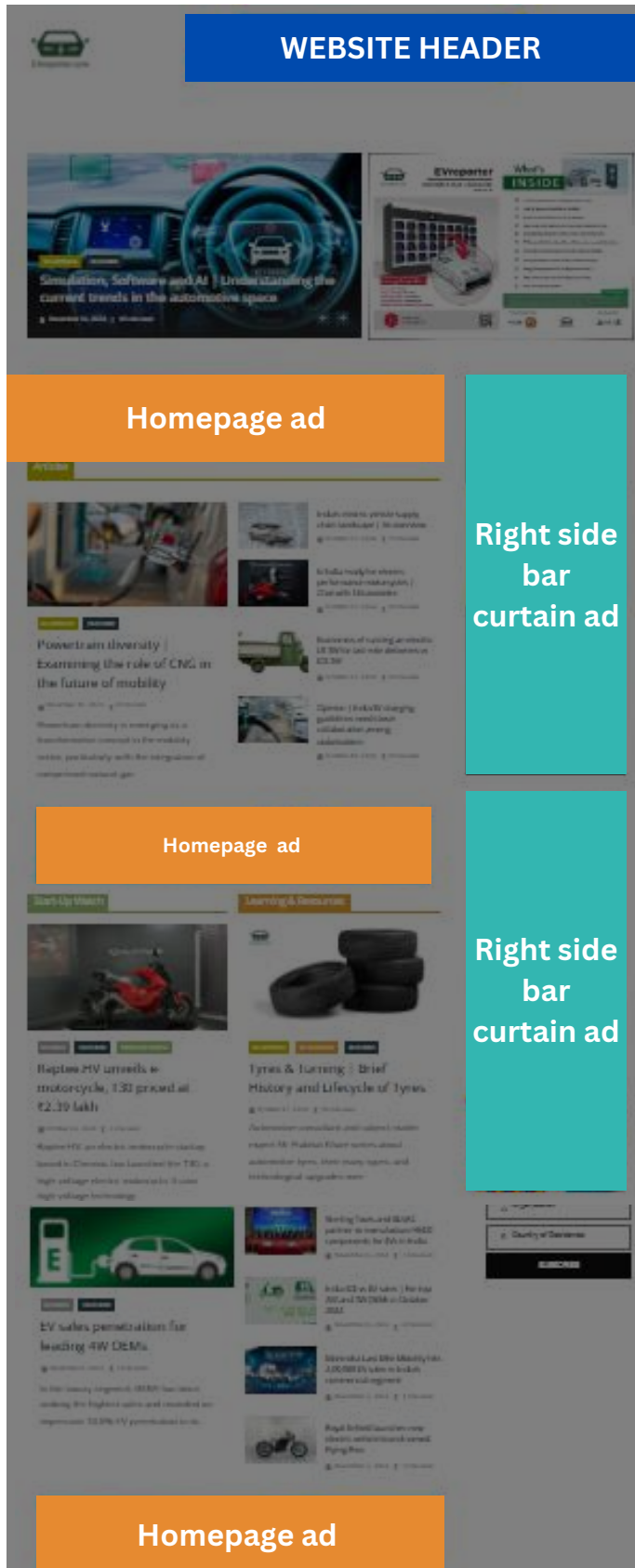
Ad Type	Safety	Trim	Bleed
Full-Page	204 mm x 291 mm	210 mm x 297 mm	216 mm x 303 mm
Half-Page	204 mm x 139 mm	210 mm x 145 mm	213 mm x 151 mm
Double Spread	214 mm x 291 mm	220 mm x 297 mm	226 mm x 303 mm

- Safety Margin: 3 mm
- Bleed Margin: 3 mm
- Please supply the creatives in PNG format.
- Avoid flattening or rasterizing Photoshop files.



Website Ads

SPECS



WEBSITE HEADER

WEBSITE HEADER

1024*128 px

Visible on all pages

Right side bar curtain ad

300*750 px

Visible on all pages

Homepage ads

740*140 px

Visible 3 times on homepage scroll

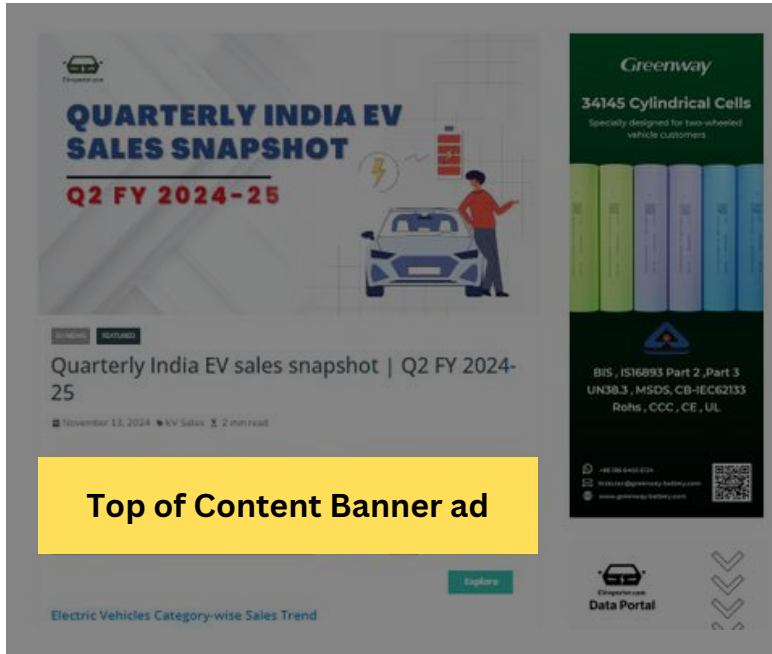
Right side bar curtain ad

Right side bar curtain ad

General Digital Ad Specs

• Format: png or .gif

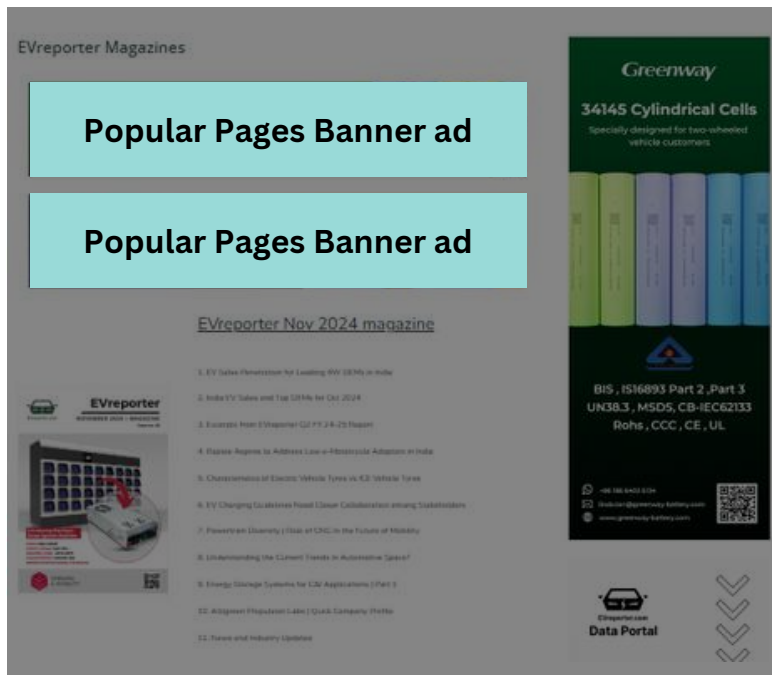
Website Ads SPECS



Top of Content Banner ad

Size - 740*140 px

All to be published and
all already published articles



Popular Pages Banner ad

Popular Pages Banner ad

Popular Pages Banner ad

Size - 740*140 px

Testimonials

Engaging for both Newbies and Veterans alike

Team EVreporter – You guys are doing fantastic work! I get a daily dose of happenings in the Indian EV market. The content is insightful & engaging for both newbies & industry veterans alike. The platform covers [A to Z of the EV industry and provides an opportunity for startup companies to showcase their offering](#) to a larger audience. I find EVreporter evolving not only as a news website but a platform for all companies to work and collaborate with each other to create a greener world. Thanks, guys & continue the great work!



Anshuman Divyanshu
Business Head (EV)
– Reliance BP Mobility

Precise & Well Researched

I find EVreporter a very interesting and informative website. It is very quick to cover news events in automotive and EV industry. The information posted is precise and well researched. Their team engages with industry professionals and captures their views & opinions, which is very interesting. This is [incredible for a new publication](#) covering a rapidly evolving technology like EV. Thanks team EVreporter and keep doing great job!



Deb Mukherji
MD – Omega Seiki Mobility

Brilliant Job!

I wanted to congratulate team EVreporter on the brilliant job you are doing in educating and creating awareness about the EV ecosystem in India. As this industry is growing, it is important for teams like yours to convey the correct and practical aspects of this business. [EVreporter updates is something everyone in the EV industry looks forward to, including me.](#) Keep up the great work.



Maxson Lewin
CEO – Magenta

Extremely satisfied with the engagement

When I approached Akshay, Co-founder – EVreporter, for a report on monthly basis, he acknowledged the request swiftly and we got onto a call immediately. I just highlighted my broad level of requirements, and EVreporter put together a monthly report which was of great help to know what is happening in the industry.

I am extremely satisfied with the engagement and [recommend others](#) to take services of the good team present at EVreporter. Wishing them all the best !!



Preetham George
AGM – Corporate planning
TVS Motors

Unveils Disruptive Technologies

EVreporter does the very job of disseminating latest happenings and trends in the electric mobility, related industries and start-ups by close observations and reporting, which opens up huge global business opportunities in terms of several billion dollars. Through EVreporter many disruptive technologies, policies, products etc. being unveiled hitherto are brought to all EV enthusiasts, Scientists, Technocrats and Start-ups. Recently, [an article on our battery tech innovation published on EVreporter got many investors, government bodies and manufacturers approaching us](#) for associations. Keep up the good work!



Dr. Prabharan
Founder – Inventus Bio Energy

Appreciate the depth of content

EVreporter provides coverage of the entire EV ecosystem, and I really appreciate their contribution in terms of depth of content and the variety of industry people they interact with. We have been working with them and their prices are very affordable. [I am happy.](#)



Bala Pachyappa
CEO – Sodion Energy Pte Ltd

Testimonials

Awesome Platform for EV Enthusiasts

EVreporter is an awesome platform helping every EV enthusiast by sharing all information related to EV industry, government policies, new products and start-ups in EV domain. EVreporter also creates awareness on clean green mobility products and solutions in general. Our association with EVreporter has been very pleasant and its co-founder Priyakshi was **extremely helpful in connecting us with industry leaders** as per our requirement. We wish EVreporter great success.



Sanjay Bahuguna
Co-founder – Bahuguna Electric

Gave us great visibility

Publishing through EVreporter gave us great visibility among the EV stakeholders. We have **seen some decision makers for our use case reaching out to us after reading the article** published. We wish to share such more outcomes of our learnings through the EVreporter.



Raghuveer Chadalavada
Founder and CEO – Aurita Bikes

One word suffices -Phenomenal !

I will not hesitate to say that EV Reporter has **set the benchmark** on reporting about the EV industry in India- not only on statistics but also about standards, emerging technologies and materials. The monthly EV Reporter magazine is something I look forward to and find a lot of value in the editorials and infographics. They are crisp, to the point and does not numb you with excessive data. I also attended their webinar and could experience firsthand the resourcefulness of the team at EV Reporter who assembled the who's who of the EV industry from CPOs, software providers, policy makers, OEMs, battery and component manufacturers, et all to converge on a single platform and that is truly remarkable.

I personally refer to their website to enhance my knowledge and understanding of industry about charging technology basics, battery technology, components, standards and the virtually everything there is to learn about the EV industry. I cannot leave without expressing my genuine appreciation of the team and the founders – I think one word suffices – "phenomenal".



Rajesh Iyer
Country Head – Polyram Plastics

Thank you