



# PRAVASI INDIANS

— The India Connection —

Rate Card - 2022



Pravasi Indians is a platform  
reaching out to



**18 Million**  
NRIs living across the globe.

India has the largest diaspora population in the world. This is the only and unique publication engaging this niche yet very relevant target audience.

The magazine and its digital platforms have an audience from **Canada, United States, UAE, UK, Europe, and Australia & Singapore**. A strong diaspora community is in the process of being built on our social media handles



# REINVENTING INDIAN CRAFTS

that harmonise with

## GLOBAL HOMES

Indian crafts keep up with global aesthetics in a pagoda of the old and the new, the modern and the traditional. We



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**LOCAL CONNECTION**  
Gleebetting and exploring the food scene of the world? Here are some of our picks to tickle your palate

BY RUKMA SALLUJA

### FLAVORITE

With a wide array of flavors, Indian cuisine is a global favorite. From the aromatic spices of the north to the seafood delicacies of the south, Indian food has a unique appeal that has captured the hearts of people from all over the world.



### SONA

From the golden fields of Punjab to the lush green valleys of the south, Sona is a traditional Indian craft that has been passed down through generations. It is a symbol of the rich cultural heritage of India.



### DESIGN

Indian design is a blend of traditional and modern aesthetics. It is a reflection of the country's diverse culture and its rich history. From the intricate patterns of the past to the clean lines of the present, Indian design is a true art form.



### Money Matters



## REGAINING BUYER'S TRUST

Despite disruptions caused by the pandemic, there are overriding factors that inspire confidence of both domestic and foreign investors, including NBIs, in the realty market

BY VISHA DUGGAL

**REINVESTING IN REALTY**  
The real estate market has shown a strong recovery since the beginning of the year. This is due to several factors, including the government's support and the growing confidence of investors. The market is expected to continue its upward trend in the coming months.

**RESIDENTIAL REAL ESTATE HAS ALREADY WITHSTOOD A RECOVERY RISING ON THE GROWING TENDENCY OF WORK FROM HOME (WFH) WHICH HAS BECOME A NEW WORK CULTURE DURING THE PANDEMIC.**

**CONSUMER BEHAVIOR**  
The pandemic has led to a significant shift in consumer behavior. People are now more health-conscious and are looking for products that are safe and effective. This has led to a surge in demand for natural and organic products.

**REVENUE OF REALTY**  
The real estate industry has seen a decline in revenue due to the pandemic. However, there are signs of recovery as the market begins to stabilize. Investors are looking for opportunities to invest in real estate as a long-term asset.



### COVER STORY

# HIGHS & LOWS

Even as several countries have moved toward legalising the medicinal and recreational use of cannabis, the NPS Act, which classifies cannabis with other more harmful and addictive drugs, sparks outrage in India

BY RUKMA SALLUJA

**Quintessentially Indian**

These pages will bring to the diaspora Indian style and fashion trends, classics as well as the new discoveries. We will delve into the fashion fabric of the country to bring you clothing, jewelry, watches, statement pieces and accessories

BY RUKMA SALLUJA

**SAREES BY SARWAN GANDHI**

What are sarees made of? Cotton, silk, polyester, and more. Each fabric has its own unique texture and feel. Sarees are a traditional Indian garment that has been worn for centuries. They are a symbol of the country's rich cultural heritage.

# PRAVASI INDIANS

The India Connection

## The digital version of the magazine is currently being circulated as PDF to NRIs through collaborations with Indian Associations in various cities.







More than 500 printed copies of the magazine are circulated to Embassies and Consulates, central government and state government departments and select distinguished Indian readers and our panel of well-known authors within the country.



## THE RATE CARD

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Inside Back Cover	Rs 1,00,000/-
Inside Front Cover	Rs 1,00,000/-
Open Double Spread Before Content Page	Rs 1,80,000/-



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**Thank You!**

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