



ETPrime

What is ETPrime?

- A **members-only business storytelling** platform from the house of *The Economic Times*, India's oldest and most trusted business news brand.
- An ETPrime membership gets you:
 - Fast, reliable, insight-rich analysis that fills the gaps in the news flow
 - In-depth industry specific content presented in simplified, clutter free format
 - Access to all community discussions on ETPrime, and the opportunity to become a contributor
 - Invites to 'ET Prime members-only' events
 - Invite to ET exclusive events

Sections We Have

- ETPrime focuses on delivering **Exclusive. Enriching. Experience that helps you decode the news**
- ETPrime tracks the following industries:
 - Consumer Markets
 - Pharma and Healthcare
 - Fintech and BFSI
 - Media and Communications
 - Technology and Startups
 - Environment
 - Economy and Policy
 - Money and Markets
 - Transportation
 - Corporate Governance
 - Infrastructure
 - Energy

Key Features

- Insight rich stories spanning 18+ industries with special attention to Indian market from a global point of view
- 1000+ stories – Relevant reads that outline the news cycle with new additions every weekday
- Storytelling that is biased towards in-depth analysis. This includes results on deep on-ground research, reliable expert opinions, interactive data visualizations and more
- Storytelling that respects your time – Precise & highly data driven

▼ How it Helps Your Students?

- ETPrime empowers students and faculty with insights to deal with the disruptive and competitive environment and makes them ready for tomorrow
- Get unique and reliable industry-specific analysis on the future of jobs exclusively crafted for a digital-first generation
- ETPrime directly helps the students in preparing for campus placement interviews and makes them aware of the complex changes that are rewriting the rules of business
- ETPrime proves to be a perfect L&D tool that can help future leaders like your students stay abreast with the fast-changing business environment before they enter the corporate bandwagon

Our Team

- Led by an experienced team of journalists, reporters and editors, business analysts who have collectively spent thousands of hours unfolding every story with every major industry
- Collectively the ETPrime team has over 150 years of journalism experience
- Each ETPrime story passes through rigorous checks for three qualities:
 - Deep research that clearly establishes the context
 - Critical analysis that tells you why you should care (or not)
 - And, simple, concise articulation that doesn't waste your time.

▼ **Thank You**

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