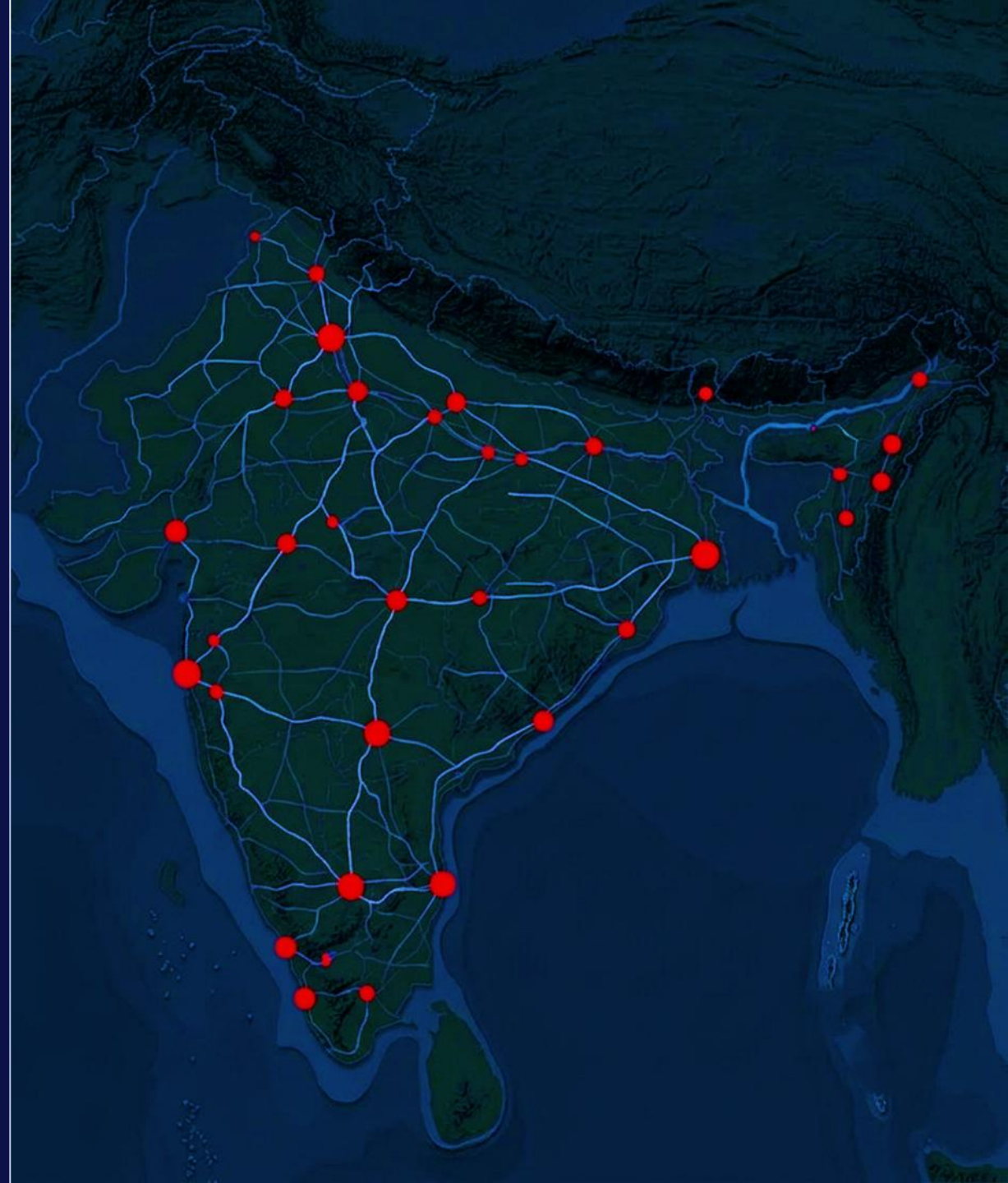


INFRACAPITALIST.COM · MEDIA KIT

# India's infrastructure projects, tracked in one place.

Maps, status, developments, news and project intelligence — organized around the corridors shaping India's future.



## THE PLATFORM

# Infrastructure is easier to buy into when the project is visible

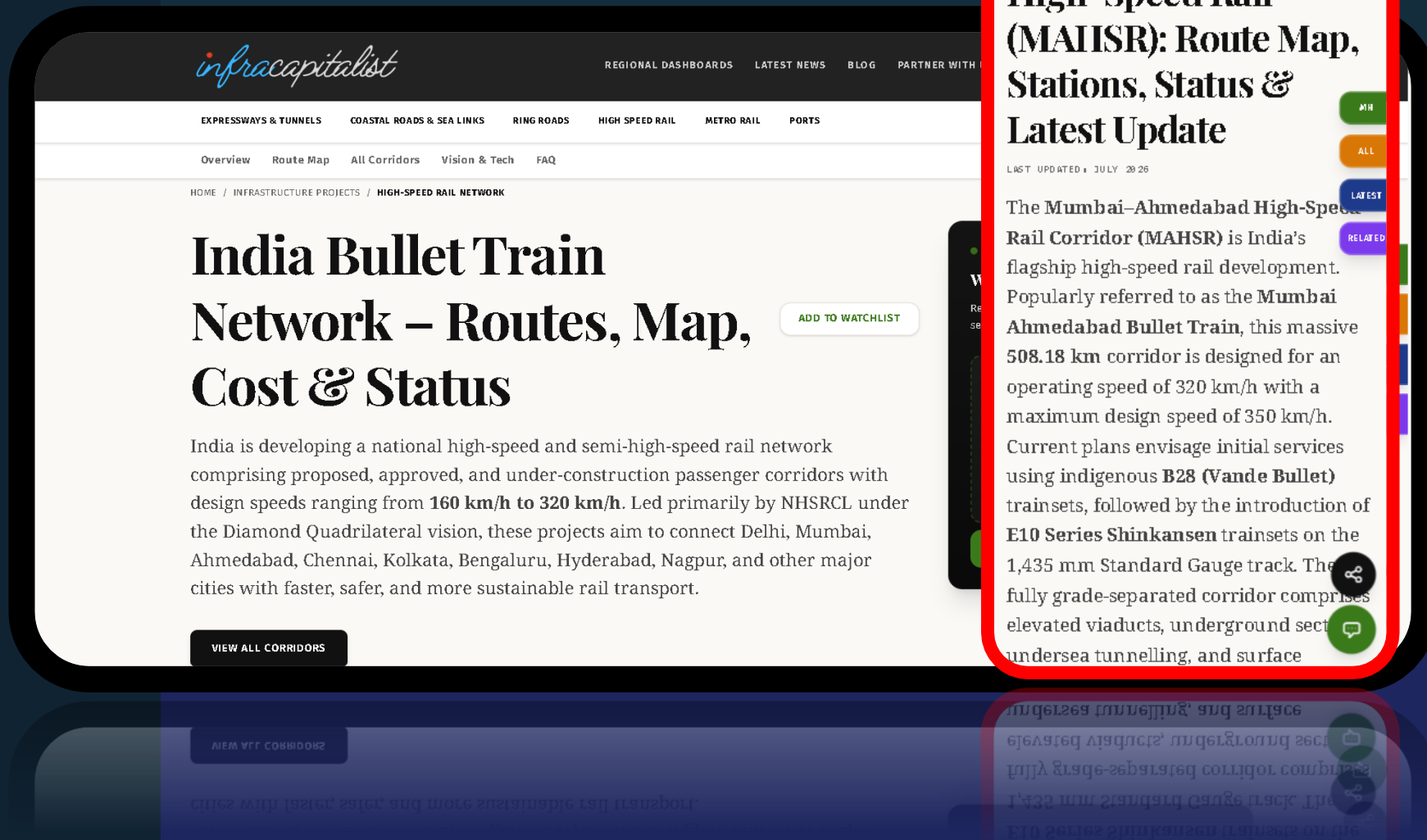
Infracapitalist tracks expressways, metro rail, ring roads, coastal roads, sea links, bridges, tunnels and highway projects across India.

Construction updates, timelines, route maps, official announcements and project intelligence sit together in a project-by-project reading experience.

Dynamic GIS monitoring turns a moving project into a legible context.

## PROJECT INTELLIGENCE

# Route · Status · Progress



## RESEARCH INTENT

# The audience arrives with project-specific infrastructure intent

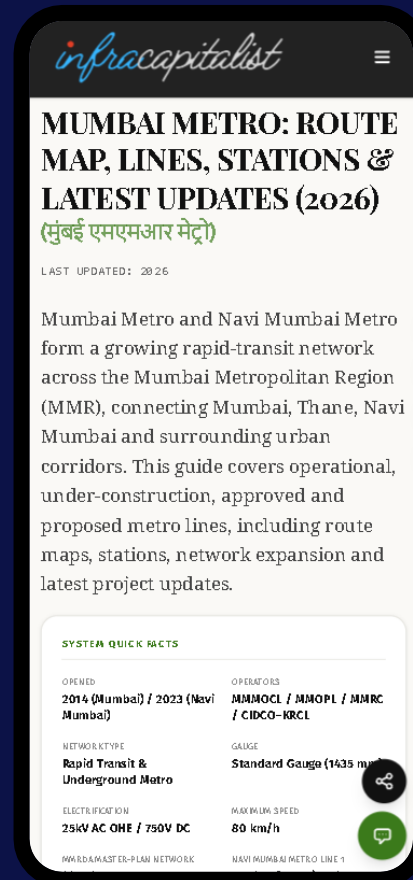
People actively research India's infrastructure projects, corridors and regions — not a generic news feed.

That same logic creates a clear targeting frame: project, geography or infrastructure category.

## ONE RESEARCH PATH

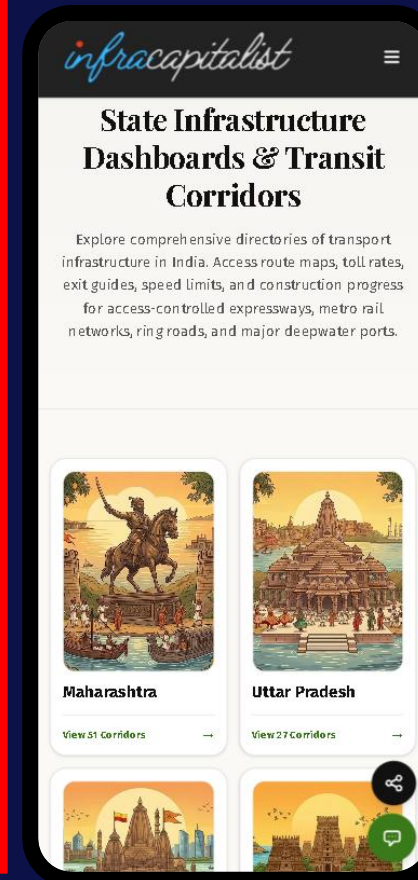
### PROJECT One named corridor

A specific project page and its latest status.



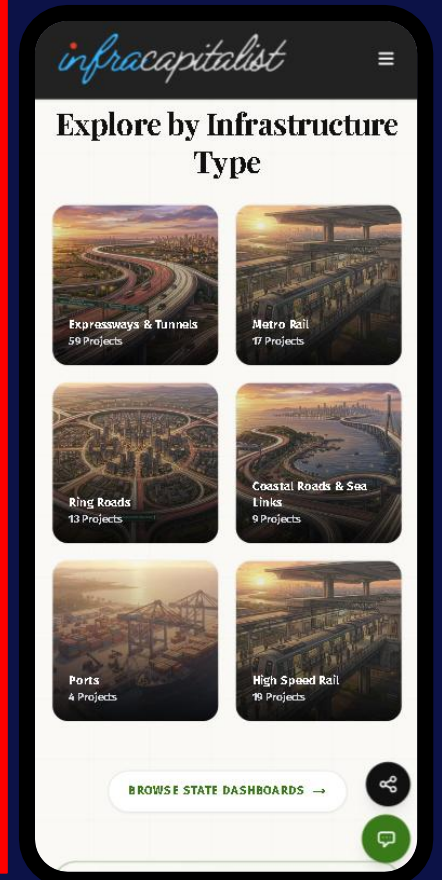
### GEOGRAPHY One place to follow

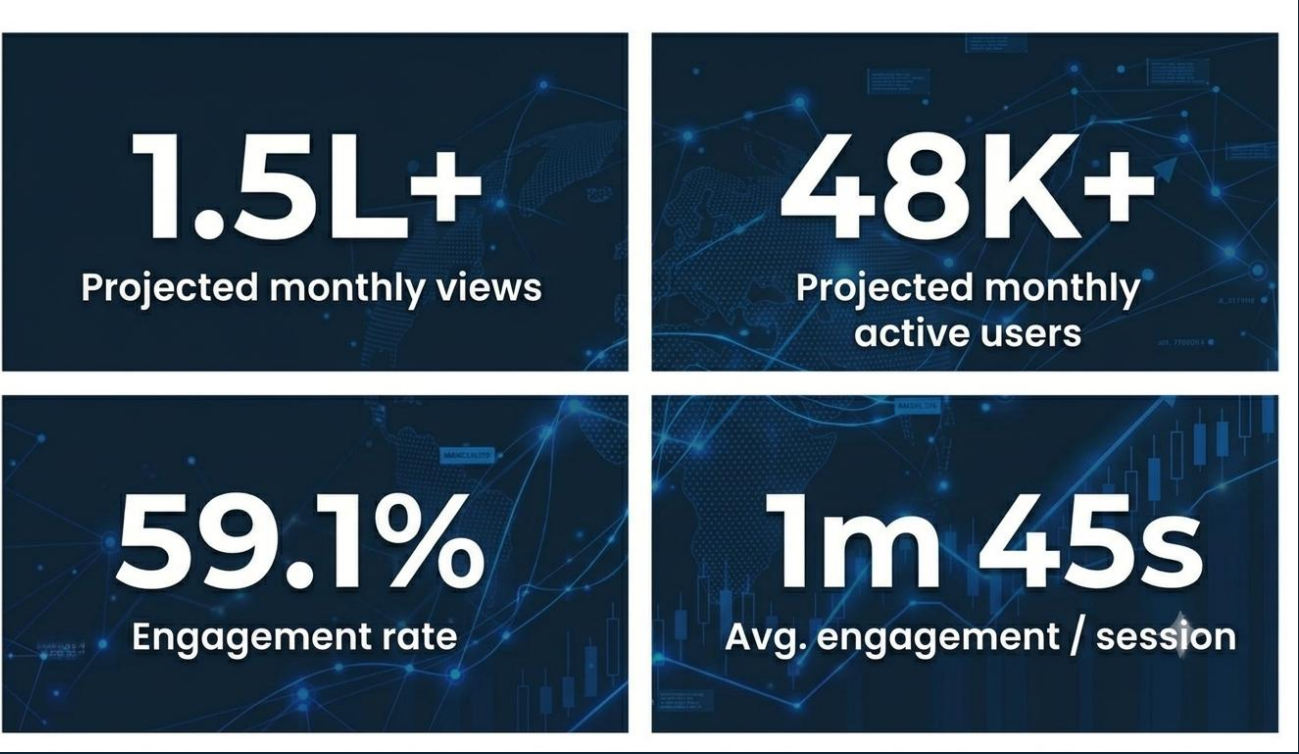
A city, state or connected region.



### CATEGORY One infra type

Expressway, metro, bridge, tunnel or more.





# 1.5L+

Projected monthly views

# 48K+

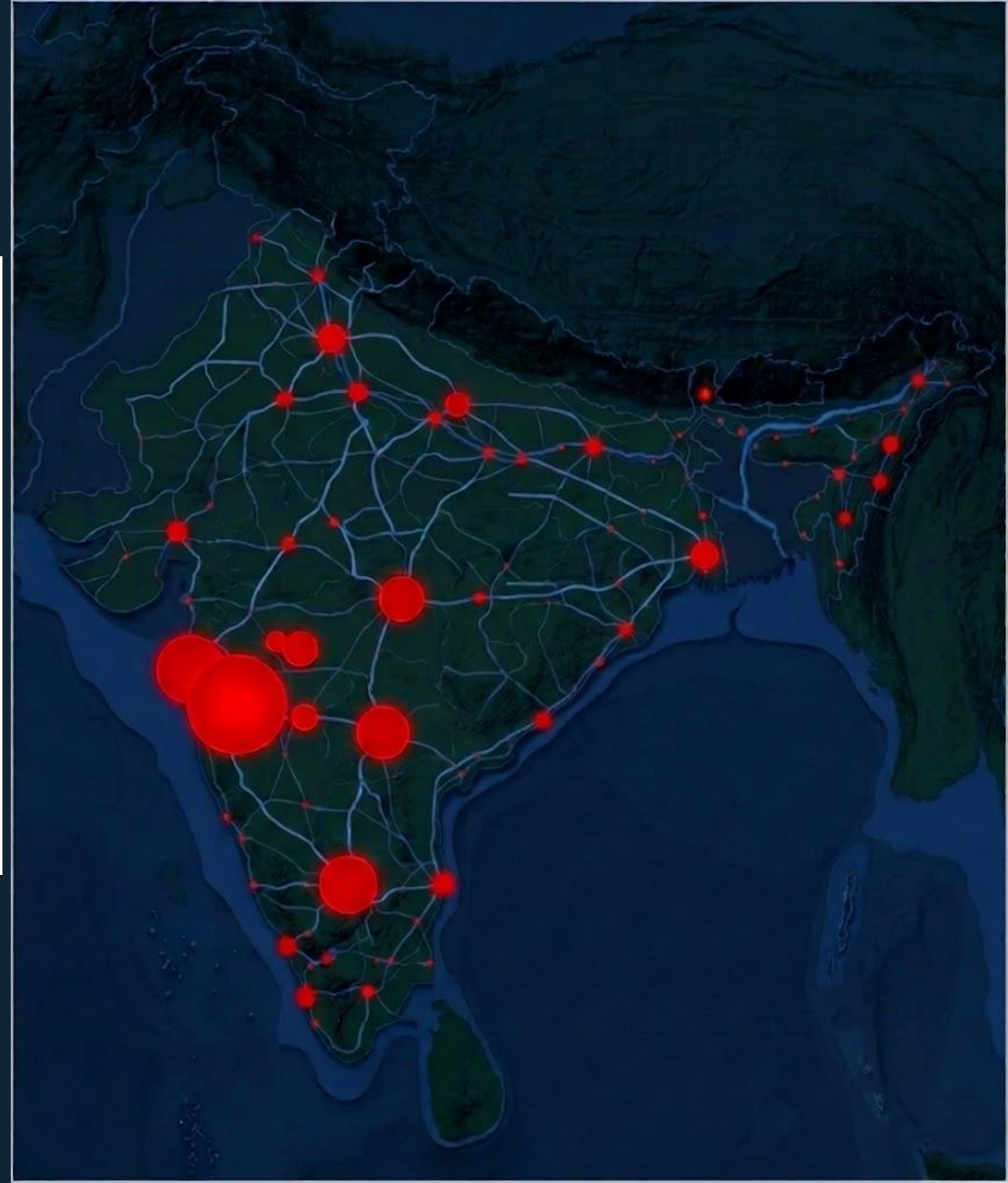
Projected monthly  
active users

# 59.1%

Engagement rate

# 1m 45s

Avg. engagement / session



## THE READING EXPERIENCE

# People consume projects as maps, updates and progress

Map route views make Expressways, Metro routes and Coastal Roads easier to explore.

Project pages bring together status, progress, maps, project details, summaries and official updates.

Monthly newsletter coverage extends the habit beyond a single visit.

## MAP VIEW

### Corridor Location

---

Route · crossings · key towns

## STATUS

### Latest updates

---

Construction / approval / latest developments

## PROJECT PAGE

### View project

---

Dimensions · summary · official announcements

## NEWSLETTER

### Monthly brief

---

A habit that keeps moving.

## FEATURED PLACEMENT

# Your Brand Here

Prime infrastructure placement

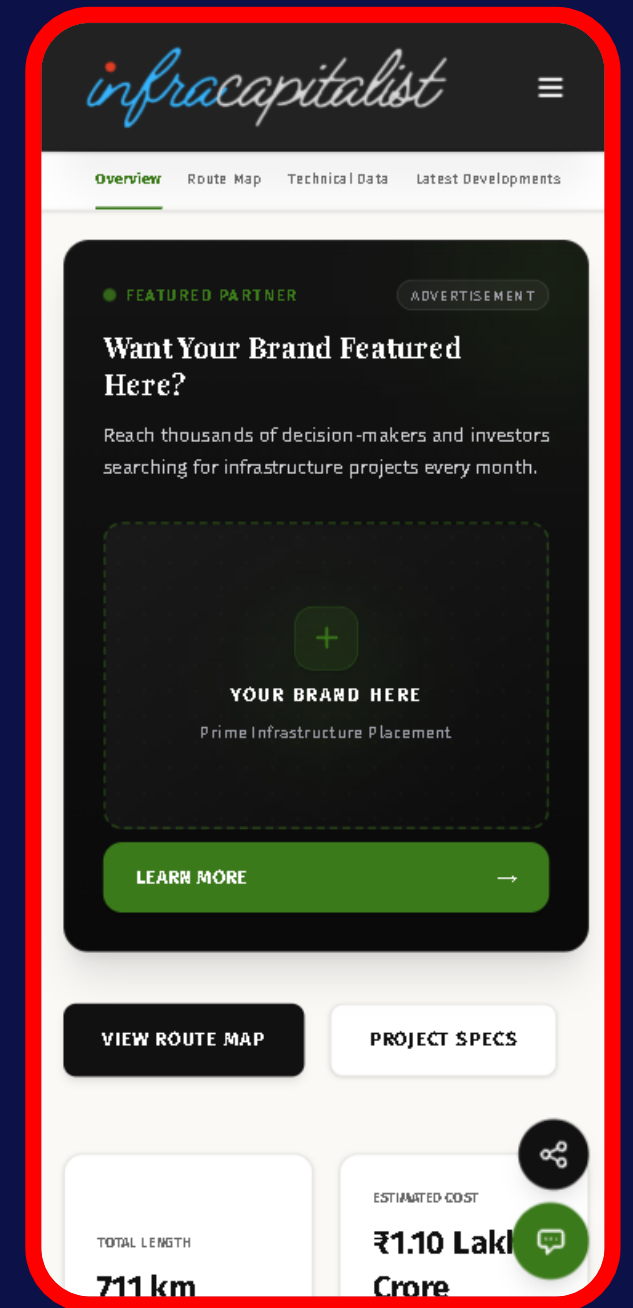
Place a featured brand presence beside active corridors, project pages and category exploration.

Choose the context that matters most: project, geography or infrastructure category.

## PROJECT DISCOVERY

# Featured brand presence

Your message, placed where infrastructure intent is already visible.



ADVERTISING PRODUCTS

# Three ways to buy the context

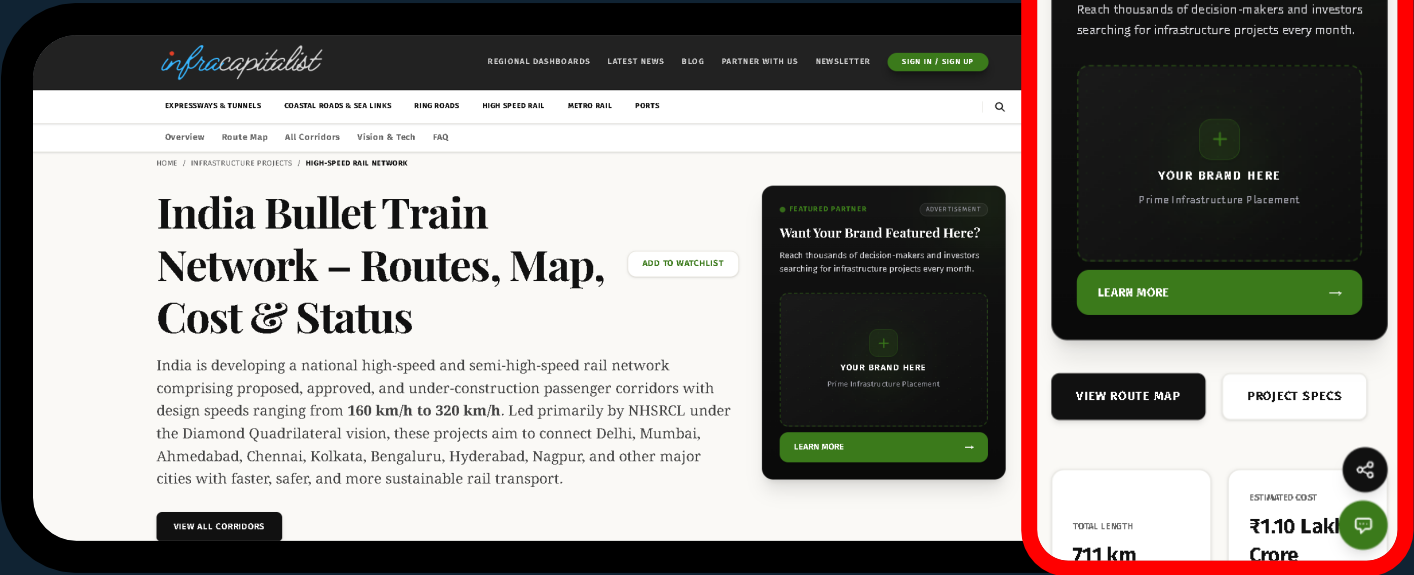
All products can be scoped by project, geography or infrastructure category.

| Product                        | Campaign role                      | Targeting                      |
|--------------------------------|------------------------------------|--------------------------------|
| Display Campaign               | Focused brand presence             | Project, geography or category |
| Project / Audience Sponsorship | Own a selected context             | Project, geography or category |
| Custom Lead Campaign           | Tailored campaign around the brief | Project, geography or category |

PRICING

## Custom pricing

Based on campaign scope.



NEXT STEP

# Partner with the platform where infrastructure decisions become visible

Bring us a project, geography, category or campaign brief.

We will shape the right placement around the infrastructure context  
your brand needs to reach.

Start with the audience context

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Choose the advertising product

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Define the project or corridor to own

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Contact the Infracapitalist team to scope the campaign

INFRACAPITALIST

**Project context, made visible.**