

BRAND CAPITAL

Investment Arm of The Times Of India Company

20+ Years

850+ Investments

\$2 Bn+ AUM

India's Top Ranked VC Investor

BRAND CAPITAL Portfolio

MobiKwik



MUNZO

LAVA

square yards
Real estate made real easy

ONIDA

DEEP ROOTED
.Co

Healthians



PORTEA

Rasna

MCX

yatra

LIVSPACE

BYJU'S

PhonePe

Flipkart



zomato

PURE™

ORRA
1888



blinkit

EMERGING

OTHERS

Uber

purple.com
India's #1 Beauty Destination

REBEL FOODS

Myntra

bigbasket

snapdeal

PayMate

cleartrip

arzo

HomeLane

SMAASH

BONITO DESIGNS

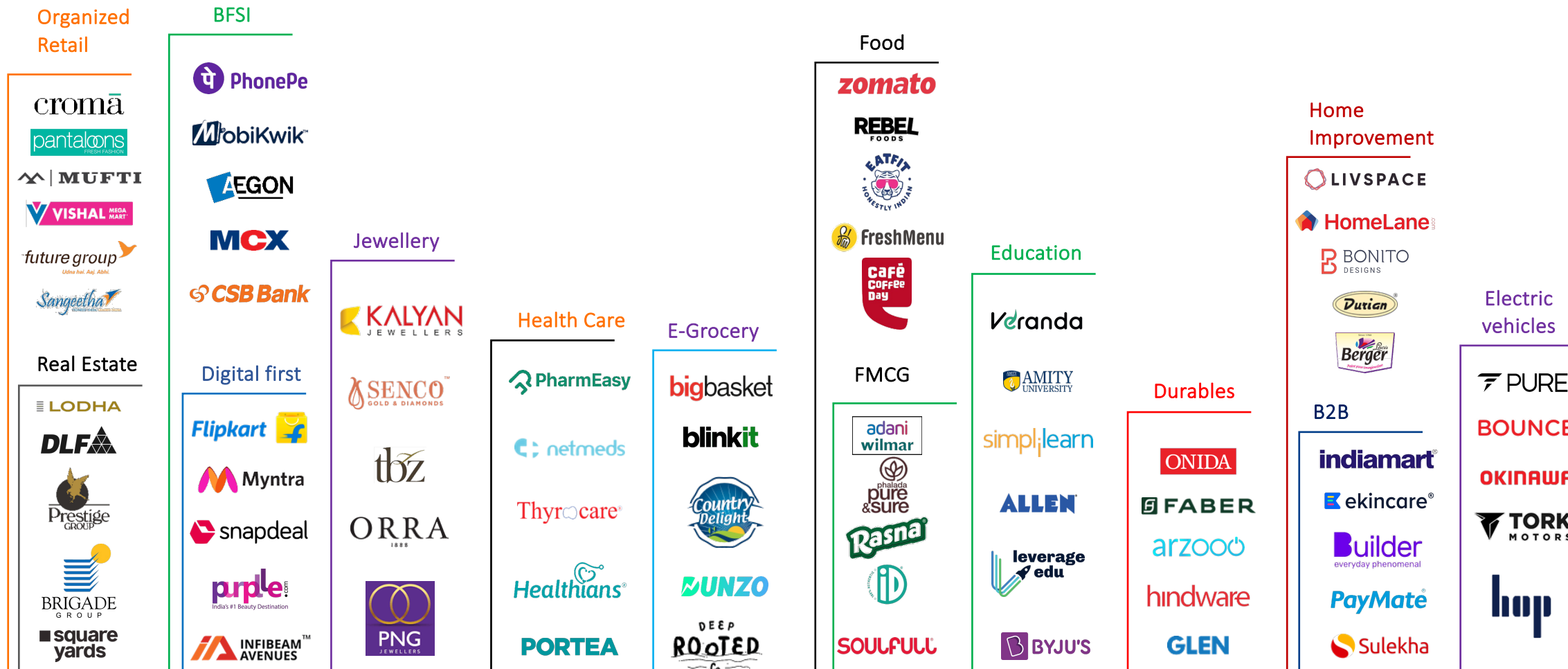
ekincare

Veranda

EATFIT

simplilearn

Shaping Consumer Behaviour And Investing In Category Creating Brands



2004

20 years of collaborating with iconic brands and fueling new categories

2024



“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



“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



“We help India build homes. The Times of India helps us build our brand.”

Shilpi Dokania Shah
Director



“Partnering with The Times of India is partnering with credibility.”

Ms. Joita Sen
Head of Marketing & Design



Media Might



English

THE TIMES OF INDIA

THE ECONOMIC TIMES

DelhiTimes

EducationTimes

TIMES PROPERTY

TIMES ascent

BangaloreTimes

SUNDAY
MumbaiMirror

ET wealth

BombayTimes

TIMES interact

BRAND EQUITY



Vernacular

NBT
नवभारत टाइम्स

VK
ವಿಜಯ ಕರ್ನಾಟಕ

सान्ध्य
टाइम्स

महाराष्ट्र टाइम्स

ಬಾಳು ವೃಕ್ಷ

এই সময়



Digital

TOI

ET

np
NEWSPOINT

india
times

এই সময়

TIMES JOBS

मूल

ವಿಜಯ ಕರ್ನಾಟಕ

cricbuzz

TaskBucks

Q!
Qureka

THE SPEAKING TREE

EducationTimes
TIMESPROPERTY

COLOMBIA

TECHGIG

ಸಮಯ ಸಮಯ



PR

mediawire

OPTIMAL MEDIA SOLUTIONS

BUSINESS INSIDER

THE MORNING BRIEF

ET Panache

नवभारत GOLD

এই সময় GOLD

THE ECONOMIC TIMES

PODCAST

Equity partnership model

BRAND CAPITAL
LEAPFROG AMBITION

Your company pays 35% of the deal value



BCCL takes equity risk of balance 65% of the deal value

Your
Company

- Brand Capital to take equity in your company
- You and we will agree on the quantum of the advertising budgets which establishes the deal size
- We will subscribe to equity at a mutually agreed valuation in your company which constitutes 65% of the deal size
- You are expected to pay only 35% of the value every time you release an advt.

Illustration:

- *A deal of Rs. 50 cr. would mean we take an equity risk of Rs. 32.5 cr. in your company and you provision for only Rs. 17.5 cr. over 5 years (deal tenure)*
- *For every Rs. 100 that you invest on an advt., we will invest ~ Rs. 200 which constitutes our equity risk*

Recent Equity Deals



Jewelry

ORRA

Diamond retailer

www.orra.co.in



E-commerce

arzoob

Consumer electronics

www.arzoob.com



Real Estate

THE
HOUSE OF
ABHINANDAN
LODHA

Luxury realty

www.hoabl.com



Electric Vehicle

PURE™

Electric two-wheelers

www.pureev.in



Home Decor

BONITO
DESIGNS

Interior designers

www.bonito.in



Health-tech

Healthians®

Diagnostic lab

www.healthians.com



Cloud Kitchen

EATFIT

Fastest growing cloud-kitchen

www.eatfit.in



Education

leverage
edu

Foreign education consultant

www.leverageedu.com



Social Media

flutrr™

Vernacular dating app

www.flutrr.com



FMCG

SHAKA
HARRY

Plant-based food

www.shakaharry.com

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Please call between 9AM - 6PM (Mon-Sat)

