

# We help you reach out to your target audience

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Targeting available on these parameters:



Geography



Demography



Carrier & Speed



Device/OS/Price



Time of the day



App Targeting



Weather



Browser



Interest based  
custom audiences

# Interactive ads placement - Desktop & Mobile App

The screenshot shows the Hindustan Times desktop website. The header includes the 'HT Hindustan Times' logo, navigation links for 'Deals', 'E-Paper', and 'Sign in', and a 'Explore' menu. The left sidebar lists categories like 'Home', 'Latest', 'Quickreads', 'Premium', 'Most Read', 'My Reads', 'Saved', 'India', 'Cities', 'Cricket', 'Entertainment', 'Editorials', 'Web Stories', 'HT Nxt', and 'Astrology'. The main content area features a news article titled "'My current tenure as Jharkhand CM..': What Soren said on his greatest challenge" published on Sep 14, 2021. Below the article is a video player with a 'TOP PRODUCTS' sidebar showing 'INDUCTION HANDI - STEEL LID' and 'HARD ANGIOISED INDUCTION' by 'UCOOK'. An 'OFFERS' banner below the video states 'Flat 20% discount on all Cooktop range'. To the right of the article is an advertisement for '2.61 crore Toilets Constructed, 10 crore People Benefitted' by 'MR. DEEPAK GARG', Founder & Managing Director of 'Orders Retail India Pvt. Ltd / RD Retail India Private limited'. The ad includes a photo of Mr. Deepak Garg and text describing his role in retail supply chain and FMCG brands.

The screenshot shows the Hindustan Times mobile app interface. The top status bar indicates 'Screen Recorder', 'VITE', and battery level at 81%. Below the status bar, a notification says 'Video saved to Gallery Tap here to view' with 'SHARE' and 'DELETE' options. The main content area features a news article titled 'Introduction of bad bank can make existing ARCs more effective: RBI paper' under the 'BANKING/FINANCE' category. The article includes a photo of the Reserve Bank of India building and a synopsis stating: 'The regulatory changes by the Reserve Bank have been broadly geared towards strengthening the ARC industry, ensuring genuine sale of NPAs by banks, enhancing the involvement of ARCs in the process of resolution and deepening the market for SRs, it said.' Below the synopsis, it says: 'It said banks supply non performing assets (NPAs) to the ARCs, hold shareholding in these entities and also lend to them, which makes it necessary to monitor if there is a "circuitous movement of funds between banks and these institutions (ARCs)".'