

GREETINGS FROM NEMI BUSINESS INSIGHTS

"We are delighted that you have expressed interest in learning more about Nemi Insights, including our products and services.

Within the following pages, we have endeavored to provide an in-depth understanding of our brand and the array of services we offer.

In the dynamic landscape of media and its related industries, change is constant. As such, the demands placed on PR professionals evolve with these shifts. In some instances, PR professionals are required to anticipate future trends and plan proactively to maintain a competitive edge.

At Nemi Insights, we play a pivotal role in evaluating performance and providing invaluable insights into the industry through our informative infographic reports and an expansive reach.

We trust that our products will not only elevate your performance but also help mitigate challenges you may encounter.

Thank you for considering Nemi Insights.

Warm regards,
Renuka Bhashkar
Co-Founder & Head of Operations





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COMPANY OVERVIEW

About Us

Nemi Insights is a leading media monitoring and insights company that specializes in helping businesses and organizations harness the power of media data to make informed decisions, shape their narratives, and achieve their strategic goals.

With a commitment to accuracy, innovation, and client success, Nemi Insights has established itself as a trusted partner for businesses in the ever-evolving landscape of media and communications.

MANAGEMENT TEAM

At Nemi, we are fortunate to have a dynamic and dedicated management team driving our vision and success. Our leadership embodies a diverse range of talents and experiences, coming together with a shared passion for innovation, excellence, and delivering the best possible experience to our users.



**Renuka
BHashkar**

Operation Head



**Prakash
Mahto**

Analytics



**Sweety
Singh**

Client Relationship

OUR PROCESS

Mission

At Nemi Insights, our mission is to provide our clients with real-time, actionable insights derived from media data.

We empower businesses to navigate the complex media landscape, understand public perception, and leverage data-driven strategies for growth and success.

Vision

The vision at Nemi Insights, is of a highly trained and efficient team of monitoring & analysis which is always ready for anything that may occur and quick to respond to customer needs and concerns.

Company Values

At Nemi Insights, there are several values which we hold in high regard, and we expect these values in every member of our team. These values are charity, honesty, fortitude, reliability, integrity



RESOURCING AND FACT SHEET

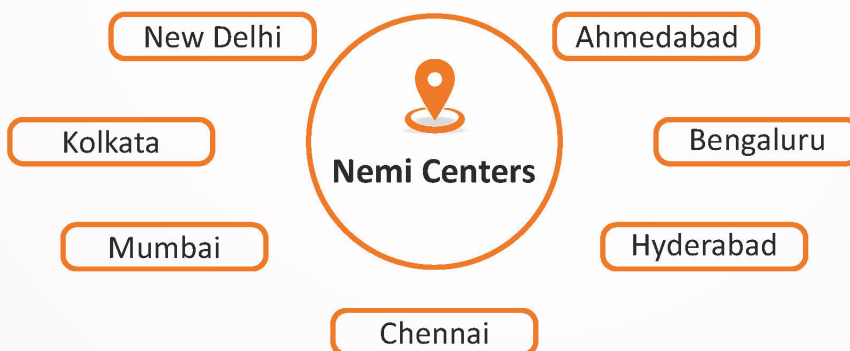
- Nemi Insights sources more than 4,000 magazines, journals, and newspapers in over 60 languages worldwide.
- We regularly cover 400+ newspapers in 14+ Indian languages.
- Our monitoring extends to over 7,000 websites in addition to standard search results.
- We track developments in over 30 sectors for our valued clients.
- Nemi Insights boasts an impressive 90% client retention rate over the past four years.
- While we focus on digital newspapers and international markets, we offer a highly customized and handcrafted approach to each report, ensuring exclusivity for every subscriber.
- Our use of SaaS-based technology underpins our operations.



OUR REACH



OUR REACH



Apart From These Cities
We Have Strong Partner Base Through Which We Can Cover Tier II
Tier III And Other Smaller Center In Short Notice

METHODOLOGY

"Media monitoring is a two-step process. Firstly, it involves tracking various media sources. Secondly, it entails the identification, preservation, and analysis of these contents, which includes frequently used keywords and topics.

What sets Nemi apart is our unique advantage of leveraging technology to expand our reach. Furthermore, each report undergoes meticulous scrutiny by our team of experts to ensure maximum quality control, all while meeting strict timelines."





WHAT WE DO / OUR SERVICES



Nemi Monitor

Our cutting-edge media monitoring platform, Nemi Monitor, allows clients to track mentions, stories, and trends across a vast array of media sources, including news, social media, and blogs. This comprehensive monitoring ensures that no valuable information slips through the cracks.

our unique advantage is the reach of tier 2 & tier 3 cities with our physical presence or through reliable partners.



Nemi Reports

Our customized reports are tailored to meet the specific needs of our clients. From executive summaries to in-depth analyses, Nemi Reports provide actionable intelligence that informs strategic decision-making.



Nemi Analytics

Nemi Insights employs state-of-the-art analytics tools to transform raw media data into meaningful insights. Our team of skilled analysts identifies patterns, sentiment, and emerging trends to provide clients with a clear understanding of their media presence and reputation.

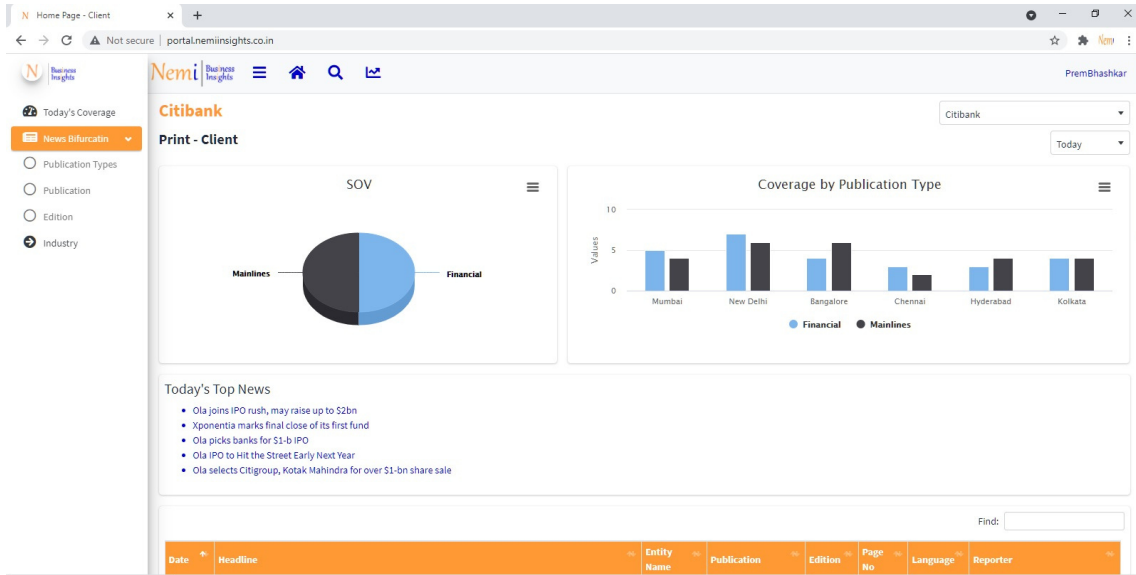
NEMI 'S UNIQUE ADVANTAGE

- Morning Alert starts as early as 7 AM.
- Text support is provided for each clipping, including Regional Clips, with the ability to translate into other languages.
- Coverage includes most Subscription-based news media houses such as ETPrime, Times Prime, VCCircle, Inc42, Ken, and more.
- We save a copy of online-published articles on our server for future reference.
- Subscribers can access a portal with a clean and simple user interface, featuring a dashboard with graphs, pie charts, and a top story of the day function.
- Delivery formats are customizable to suit your preferences.
- Full archive support is available for your entire subscription period.
- Our reports are free of unnecessary information and provide quality content.

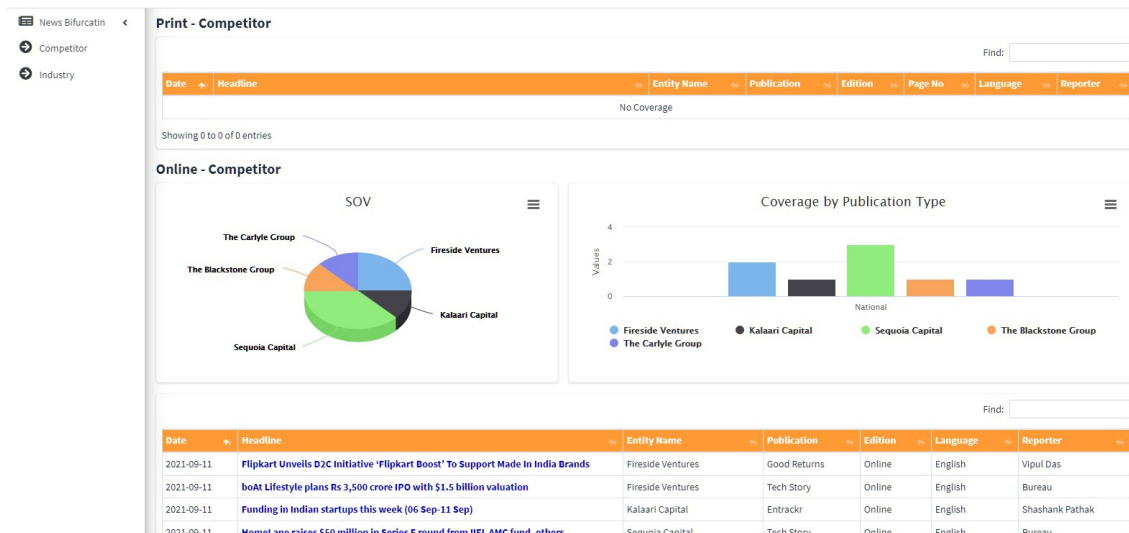


GLIMPSE OF NEMI'S DASHBOARD

Dedicated dashboard support with functions like SOV, Top News, Beautification by publication, Reporter & Editon

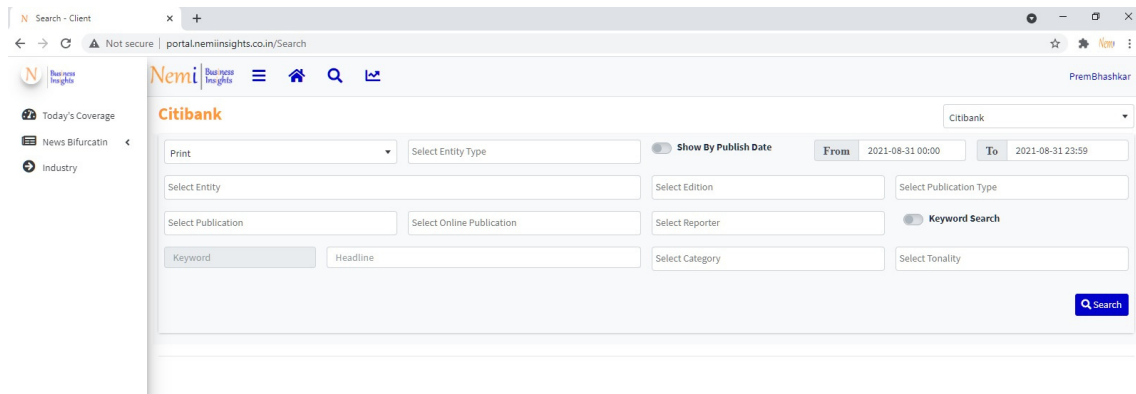


Elaborated graphical depiction of competitors.

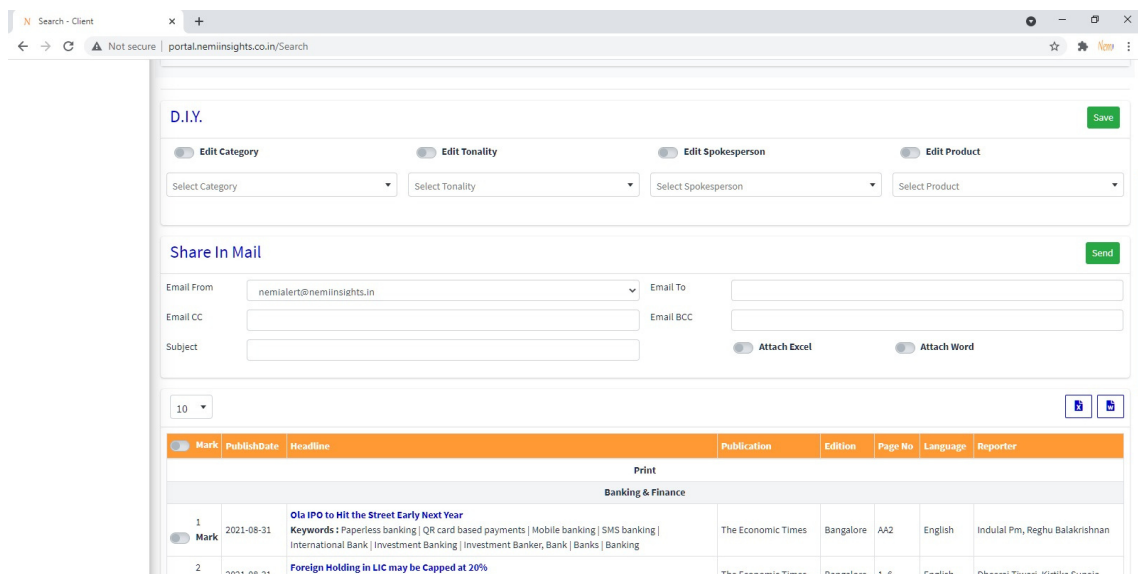


Specialized search assistance featuring various parameters, including date, headline, reporter name, text, publication, and edition.

You can effortlessly download the search results in Excel or Word format with just one click.



Unique "Do It Yourself" (D.I.Y.) functionality allows subscribers to adjust the tonality and send mailers at their convenience and according to their preferred timeline.



Exclusive feature granting subscribers the freedom to access or download a report based on the following parameters:

- Share of Voice
- Spread by Publication type
- Top Five Story
- Edition Wise Bifurcation
- Top Publications
- Front page vs other pages
- CCM
- Media Ad Value
- Categories
- Tonality
- Contribution by journalists.

Jupiter Capital Jupiter Capital

Both Show By Publish Date **From** 2021-09-01 00:00 **To** 2021-09-12 23:59

Select Entity

[Search](#) [Generate Report](#)

Report Generated Successfully !

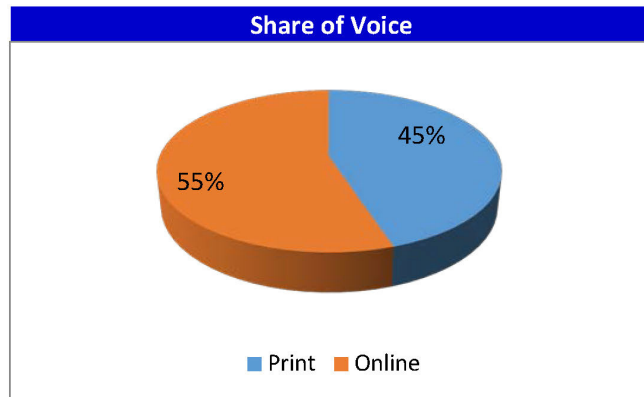
Index

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The downloaded report consists different graphs with supported source data (attached excel)

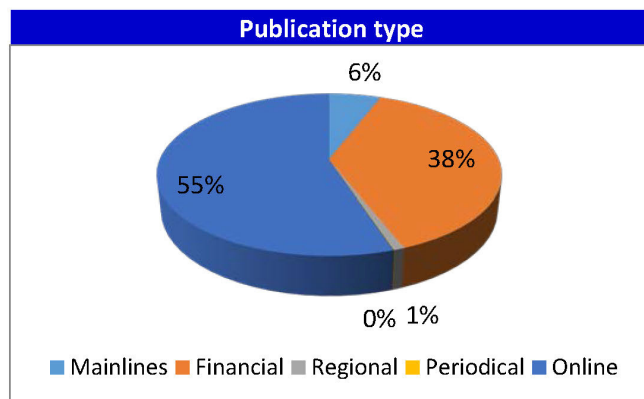
Share of Voice

Media Type	Volume
Print	729
Online	895
Total	1624



Spread by Publication type

Paper Type	Volume
Mainlines	95
Financial	620
Regional	13
Periodical	1
Online	895
Total	1624

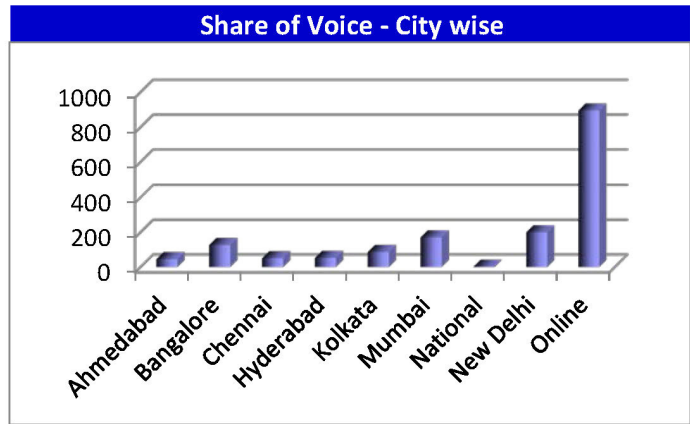


Top Five Story (Print and Online)

Print		Online	
Headline	Article	Headline	Article
Carlyle to raise \$1 bn debt to acquire Hexaware	21	es 'Flipkart Boost' for digital-first co	15
Five Star Business Finance set for IPO	14	2021; regulatory scene forcing som	12
Late-stage tech deals push VC funding up 60%	14	OYO raises authorised share capit	12
Leap Lands ₹400 cr in Series-C Round	14	l Virtual Technology Summit 2021	10
Innoviti in talks with investors for raising ₹730 cr	14	increases authorised share capital	9

Edition Wise Bifurcation

Edition	Volume
Ahmedabad	45
Bangalore	126
Chennai	50
Hyderabad	52
Kolkata	86
Mumbai	170
National	1
New Delhi	199
Online	895
Total	1624

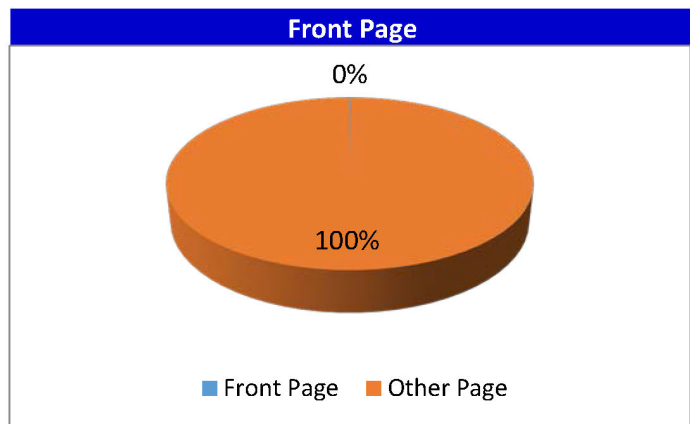


Top Publications

Publication	Article	Online Publication	Article
Mint	322	The Economic Times	84
The Economic Times	149	Mint	78
The Hindu Business Line	52	CNBC TV 18	57
Business Standard	50	Business Standard	50
The Financial Express	47	VC Circle	31

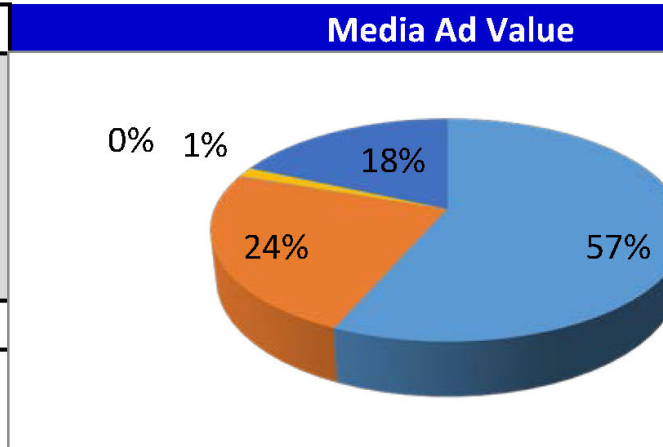
Front Page

Page Type	Volume
Front Page	1
Other Page	728
Total	729



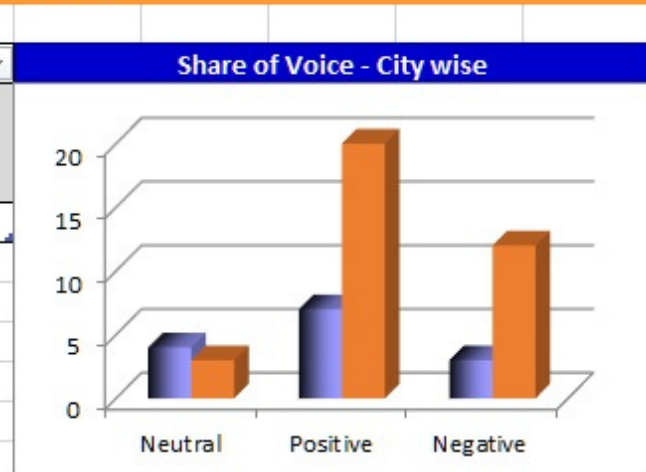
Media Ad Value

Category	MAV (INR)	Articles
	110910169	620
	46341888	95
	320000	1
	2648406	13
	35800000	895
Total	196020463	1624



Tonality

Tonality	Print	Online
Neutral	4	3
Positive	7	20
Negative	3	12
Total	14	35



Contribution by Journalist

Journalist	Publication	Article	Online Journalist	Publication	Article
Debjyoti Roy	Mint	54	Anuj Suvarna	VC Circle	19
Tarush Bhalla	Mint	49	Aishwarya Anand	CNBC TV 18	12
Joseph Rai	Mint	34	Shashank Pathak	Entrackr	12
Swaraj Singh Dhanjal	Mint	30	Tarush Bhalla	Mint	11
Beena Parmar, Ranjani Raghavan	Mint	14	Peerzada Abrar	Business Stand	9

ARTICLE VIEW

Probe into Lanka boat intercepted with drugs, rifles may suggest LTTE revival: Kerala, TN officials

Tuesday, 31 Aug 2021					The Indian Express (Main Paper)	
Edition New Delhi (English)	Source/Reporter Arun Janardhanan	Page No 5	CCM 154.39	MAV 722545.20	Circulation 68697	
Images	Text	Translate Headline	Translate Content			

Probe into Lanka boat intercepted with drugs, rifles may suggest LTTE revival: Kerala, TN officials

ARUN JANARDHANAN
CHENNAI, AUGUST 30

AN ONGOING National Investigation Agency (NIA) probe into the seizure of 300 kg heroin, five AK-47 rifles and 1,000 live rounds of 9mm ammunition off the coast of Vizhinjam near Thiruvananthapuram has led to speculation that an international drug running and weapon trading racket is aimed at reviving the Sri Lankan Tamil separatist group LTTE.

The case relates to the March 18 interception of a boat with the contraband by the Coast Guard following an intelligence input.

The mastermind behind the operation was Sri Lankan Tamil Suresh Rajan, a resident of Colombo who had been living at Kundrathur, a Chennai suburb, for some time.

Multiple sources in Kerala and Tamil Nadu intelligence agencies said they failed to closely look at the case as it was being probed by the Narcotics Control Bureau (NCB). "The NCB was about to change here six Sinhalese who were on board when NIA stepped in and probed further," said an intelligence officer attached to Kerala Police.

The NIA probe would later find that six Sinhalese were labourers. Meanwhile, Rajan was

arrested from Angamaly, Kerala in August and was later taken into custody by the Tamil Nadu Q-branch for his links with LTTE groups still active in Tamil Nadu and Sri Lanka.

But after the NIA stepped in and took over the probe, they found scientific evidence of a Dubai link from a Thuraya handset (considered an advanced satellite phone) which was seized from the boat. "That was the crucial evidence that led to the arrest of Suresh and his associate Soundararajan," the officer said.

During searches conducted by NIA at premises linked to the accused in Kerala and Tamil Nadu, several incriminating documents,

including books relating to LTTE and several cellphones, gadgets and SIM cards were seized.

According to the officer, the March 18 incident was not an isolated case. "Evidences collected from Rajan after his arrest, including those of transactions worth crores, shows that he was an international drug smuggler with active links with Pakistan-based drug runner Haji Salim, who often shuttled between Dubai, Pakistan and Iran. Rajan held a prominent role in drugs and arms trafficking to Sri Lanka through the backyard of India," the officer said.

A Tamil Nadu intelligence officer said there was evidence that

Rajan met Sri Lankan drug lord Madhush Lakshitha alias 'Makandure Madushi', who was killed in a shootout in the island nation in October 2020. "Rajan also was in touch with Salim," said the officer.

There was also evidence that Rajan and Soundararajan worked closely with individuals who are being monitored for their sympathies for LTTE and its reported revival mission. "If drugs were to earn money, the five AK-47 rifles seized from the boats were supposedly for LTTE sleeper cells," the officer said.

Officers in Kerala and Tamil Nadu familiar with the NIA probe said they are closely working with

Central agencies to explore the LTTE angle. "We cannot ascertain at this moment whether there is already a revival of LTTE in Sri Lanka or Tamil Nadu, or if it is a group earning money in the guise of reviving the group," said an officer.

Two similar seizures of Sri Lankan boats — before and after the Vizhinjam incident — are still being probed by the NCB. In March, the Coast Guard intercepted a Sri Lankan boat off Minicoy with six crew members and seized another Sri Lankan boat off Kanyakumari in November with 120 kg of narcotics worth approximately Rs 1,000 crore and five weapons.



The article will encompass essential details such as page number, edition publication, CCM, MAV, and circulation information, with the added capability for downloading and social media sharing (including WhatsApp, X, LinkedIn, and Facebook).

Probe into Lanka boat intercepted with drugs, rifles may suggest LTTE revival: Kerala, TN officials

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Translate in any language via google translate

Regional Headline :

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The Article Text view will display the original text as published in a newspaper, with translation support available through Google Translate.

NEMI MOBILE APP : BRINGING CONVENIENCE TO YOUR FINGERTIPS

At Nemi, we've always believed in delivering top-notch experiences to our cherished subscribers. In line with this commitment, we are thrilled to announce the launch of our dedicated mobile applications, now available on both Android and iOS platforms.

Your Nemi Experience, Elevated

Our mobile apps have been meticulously crafted to cater to your needs and preferences, ensuring that your Nemi experience is seamless, engaging, and accessible whenever and wherever you desire.

Key Features and Benefits:

1. **Accessibility:** Access the entire spectrum of Nemi's offerings from your pocket, making it easier than ever to stay connected.
2. **User-Centric Design:** Our apps feature an intuitive and user-friendly interface, guaranteeing hassle-free navigation and content discovery.
3. **Stay Informed:** Receive real-time updates, breaking news, and personalized notifications to ensure you're always in the know.
4. **Offline Enjoyment:** Download your favorite content to enjoy during your commute, travels, or simply when you're offline.
5. **Optimized Performance:** Enjoy faster loading times and smoother navigation, tailor-made for mobile devices.



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