BQ WhatsApp News Service
Social - The unavoidable devil for Publishers
Messengers are the NEW social

Messengers are now bigger than social. What’s your strategy?
WhatsApp - The new E-mail | Phone call | Snail Mail | New Digital

1.5 Billion+ MAUs

Exchanging over

60 Billion messages/ day
How do Publishers leverage?
Pioneered with International technology


BQ WhatsApp News Service
The BQ WhatsApp Audience

400K+
Subscribers to India’s first business news WhatsApp subscription service

5Mil +
PVs

7.5Mil Mins
Per month
Built the first WhatsApp products globally
A product that markets itself

Over **250,000 new users** with an average of **7.5 referrals per user**
Build a world class product

+ Globally acclaimed content

= Large Loyalist Group in Media
last six years. A lot of publishers have done some interesting work in the news lateral space, BloombergQuint for instance, has a fabulous whatsapp broadcast service. The Ken’s newsletters too have become quite the habit for me. So we have to constantly keep expanding our reach, there are still a lot of low hanging fruits, whether it is about working with aggregators or technology companies to push our content, we should do more and we keep doing it.

Is there a number to how much