Reach Indian investors while they learn

EquitiesIndia.com is an education-only publisher for Indian retail investors: long-form guides, a 2,000-term glossary, free calculators and Nifty 500 company profiles. We partner with a small number of regulated financial companies and finance tools, with clear labelling and full editorial independence.

AUDIENCE · LAST 30 DAYS

343	1 min 48 s	43%	~40,000
Readers in India monthly, automated traffic excluded	**Average visit (India)** time per session	**Engagement rate (India)** sessions with real interaction	**Google search impressions** per month, 90%+ from India

Figures come from Google Analytics 4 and Google Search Console and exclude automated traffic (data-centre crawlers and headless browsers), which we filter at source since November 2026. We publish real-reader numbers only; raw analytics totals on young sites are often inflated by bots.

WHAT WE PUBLISH

4,200+	104	2,000	20	500	25
pages	long-form guides	glossary terms	free calculators	Nifty 500 company profiles	sector primers

PARTNERSHIP FORMATS

- **Calculator sponsorship** — A labelled “Presented by” strip under the results of one calculator (for example brokerage, SIP or capital-gains tax). The calculation itself stays neutral and never names a product.
- **Comparison-page partner card** — A labelled partner card beside one of our comparison tables (for example brokers, ETFs vs index funds). It never sits inside or changes the comparison.
- **Topic or glossary-category support** — A “Supported by” line on one glossary category or one learning cluster (for example taxation during filing season).
- **Performance partnership** — Per-account or per-sign-up partnership through our labelled partner links, with click reporting from our analytics.
- **Newsletter sponsorship** — One sponsor line per issue. Available once the list is large enough to be worth it; ask for the current size.

Pricing on request — we quote per placement and season, and offer performance-based terms.

OUR STANDARDS

- Every placement is labelled “Partner” and links carry rel="sponsored".
- Sponsors never influence editorial content, reviews, comparisons or rankings, and editorial coverage is not available for purchase.
- Partner copy must contain no return or performance claims, no stock calls and no urgency language; creatives must already be approved under the partner’s own regulator or exchange rules where those apply.
- Partners confirm in writing that they understand EquitiesIndia.com is an education-only publisher and not a SEBI-registered adviser or research analyst.
- All price data on the site is at least 30 days old — the minimum lag SEBI sets for investor-education platforms.
- Partners receive a monthly report of placement clicks.

WE WORK WITH

- SEBI-registered intermediaries: stock brokers, depository participants, mutual fund AMCs, research analysts and investment advisers
- RBI-regulated banks and NBFCs (brand placements only)
- AMFI-registered mutual fund distributors (with ARN)
- Finance tools and data platforms, investor-education courses and books with no advisory element

WE DO NOT ACCEPT

- Unregistered finfluencers, paid stock-call groups or Telegram/WhatsApp channels
- Crypto products
- Loan, credit-card or insurance lead-generation forms
- Any creative with return claims or specific stock calls
- Pop-under, push-notification or auto-redirect ad networks

Contact: partners@equitiesindia.com — please include your company name, registration details (for example your SEBI registration number) and the format you are interested in.

EquitiesIndia.com is an educational publisher and is not registered with SEBI as an Investment Adviser or Research Analyst. Nothing on the site is investment advice. All price data on the site is at least 30 days old.