

Press Release

For Immediate Release

Jagran New Media expands its affiliate program; Introduces [Jagranreviews.com](https://jagranreviews.com) — A new destination to read & buy

~ A clutter-free, ad-free, content-first affiliate platform aimed at becoming India's most trusted shoppable content ecosystem ~

6th February, 2026, National: Jagran New Media, the digital arm of Jagran Prakashan Limited, today announced the launch of jagranreviews.com to expand its affiliate offering, a one-stop destination for the best deals and trending products with detailed reviews for shopping online. A website specifically catering product comparison feature designed to bridge the growing gap between authentic product information and confident purchase decisions. In an era flooded with recommendations, ratings, and sponsored listings, Jagranreviews.com aims to stand apart by offering deeply researched, genuine, and expert-led product reviews that put user trust and clarity first.

Jagranreviews.com has been conceptualised as a content-first shoppable destination, where product discovery is driven by editorial research rather than automated data feeds. Covering categories such as electronics, gadgets, appliances, fashion, beauty, home, and lifestyle, the platform delivers in-depth reviews and curated listicles across smart TVs, laptops, headphones, washing machines, refrigerators, air conditioners, smartwatches, and more. Every piece of content is backed by category experts with years of domain experience in e-commerce products, ensuring that users receive information that goes beyond specifications to real-world relevance, usability, and value.

A key highlight of Jagranreviews.com is its **ad-free user experience**, making it the only content-to-commerce platform in India where uninterrupted reading and unbiased information take precedence. The platform features product comparison tools that allow users to evaluate options side by side, dedicated product pages for direct shopping journeys, and a comprehensive deals section that curates the best ongoing offers from leading e-commerce platforms. By filtering misinformation, analysing reviews, and combining research with editorial judgement, Jagranreviews.com builds a trusted relationship with readers while seamlessly enabling commerce.

Commenting on the launch, **Gaurav Arora, Chief Operating Officer, Jagran New Media**, said: "Jagranreviews.com is a natural extension of our user-first digital philosophy. As commerce increasingly gets influenced by content, the need for credible, clutter-free, and expert-driven information has never been higher. Jagranreviews.com has been built to address this very gap, where every product recommendation is rooted in research, editorial integrity, and genuine value for the user. Our aim is not just to help users buy, but to help them buy right, with complete trust.

This initiative expands our affiliate marketing program as an additional revenue stream, with clear value for both aggregators and users.”

Alongside editorial content, the platform also enables users to explore diverse product selections across laptops, smart TVs, appliances, wearables, speakers, and more—making product discovery both informative and intuitive. What truly differentiates Jagranreviews.com is that every data point, ranking, and recommendation is derived from original editorial content, reinforcing its commitment to authenticity over aggregation.

About Jagran New Media:

Jagran New Media has a reach of over 116 million users (*Source: Comscore MMX Multi-Platform, Total Unique Visitors/Viewers, Total Digital Population (Desktop, Mobile & Social), [P] Jagran New Media, Total Audience, Sep’25, India) and has consolidated its position among the top news and information publishers in India. The company publishes multimedia content, which includes over 7,000 stories and 40 videos per day.

JNM is committed to producing factual & credible content that empowers New India with Knowledge, Information, & Voice towards an Inclusive & Progressive Society. The company has dedicated websites covering National & Hyperlocal news, which include www.jagran.com, www.naidunia.com, www.inextlive.com, www.punjabijagran.com, www.gujaratijagran.com, marathijagran.com, and thedailyjagran.com. A leading health website in 3 languages, www.onlymyhealth.com; a women-focused portal, www.herzindagi.com, in 3 languages; and a focused website for education, www.jagranjosh.com. A leading fact-checking website, www.vishvasnews.com, in 12 languages, and an in-house production house, rocketshipfilms.com, also contribute to the offering.