

Jagran New Media's HerZindagi Expands Into the Tamil Market

October 28, 2022, National: HerZindagi.com, a leading women's lifestyle website owned by Jagran New Media, is expanding into the Indic language landscape with the launch of its Tamil site, following its success in Hindi and English. HerZindagi in Tamil brings to its readers an array of content tailor-made for women across fashion, beauty, shopping, recipes, travel, kitchen hacks, finance, and more. With this launch, Jagran New Media, one of India's top media conglomerates, expands its reach to a new section of readers across the globe. It is one of many steps in its incredible growth trajectory and expansion plan to bring the magic of HerZindagi to everyone.

Speaking on the launch of the Tamil site, Mr. Bharat Gupta, CEO of Jagran New Media, said, "Indian digital users are growing exponentially, especially from tier 2 and 3 cities. It is no surprise that 75% of that growth comes from Indic language users, compared to a mere 3% of English language users in India. With a brand like HerZindagi, which has already won the trust of its readers in the Hindi heartland, it is the logical next step for us to take this exciting platform to the readers in the south of India."

Associate VP and Business Head of Health & Lifestyle verticals, Megha Mamgain, said, "Our teams are carefully studying the interests of Tamil readers and creating content that captures regional nuances, is relatable, accurate, and valued addition to the lives of our readers. We hope to serve this carefully designed content to Tamil readers in India and worldwide. Taking the learnings from the success of HerZindagi.com in Hindi, we are hoping to put the interest of Tamil women readers on center stage.

HerZindagi is India's No.1 women's lifestyle website, with over 19* million users. Launched in 2018 to create a platform to serve women's interests, HerZindagi has consistently done original, credible, and relatable content. In a digital environment where male users and GenZ took precedence, HerZindagi brought the focus to the needs and wants of the mature women of today.

Strengthened by the trust of its millions of users, HerZindagi is now expanding its reach with this Tamil launch. With this launch, HerZindagi.com is expanding its reach in the southern market with the more significant intent to launch in Telugu, Kannada, and Malayalam in the upcoming months. Along with text articles, the site also offers Google Web Story format, allowing users to experience the rich media and tappable stories created for a mobile-first experience.