

## **Jagran HiTech Awards' 5th Edition Promises an Unforgettable Celebration of Recognizing Excellence in Technology and Automobile Sectors**

–With half a million\* subscribers on YouTube and over 800,000\* Instagram Followers, Jagran HiTech records 336% Month-on-Month user Growth-

**December 19, 2023** — Jagran HiTech, the leading auto and tech brand under Jagran New Media, announces the fifth edition of its flagship annual event in the technology and automotive sector - the “Jagran HiTech Awards 2023”. The prestigious awards ceremony celebrates the convergence of connectivity and mobility, highlighting the brilliance that defined the year 2023 in innovations and invites stakeholders, enthusiasts, and industry leaders to join in the celebration of excellence. Building upon the resounding success of the past four editions, the fifth edition promises to be even more grand, solidifying its status as the most-awaited event in the auto-tech industry.

The event will take place on 21st December at Hotel Andaz, New Delhi, and will have Shri Rajeev Chandrasekhar, Hon'ble Union Minister of State for Skill Development and Entrepreneurship, Electronics and Information Technology as Guest of Honour; Mr. Narain Karthikeyan, India's First Formula One Driver and Founder Drivex & NK Racing Academy as Special Guest; and Mr. Aman Gupta, Co-Founder and CMO, BoAt Lifestyle as an Esteemed Speaker. Solidifying its position as the premier annual confluence for professionals in the technology and automotive industries, the event will be graced by the presence of top CEOs, CMOs, and industry leaders.

**Expressing his excitement, Gaurav Aroa, COO, Jagran New Media, said,** “We’re proud to embark on the grand journey of the fifth edition of the Jagran HiTech Awards as it has evolved into a true flagship property for us to recognize and honour the exceptional contributions of industry stalwarts in technology and automotive innovation. Being the No.1 Publisher of mobile and mobility social handles in India, the event celebrates the brilliance, sets new benchmarks, and applauds those who have propelled our industries forward, and there are truly so many. We aim to acknowledge achievements and create an all-immersive experience that captures the essence of the technology and automotive landscape in 2023.”

With 12+ Eminent Jury Members & 50+ categories covered across technology and automobiles, Jagran HiTech Awards 2023 is projected to have an expected reach of 25+ million. The Jury comprises renowned tech and auto experts, offering unparalleled insights to evaluate nominations, including Jagran New Media's Nand Kumar Nair, Video Head, News & Info, and Konark Tyagi, Video Head, Non News & Podcast. Additionally, brands will have the chance to shine in "The HiTech Launch Pad," putting their cutting-edge innovations in the spotlight.

Jagran HiTech's social media presence is witnessing remarkable growth, having crossed half a million subscribers on YouTube and 800,000\* followers on Instagram to date. The leading auto and tech brand has seen 7000%\* annual growth on Instagram and a staggering 336%\* month-on-month user growth. Backed by a team of experienced journalists and tech enthusiasts, Jagran HiTech channels adopt a

dynamic content strategy and serve as the go-to destination for news, reviews, and updates on technology, automobiles and innovation.

To engage with young audiences, Jagran HiTech has announced a social media contest - with a chance to win top tech gadgets, meet and greet with industry experts at the annual event at Andaz Hotel, New Delhi, and grab exciting prizes.

[Click here to participate.](#)

\*Facebook, YT and Instagram Analytics as in Dec 2023

#### **About Jagran New Media:**

Jagran New Media has a reach of over 73.2 million users (\*Comscore MMX Multi-Platform; October 2023) and has consolidated its position amongst the top news and information publishers in India. The company publishes multimedia content, which includes over 7,000 stories and 40 videos in a 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](http://www.jagran.com), [www.naidunia.com](http://www.naidunia.com), [www.inextlive.com](http://www.inextlive.com), [www.punjabijagran.com](http://www.punjabijagran.com), [www.gujaratiijagran.com](http://www.gujaratiijagran.com), and [english.jagran.com](http://english.jagran.com). A leading health website in 3 languages, [www.onlymyhealth.com](http://www.onlymyhealth.com); women focus portal, [www.herzindagi.com](http://www.herzindagi.com), in 3 languages; and a focused website for education, [www.jagranjosh.com](http://www.jagranjosh.com). A leading fact-checking website, [www.vishvasnews.com](http://www.vishvasnews.com), in 12 languages and a gaming vertical, [www.jagranplay.com](http://www.jagranplay.com), an in-house production house, [Rocketship Films](#), also contributes to the offering.

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