

# VARINDIA - Go Digital

Dear Friends,

VARINDIA magazine is electronically available to the partners..

Now the digital world of contactless commerce is being reimagined in ways that are reshaping consumer behaviour with the growing need to adjust to the global COVID-19 crisis. Organizations want to continue business while supporting the needs of their partners/customers who are more than ever, in need of empathy.

As a standalone brand, Kalinga Digital Media (KDMPL) is well planned to provide a unique and dedicated service to the entire VAR and partner communities in the country ,which is dynamic to the regular readers of VARINDIA and now by using digital technology they can explore, shop and connect through various Offerings by us.

VARINDIA already has a very strong social presence across Twitter, Instagram, Facebook, Linkedin, YouTube etc. and this focus will ensure the audience as a key part of VARINDIA's product portfolio. Partners can benefit from being online and connected no matter where they live, how old they are and what interests they have through Go Digital by VARINDIA.

This is a huge change of focus for the industry and we have made incredibly convenience for the readers to both read and store these versions for the time being with a much cost effective way. The digital magazine(PDF/HTML) is available on the website, as they give the opportunity to make content more interesting and interactive.

**www.varindia.com** allows a lot of flexibility in the content that can be shared. When creating digital magazines it is easy to change the number of pages while leaving the layout and format of the magazine as it is. However, post lockdown we will be back with the print editions and both will co-exist.

As these magazines are distributed through the web, subscribers are able to receive them instantly. The digital publication is available on every best possible digital format with mobile and Desktop friendly by allowing a new level of convenience.

Subscribers can have access to the digital content anytime anywhere. However, we will publish the print version to limited quantity and our entire workforce including the editorial and marketing team are geared to serve you better.

Going forward, audio will become a more important part of the content and commercial strategies. Certain corporates demand for the emerging voice-activated technologies, I'm surprised about the potential of audio and voice for journalism. Users will consume news by speaking and listening, less often by reading and we have to prepare early on for shifts in user expectations. Soon we are going to implement in our technology portfolio.

VARINDIA magazine has earned a loyal following since its original launch in 1999 and I'd like to thank the entire hard-working team, for their continued dedication and passion as we take the brand into this next phase.

Looking forward for your support to make VARINDIA to reach every corner in the country.

Yours Sincerely,

**Dr. Deepak Kumar Sahu**  
Publisher, VARINDIA