

INDIA & GERMANY: A ROADMAP FOR SUSTAINABLE GROWTH

Sponsorship Media Kit

A  NETWORK Initiative

CO-HOSTED BY
VfB Stuttgart



SUPPORTED BY
Baden-Württemberg



From the MD's Desk

Think Germany, and most of us would conjure up the image of the iconic Brandenburg gate in Berlin. Think of a German, and it would be Max Muller—the 19th century scholar and Indologist, who opened up the mystic Indic civilisation to thousands of Germans and other westerners. In his book “India: What Can it Teach Us?”, Muller wrote, “If I were to look over the whole world to find out the country most richly endowed with all the wealth, power, and beauty that nature can bestow...I should point to India.” Even 150 years ago, Muller could look beyond the obvious poverty of a colonised nation to its natural bounty, cultural heritage, and its latent potential.

Therefore, it would not be an exaggeration to say that Germany and India have always had a spiritual bond that went beyond trade and commerce.

Today, Germany is perhaps India's most significant partner in Europe. There are an estimated 2,000 German companies operating in India. They have invested nearly \$15 billion in India as foreign direct investment since 2000. And, according to industry body CII, there are more than 200 Indian companies operating in Germany today, generating billions of dollars in revenues annually, and employing tens of thousands of people. There are an estimated 43,000 Indian students enrolled in German colleges and universities, making them the largest cohort of foreign students in the country. In terms of bilateral trade, we are already doing \$34 billion, with potential to hit \$100 billion.





Under Prime Minister Narendra Modi, the engagement with Germany has been exceptional. PM Modi and German Chancellor Olaf Scholz met thrice in 2022; and Mr Scholz visited India not once but twice in 2023. He will be visiting India again in October this year. The strategic intent behind these meetings and visits is amply clear. There is much to gain—not just for the two countries, but the world at large—from forging deeper ties between the two countries.

News9 Global Summit in Stuttgart, Germany, has been conceived with the idea of bringing together a larger group of stakeholders from both sides to discuss and ideate on key issues for the benefit of the two nations. Our partners in this summit are some of the most prestigious German institutions, including Bundesliga and DFB-Pokal. Co-host of the summit is VfB Stuttgart, with the support of the state of Baden-Wurttemberg.

The summit will be held at the MHP Arena, Stuttgart's state-of-the-art stadium, as a three-day event between November 21 and 23 of the sorts never seen before. There will be high-level discussions, insightful speeches, fireside conversations, cultural performance, and even awards.

In sum, News9 Global Summit will focus on deepening the bilateral relations between India and Germany and, therefore, bring together some of the most important stakeholders across politics, business, civil society, sports, and entertainment from both sides.

This is a summit you just can't miss. Come, join us at Stuttgart.

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news h9ne | GLOBAL SUMMIT

 GERMANY EDITION 

MHP Arena, STUTTGART | NOV 21-23, 2024

The News9 Global Summit takes place in STUTTGART from 21-23 November 2024

Germany, Europe's largest economy and a strategic partner in the region for India, is the first destination for TV9's News9 Global Summit. Befitting the story it seeks to tell, **the summit will be the first-of-its-kind hosted by any news media company**

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GERMANY EDITION



MHP Arena, STUTTGART | NOV 21-23, 2024

Prestigious Partners

Bundesliga, VfB Stuttgart, the City of Stuttgart, and the German Football Association (DFB)



BUNDESLIGA





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SUMMIT

Where it all began



As the country's No. 1 News Network, TV9 has the unique distinction of holding India's biggest thought-leadership conference. The 'TV9 What India Thinks Today Summit' (WITT), the network's flagship summit, is known for bringing together under one roof an unmatched gathering of visionaries, policymakers, and influencers from around the globe to discuss, debate and ideate on key issues of importance to India in relation to the world. The Keynote Address of the February 2024 Summit was delivered by none other than the Hon'ble Prime Minister of India Shri Narendra Modi.



GLIMPSES FROM THE PAST

A Galaxy of Global Leaders



Former UK Prime Minister David Cameron at 'TV9 What India Thinks Today Global Summit,' 1st Edition in New Delhi

Former Australian Prime Minister Tony Abbott speaking at 'What India Thinks Today Global Summit,' 2nd Edition in New Delhi





GLIMPSES FROM THE PAST

India Resonates With Global Voices





FEBRUARY 2024 SUMMIT SNAPSHOT



Delegates
from more
than **20**
Countries



75+
Thought leaders
and icons



30+
Scintillating
Sessions

25+
Global
Speakers

4k+
Attendees
over 3 days

MHPArena, Stuttgart: The Summit Venue

The flagship thought leadership summit of India's largest news network, now goes global. As India ascends the global pecking order, TV9 Network is committed to telling the India story to a global audience to help them understand the forces driving the country's relentless march.

The Germany edition of the summit will be staged at the world-famous MHP Arena

Summit KEYNOTE Address

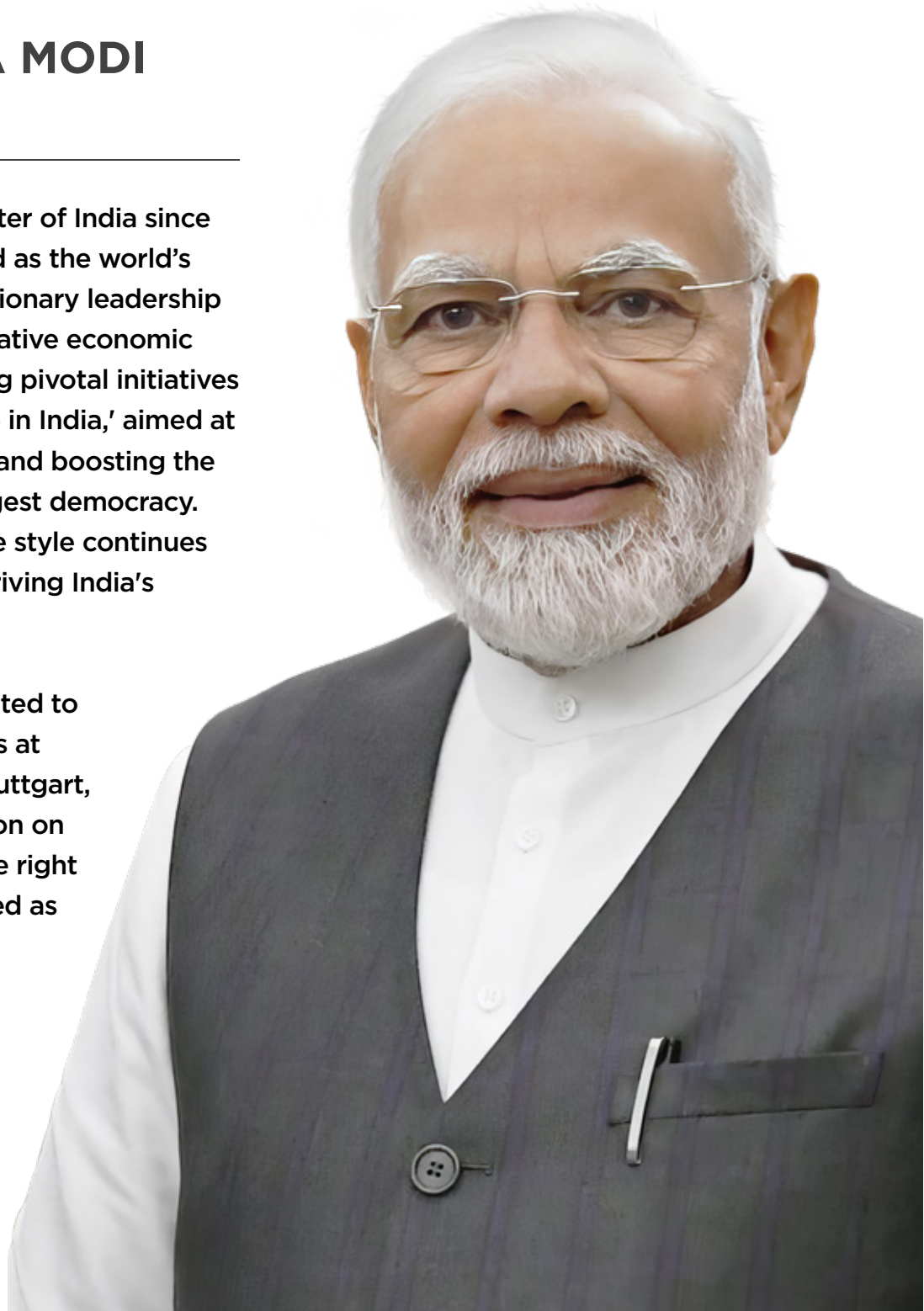
INDIA: Inside the Global Bright Spot

Shri NARENDRA MODI

Prime Minister of India

Narendra Modi, Prime Minister of India since 2014, is routinely celebrated as the world's most popular leader. His visionary leadership has spearheaded transformative economic and social reforms, including pivotal initiatives like 'Digital India' and 'Make in India,' aimed at modernizing infrastructure and boosting the economy of the world's largest democracy. His charismatic and decisive style continues to resonate with millions, driving India's ascent on the world stage.

Shri Modi has kindly consented to deliver the Keynote Address at News9 Global Summit in Stuttgart, Germany, and share his vision on what makes India tick all the right boxes for widely being hailed as the global bright spot.



News9 Global Summit
#Stuttgart2024

Summit Showcase

DAY 1 21/11/2024

The Global Summit gets off to a rollicking start with 'The Inaugural' featuring insightful conversations, panel discussions and a welcome networking cocktail and dinner

DAY 2 22/11/2024

Day-long News9 Global Summit comprises keynote by policymakers, insightful conversations with leaders, parallel breakaway B2B meetings featuring business honchos from Germany and India

Red carpet evening, including award function, cultural programme and dinner

DAY 3 23/11/2024

Unwind with a tour to Mercedes and Porsche museums and bring alive the football fan in you at Bundesliga match



**News9 Global Summit
#Stuttgart2024**

6 things happening on the sidelines

Watch a captivating Bundesliga match at the Stuttgart stadium. Meet the movers and shakers from Germany ahead of the match

Visit the Mercedes Museum to know about the history of the iconic car maker

Immerse yourself in the Porsche Museum with a guided tour

Let your spirits soar with a Vineyard Visit

Hear India's trailblazing Ladies talk about their journeys, as they walk the talk with German Legends

Get up-close with the 'Leaders of Global Bharat' and the winners of 'Auto Honours' as they take the centre stage at the cradle of automotive industry



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GLOBAL
SUMMIT



GERMANY EDITION



MHP Arena, STUTTGART | NOV 21-23, 2024

News9 Global Summit
#Stuttgart2024

Day 1: Nov 21, 2024

You have arrived, Willkommen!

Unwind with an evening of glitz and gravitas, featuring 'Ladies & Legends' – A 'This is Me Walk' by some of the most influential women from India with German football legends at the prestigious Porsche Arena

Network over
Dinner & Cocktails at the
uber-exclusive venue



News9 Global Summit
#Stuttgart2024

Day 2: Nov 22, 2024

Inaugural Session

A day-long summit with a mix of panel discussions, B2B Breakaway meetings, keynote addresses, and fireside chats followed by a red carpet with Indian and Germany policy makers, business leaders and opinion makers

Talking Themes

Mumbai To Munich: A Ticket To Discovery

The Next Factory Of The World

Developed vs. Developing: The Green Dilemma

Future of Mobility: Co-Driving the Agenda

Unlocking the Power of Sport: India as a Footballing Nation



News9 Global Summit
#Stuttgart2024

Day 2: Nov 22, 2024

**B2B Breakaway meetings in
19 dedicated rooms between
Indian and German leaders**

Explore Indo-German cooperation
in high-interest areas

Parallel sessions in the
main hall, including
delegations from various
State Governments of India

Sectors in Focus

Electronics | Automotive |
Defense | Sports | Green
Energy | Pharma | Tourism
and more



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GLOBAL
SUMMIT

 GERMANY EDITION 

MHP Arena, STUTTGART | NOV 21-23, 2024


Awards

News9 Global Summit
#Stuttgart2024

Day 2: Nov 22, 2024

6 pm onwards

Red Carpet and
Welcome

Auto Honours

Felicitating automotive trailblazers
that have set new benchmarks in
the industry

Cultural performance

Staging of a first-of-its-kind solo
opera play

Global Icons

Felicitating super achievers
from different walks of life

News9 Global Summit
#Stuttgart2024

Day 2: Nov 22, 2024

8:30 pm onwards

GALA DAY WINDS UP
WITH COCKTAILS & DINNER
AT PORSCHE LOUNGE



News9 Global Summit
#Stuttgart2024

Day 3: Nov 23, 2024

Visit the Mercedes Museum to know about the history of the iconic car maker

Immerse yourself in the Porsche Museum with a guided tour

Watch a captivating Bundesliga match at Stuttgart Stadium between VfB Stuttgart and VfL Bochum. Get to meet movers and shakers from Germany ahead of the match

INCREDIBLE SPONSORSHIP OPPORTUNITY

CONNECT WITH POLICYMAKERS AND TOP BUSINESS LEADERS

DELIVERABLES	GOLD	SILVER
NUMBER OF DELEGATE PASSES		
News9 Global Summit in Stuttgart from November 21 to November 23, 2024	5	2

Benefits of Delegate Pass

Three-night stay on exclusive double-bed room at a premium hotel in Stuttgart with breakfast	✓
Access to all summit sessions at the event at the world-famous MHP Arena, Stuttgart	✓
One networking gala dinner at the iconic Porsche lounge	✓
One VIP Invite for red carpet evening, including award function, cultural programme and dinner	✓
Visit to the Mercedes Museum to know about the history of the iconic carmaker	✓
Watch a captivating Bundesliga match between VfB Stuttgart and VfL Bochum from a VIP Box at the Stuttgart Stadium.	✓

BRANDING AT THE EVENT	GOLD	SILVER
Company logo to be prominently displayed on number of LED screens	5	2
Branding across all marketing collaterals, including invite, dedicated microsite	✓	✓
Logo to be printed on event brochure that will be placed at all tables	✓	✓
Social media posts along with content amplification	10	5
Anchor mentions at the event	20	10
Exclusive sponsor promotional material on tables	✓	X
Branding during the red carpet evening including awards and cultural programme	✓	X
Participation in panel/ speaking opportunity	✓	X

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SUMMIT

 GERMANY EDITION 

MHP Arena, STUTTGART | NOV 21-23, 2024

Impactful content featuring your brand's engagement at the summit

INDIA'S **1st**
MEDIAVERSE

Extensive Content across
India's 1st Media Verse

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World's **First** News OTT

5-Part Series
on OTT

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Digital News Stream on
Connected TV

20+ Hours of
programming
on CTV

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written word

250+
Text Stories

 **INDIA'S NO. 1**
NEWS NETWORK

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 गुजराती

 বাংলা

 **DIGITAL**



SOURCE: BARC IND(TV), TG: NCCS ALL 15+ YRS, MARKET: ALL INDIA (URBAN+RURAL), WEEK 1 - 28' 24, TIME BAND: 6-24H, 4 WEEKS ROLLING AVERAGE, RANK BASIS AVERAGE WEEKLY AMA OF GENERAL NEWS & REGIONAL NEWS NETWORK

1.7 Bn Monthly Ad Impressions



An aerial photograph of a large, ornate castle with multiple spires and towers, perched atop a lush green, forested hill. The hill is surrounded by a dense forest of tall trees. In the foreground, there is a clear, green meadow. The background shows a vast, flat landscape extending to the horizon under a bright blue sky filled with large, white, fluffy clouds. The text "SEE YOU SOON IN STUTTGART" is centered in the middle of the image.

SEE YOU SOON IN STUTTGART