

# CASE STUDY - LIFESTYLE

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# Media Stories

**Portal :** Economic Times

**Link**

: <https://economictimes.indiatimes.com/magazines/panache/ultimate-valentines-day-gifting-guide-perfect-presents-to-celebrate-the-season-of-love/articleshow/62838078.cms>

**Portal :** Deccan Chronicle

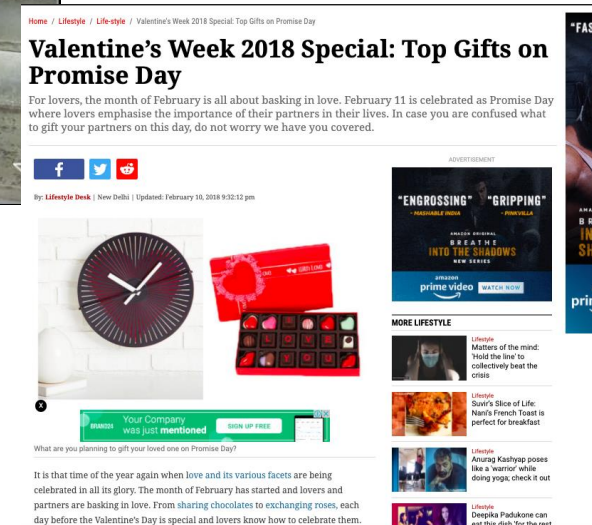
**Link :** <http://www.deccanchronicle.com/lifestyle/sex-and-relationship/080218/5-things-to-consider-before-choosing-a-gift-for-your-valentine.html>

**Publication:** PopXo

**Link:** <https://www.popxo.com/2017/12/christmas-gift-guide/>

**Portal :** Entrackr

**Link :** <http://entrackr.com/2017/12/bigsmall-eyes-rs-5-cr-revenue/>





flixjini

Flixjini – OTT aggregator

# Media Stories

**Publication: The Economic Times**

**Link:** <https://economictimes.indiatimes.com/small-biz/startups/newsbuzz/content-aggregator-flixjini-launched-in-india/articleshow/74908114.cms>

**Publication: The Hindu**

**Link:** <https://www.thehindu.com/entertainment/flixjini-a-tool-to-help-you-quickly-decide-what-to-watch-on-ott-platforms-like-netflix-or-amazon-prime/article31217076.ece/amp/>

**Portal: Mint**

**Link:** <https://www.livemint.com/technology/apps/flixjini-an-aggregator-of-ott-platforms-launches-a-new-feature-discover-to-watch-new-content-11593052044531.html>

**Publication: The Hindu Business Line**

**Link:** <https://www.thehindubusinessline.com/news/variety/six-popular-parallel-universe-and-alternate-reality-series-to-binge-watch/article31516134.ece>



## Flixjini: Your one-stop-shop for streaming

The app offers a unified interface for over 30 online streaming services

Streaming is a crowded and confusing space. In India alone, nearly 30 over-the-top players produce and distribute content and almost everyone has a dedicated app or website to stream their content. Users, for sure, are spoilt for choice, but the presence of numerous apps for streaming content makes keeping a tab on favourite shows and movies a messy affair. Flixjini, an aggregator of streaming services, tries to fix just that.

The online platform acts as a single-window for streaming content from sources such as Netflix, Amazon Prime, Hotstar and more than two dozen other legal streaming providers. Makers of the aggregator say their aim is to help people find what to watch, where to watch and whether to watch. Acting as a "personal streaming advisor", Flixjini helps people

ascertain what's fresh and captivating across all streaming services.

"With Flixjini, a user never misses a movie," says Ankit Chhajer, co-founder at Flixjini, which is based in Chennai. "If a user discovers a good movie or TV show to watch or missed a movie in the theatre, the user adds it to our unified queue. We notify the user whenever it is available on any platform to watch."

Flixjini uses tools based on artificial intelligence to help users make informed choices on the kind of content they must watch. The AI-driven content classifica-

tion and recommendation systems to suggest content personalized to the user's taste. Flixjini collects and curates reviews, ratings and information of the box office performance of movies or shows to help users decide on the merit of the content they prefer to watch.

Flixjini estimates that each streaming platform has on average 2000-plus movies and more than 500 TV shows. Across all platforms, there are over 50,000 movies and more than 12,000 TV shows to choose from. Studies show, say Chhajer, users spend more than 20 minutes browsing for a movie before watching. Flixjini can help users spend more time watching than browsing.

How are they going to make money? "For now, we are a self-funded enterprise. Soon, once the numbers start growing, we'll think of ways to monetise it," says Chhajer. Flixjini's app is available on Android and iPhone and will soon be par smart TVs and streaming sticks such as Android TV and FireTV.





**AMĀRIS**  
JEWELS BY PRERNA RAJPAL



# Media Stories

**Portal : The Week**

**Link :** <https://www.theweek.in/wire-updates/business/2020/08/28/pwr7-amaris.html>

**Portal : India Retailing**

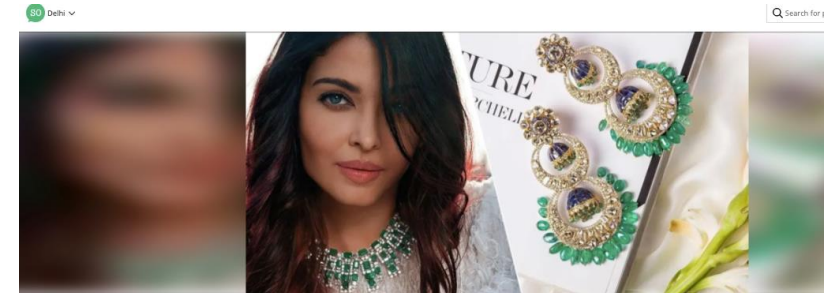
**Link :** <https://www.indiaretailing.com/2020/08/28/fashion/amaris-by-prerna-rajjal-goes-omnichannel-launches-online-store/>

**Portal : BusinessWorld**

**Link :** <http://www.businessworld.in/article/Celebrated-jewellery-designer-Prerna-Rajpal-forays-into-the-digital-realm-with-the-launch-of-her-online-store/08-09-2020-318008/>

**Portal : Business Standard**

**Link :** [https://www.business-standard.com/content/press-releases-ani/celebrated-jewellery-designer-prerna-rajjal-forays-into-the-digital-realm-with-the-launch-of-her-online-store-120090800719\\_1.html](https://www.business-standard.com/content/press-releases-ani/celebrated-jewellery-designer-prerna-rajjal-forays-into-the-digital-realm-with-the-launch-of-her-online-store-120090800719_1.html)



**Get Your Bling On Like Celebs With Amaris By Prerna Rajpal's Brand New Webstore**

Style Scout  
31 Aug 2020

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Disclaimer: Bearing in mind the current health crisis befalling the city and the world at large, we're tweaking our content policy and recommendations. Stay positive, keep hygiene levels up and don't fall prey to panic and misinformation.

"You can't buy happiness but you can buy jewellery, and that's kind of the same". We know a lot of women out there live by this quote (so do we!), and that is why today we're gonna tell y'all about a luxury jewellery brand that deserves a place in your vanity. So, read on and keep your wallets ready for a splurging spree!

**Leave A Lil' Sparkle Wherever You Go | Amaris By Prerna Rajpal** is one of India's leading jewellery brands that designs exquisite jewels by flawlessly blending Indian traditions with modern styles. Their jewels and website are targeted towards today's fashion-forward, on-the-go, multifaceted woman as she shuffles through her busy social and work calendar & dives in from an eventful Monday to her glamorous weekends filled with celebrations - all the while making a bold statement in her sought-after Amaris jewels! You'll find gorgeous pieces in diamonds, Polki and precious stones that are going to leave you and everyone else awe-struck.