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Activity Review | Redmi takes Note series to next level with the launch of Redmi Note 11S & Redmi Note 11

1 message

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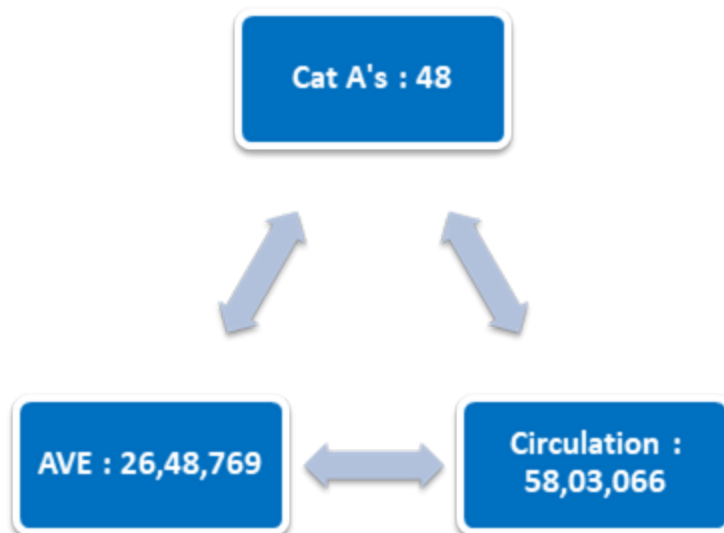
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Cc: Mansirat Bajwa <mansirat2.fuzionpr@gmail.com>

Hi team,

Basis the dissemination of "**Redmi takes Note series to next level with the launch of Redmi Note 11S & Redmi Note 11**" in **14 cities**, we have received coverage in **144 publications (Print + online)**. With the total coverage, we have reached out to over **17.4 million readers** across the target cities.

Quick snapshot of the activity for your reference:



Appended are the detailed list of cat A received from each city :

S.no	City	Publications
01	Agra	Dainik Aaj, Rashtriya Sahara, Sea Express

02	Ahmedabad	<i>Prabhat, Western Times</i>
03	Bhopal	<i>Dainik Jagran, Haribhoomi</i>
04	Bhubaneswar	<i>Sambad, The Statesman</i>
05	Chandigarh	<i>Aaj Samaj, Punjab Kesari</i>
06	Chennai	<i>Dina Karan, Dina Bhoomi, Madurai Mani</i>
07	Guwahati	<i>Asomiya Pratidin, The North East Times, The Meghalaya Guardian</i>
08	Hyderabad	<i>Andhra Prabha, Mana Telangana, Surya</i>
09	Kanpur	<i>Hindustan Times, Aaj, Swatantra Bharat</i>
10	Kolkata	<i>Eisamay, Sambad Prabha, Dainik Statesman</i>
11	Lucknow	<i>Aaj, Swatantra Bharat, DNA</i>
12	Patna	<i>Aaj, Quami Tanzeem</i>
13	Pune	<i>Kesari, Sandhya</i>
14	Varanasi	<i>Hindustan Times, Sanmarg, Aaj</i>

Appended are the highlights of the activity :

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- 100% brand name mention
- Top publications from different cities carried the story – ***Hindustan Times, Dainik Jagran, Aaj, Dina Karan, Sambad.***
- Brand name carried in all the publications
- **68 publications** gave us a picture story
- **67 publications** gave us a mix of 2 to 5 column story

Please find attached the coverage grid and [news clip](#) for your reference.

[illegible]

Regards,



 **Coverage Grid - Redmi.xlsx**
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