

FAREWELL TO PRINT



all NEW DIGITAL coming soon ...

Dear readers:

I regret to inform you, that India Abroad ceased its print publication at the end of March 2020.

For the thousands of readers for whom India Abroad has been an integral part of their Indian-American journey, the close of the publication may be heart rending, but hardly surprising, given the reversal of fortunes of print publications in the United States and across the world.

Like many newspapers, India Abroad has been struggling with declining print advertising revenues and subscriptions since the advent of the Internet age. Compounding all of this, was the advent of the ominous coronavirus pandemic and the devastating repercussions in its wake, and the looming outlook for future revenue generation appearing even bleaker.

Over the past 50 years, India Abroad has been a leader in the ethnic media, serving the Indian-American community with integrity and professionalism. Several generations of Indian Americans have gone on to make great strides and achieve great heights in different fields, including politics, business, technology, literature and entertainment, after they have been first featured in the pages of India Abroad.

The print publication will always be a proud part of their origin story. As the curtain comes down for print, I thank all the readers of India Abroad for their support over the past 50 years of its print edition, now the future is about DIGITAL – new content - while of course maintaining the strong ties we have with the older generation of readers as well as the Generation X'ers

I want to assure converting to digital delivery is consistent with trends in the publishing industry, and will mean a more accessible India Abroad publication for our readers. The all new digital will be available to you early summer. We look forward to your continued readership and are excited to bring you the new **India Abroad Digital**.

If you have any questions feel free to email us at circulation@indiaabroad.com

Sincerely

Suresh Venkatachari

Chairman and Publisher

India Abroad