

BOUND

ear
To The
Ground

Bound's *insights*
on Podcast Production
in India



ABOUT BOUND

Bound helps storytellers tell their stories in creative and effective ways. We are always looking for new and creative ways to support writers, podcasters and storytellers.

■ **We are podcast producers, creators, educators and consultants.**

We offer a range of services to help podcasters create, launch, grow and monetize their podcasts.

■ **We build communities.**

With our PodSquad community, we want to provide a space where they can all interact and learn from each other.

■ **We are creators of 2 stellar podcasts.**



Books and Beyond with Bound: India's no. 1 book podcast! Tara Khandelwal and Michelle D'costa interview India's finest authors and find out what makes them tick.

3 Seasons, 100K Downloads, Trending in 12 countries



The Book People: A path breaking publishing podcast and video series. Aishwarya Javalgekar chats with publishing experts to gain insights and bust publishing myths.

1 Season, 5K Downloads, reached #2 in Arts category on Apple Podcasts

We use our learnings and experiences to guide other podcasters who are on a similar journey.

ABOUT THE AUTHORS



Aishwarya Javalgekar

Aishwarya is a writer, editor, and podcasting expert. She produces all of Bound's podcasts and hosts The Book People, our publishing podcast. She runs a feminist zine ang(st), drinks alarming amounts of coffee, and colours her hair.



Tara Khandelwal

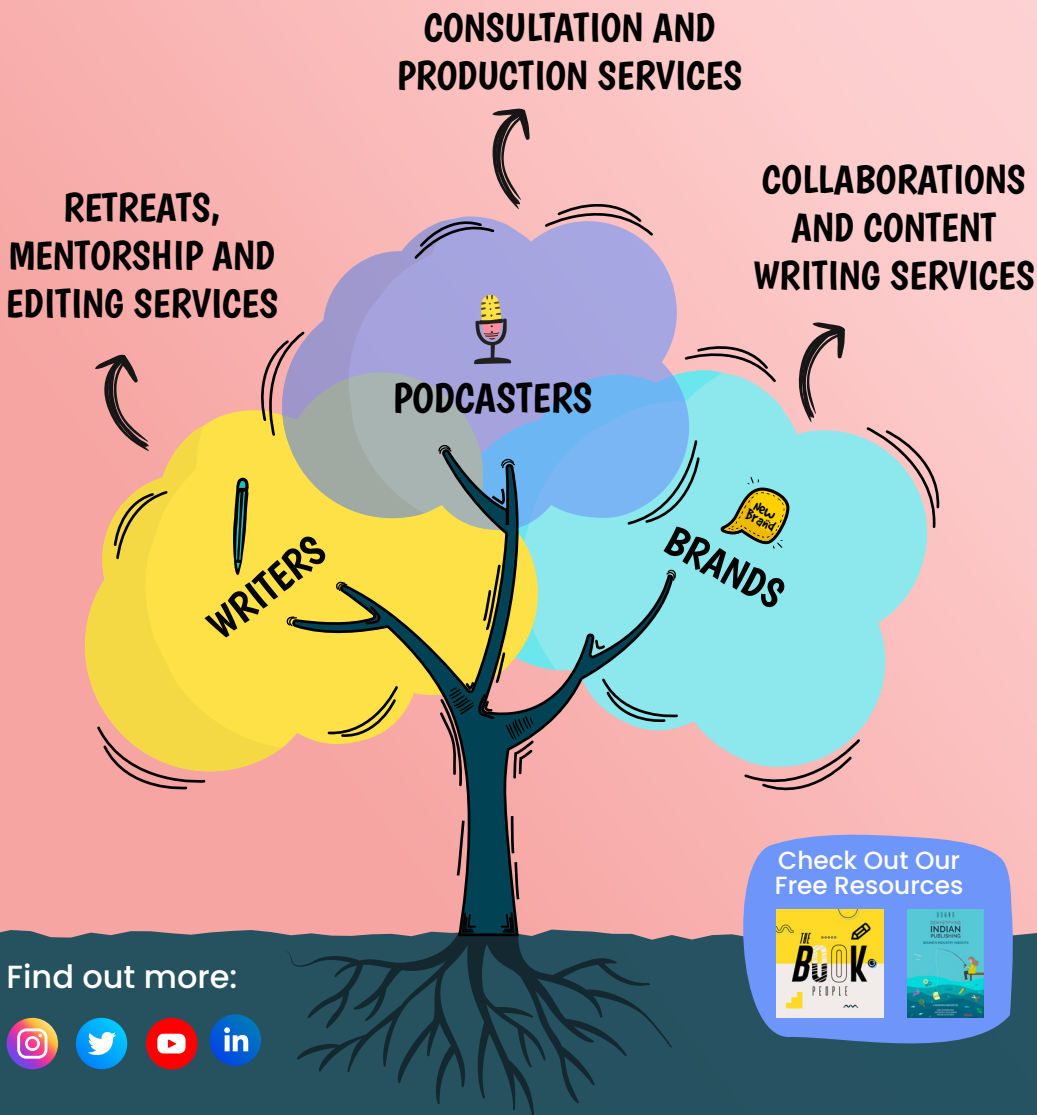
With business and publishing degrees from Columbia University and 10+ years of experience as a book editor, Tara is constantly searching for new stories and ideas. The formats of stories are blurring like never before and she loves that! She loves listening to podcasts and playing with her dog, Simba.



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WE NURTURE STORYTELLERS ACROSS FORMATS.



Find out more:



I. INTRODUCTION

In 2021, we launched PodSquad: India's first thriving community of podcast creators, listeners, producers and enthusiasts. In our one-on-one conversations with PodSquad members, we discovered their motivations, challenges and what kind of support they need to help them start their dream podcast or grow their existing podcast into something meaningful, high-quality and long-lasting.

Based on **our conversations with our thriving PodSquad community of 200 podcast enthusiasts**, we are proud to present India's first free and comprehensive guidebook to podcasting:

'EAR TO THE GROUND: Bound's Insights On Podcast Production In India'

THE DOCUMENT INCLUDES

- **Direct access to the minds of podcast creators and listeners:** what they like and what they are actually looking for.
- **A to Z's of podcast production:** how to turn an idea into a full-fledged high quality podcast
- **Fun checklists and easy- to-use templates:** simplify the production process and quiz yourself (It is a guidebook afterall!)
- **Solutions to podcasters' biggest challenges:** how to keep building your podcast, growing your audience and earning revenue from the podcast (usually reserved for our clients!)
- **Inside info and work-in-progress documents:** our learnings from our stellar podcasts, [Books and Beyond with Bound](#) and [The Book People](#).
- **Our predictions about the future of sound:** where are podcasts headed in India and what opportunities can you benefit from?

WHO IS IT FOR? ANYONE WHO WANTS TO KNOW MORE ABOUT PODCASTS



Podcast Creators

A step-by-step guide of the podcast production process and exclusive insights based on the real challenges of podcast creators.



Podcast Careers

Inside info on the podcast ecosystem, potential career opportunities and the skills you need for the same.



Companies and Brands

We show you exactly why podcasts are worth the investment and how they can help you grow your brand.

SOURCES

Our insights and predictions are based on our conversations with podcast enthusiasts and our own experiences.

- **EXCLUSIVE INSIGHTS** from our 200 PodSquad community members about their opinions, likes and dislikes, doubts, challenges and learnings
- One-on-one conversations with 56 PodSquad members to understand their opinions, motivations and challenges
- 3 **Panel discussions** with popular podcasters like Varun Duggirala (Advertising is Dead), Nikesh Murali (Indian Noir), Savitha Nanjippa (Success With Savitha), Aastha Atray (Love Aaj Kal), Ayushi Amin (Agla Station Adulthood) and Zain Calcuttawala (Marbles Lost and Found Podcast)
- Our insights and experience with creating 2 podcasts and our production and consulting services
- Secondary sources: research reports and articles (full list in [Appendix](#))

ABOUT PODSQUAD

PodSquad is a thriving community of podcast creators, listeners, producers and enthusiasts: a safe space for them to celebrate podcasts and share their loopers, doubts and concerns about podcasts. [Join our PodSquad Whatsapp group](#) for podcast tips and recommendations, listening parties, and much more!



WHO IS IN THE PODSQUAD

Aspiring Podcasters

Podcast Creators,
Listeners, Producers,
Hosts

Creative Professionals

Anyone who loves podcasts!

They are:

Curious

Thoughtful

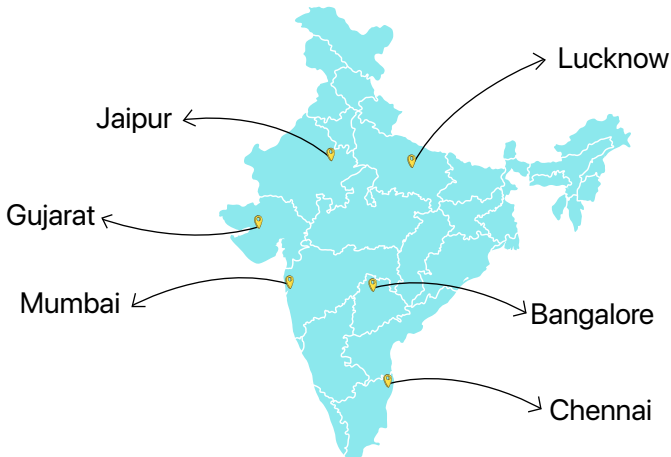
Extroverted

Knowledge-seekers

Generous and helpful

Looking to share their stories

They are from



MEET SOME PODSQUAD MEMBERS

Sridevi

Communication
Consultant Podcast:
Started a podcast to
get over writer's block.
Scripts and records her
episodes at 3 am!

"I have a poetry podcast
because I write poetry.
And that is something
that I really connect to."

Maulshree Malik

Creative Director,
Writer and Producer
from Jaipur
Her Podcast:
Maul of Words

"I'm not a podcast
person. But the game
changed when I joined
the PodSquad Whatsapp
group. I started knowing a
little more everyday by
just reading the texts. The
community is first rate,
but what's more fabulous
is the interaction and
guidance that the team
offers."

Berges Santos

Writer and Aspiring
Podcaster

Abhijeet Mahida

Copywriter and
Podcaster
Has a books podcast
'Books and Other
Things' and is in the
process of creating a
Gujarati podcast.

"I'm hoping to continue
work within the film
industry, but also have
one foot in the podcasting
industry as well."

Aadya Shah

Writer, Script
Developer
and Educator
Her Podcast:
On Film

"I've been hooked on
digital content and YouTube
for a long time. But when I
started really wanting to
listen to podcasts would be
when I went for long walks
around my house."

Meghna Sanyal

Architect, Podcast
Listener
and Creator Podcast:
No More Small Talk

Aditya Malik

Podcast Creator and
Producer Podcast: Bas
21 Din Ki Baat Nahi Hai

Abhilash Jayachandra

Freelance Writer and
Podcast Listener
Thinking of creating a
language or fiction
podcast.

"This group is different in
a way that a lot of useful,
actionable suggestions
are given. So that's why
I'm keen to follow on
and see what happens."

Saif Omar

His Podcast:
The Musafir
Stories

"I'm a YouTuber and doing
a podcast seemed like the
next natural step to bring
across interesting longer
form content that wouldn't
have been possible with
the constraints of video
making."

Panchsheel Gaiwad

Freelance
Videographer/ Editor
Podcast: The Panch Pod

**JOIN OUR THRIVING PODCAST
COMMUNITY!**



**India's first digital community of podcast lovers,
creators, hosts, producers and listeners.**

Join our PodSquad WhatsApp group for podcast tips
and recommendations, listening parties, and much more!

 **JOIN NOW**

BOUND'S RECIPE FOR A GOOD PODCAST

Tips to make your podcast stand out and make your listeners pay attention!



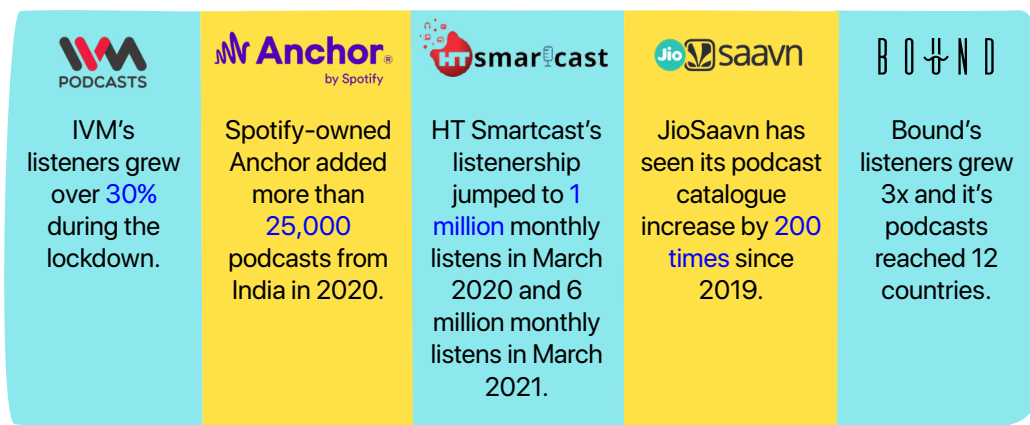
Do you want more direction on how to create a good podcast? Book a consultation session with Aishwarya Javalgekar or Tara Khandelwal and get inside tips on making your podcast stand out.

Use the code **PODSQUAD123** and get 20% off! **BOOK NOW**

II. PODCASTING IN INDIA: GENRES, CREATORS AND LISTENERS

Podcasts were first introduced as an accessible, mobile-friendly and timeless version of radio. They first came to India in 2005 when Apple launched the built-in Apple Podcasts app in iPhones. The word 'Podcast' is a combination of 'iPod' and 'broadcast'.

According to PWC's Media and Entertainment Outlook 2020 report, India is now the **3rd largest podcast listening market** in the world after China and the US, with 57.6 million monthly listeners in 2020. Currently, it is estimated that approximately **40 companies** (including Bound!) are working in this space and catering to 200 million monthly active users.



Podcasts serve different purposes: some are educational, others aim to make you laugh or scare you. So, they often get categorized based on their tone, aim and subject matter. E.g. Arts and Culture, Comedy, Health and Wellbeing, Business and Finance, Travel, etc.

You can always mix and match and see what suits you best. For e.g. Books and Beyond with Bound is an interview podcast, a co-hosted podcast, an arts podcast and a books podcast.

WHY PODSQUAD LOVES PODCASTS

1. Range of genres and topics: something for every listener

45% of Millennials and Gen Z in India listen to at least 5 podcast genres regularly. [Find out about our community's favourite podcasts.](#)

2. India loves audio: From myths to FM radio

Reading books, after a hectic day, seems pretty difficult and podcasts give me that gateway to experiencing everything I listen to.



- Pooja Aggarwal, PodSquad member

3. Break from screen fatigue

4. Convenience of multitasking

Our PodSquad members do everything from eating, cooking and cleaning to exercising, driving, walking their dogs and working while listening to podcasts.

I'm a 'listen/pause/rewind/forward while you work' person.



- Aishwarya Bhatt, PodSquad member

5. Break from pandemic blues

Often, listening to podcasts feels like being among friends, which has been great during the pandemic.



- Dhruvi, PodSquad member

6. Cope with stress and anxiety

76% of Indian millennials and Gen Z used audio to cope with stress and anxiety in 2020 (Spotify report)

7. Learn something new

86% of Indian parents who listen to podcasts feel that the medium has become a very helpful educational tool

8. Self-Discovery

60% of millennials and GenZ surveyed stated that podcasts fueled their self-discovery.

PodSquad Community's Favourite Podcasts



TYPES AND GENRES

TYPE	DESCRIPTION
Solo Podcast	Sharing one's experience or expertise
Interview Podcast	A different guest interviewed in every episode (Advertising is Dead)
Co-hosted Podcast	Two or more hosts having a conversation with each other. Based on their dynamics. E.g. Agla Station Adulthood, The Musafir Stories
Storytelling Podcast	This can be fictional (horror - Indian Noir) or nonfiction (true crime - Let's Not Meet, history - Cabinet of Curiosities)
How-to Podcast	Like a self-help book. The purpose is to teach new things - simplify and break down (e.g. Habit Coach by Ashdin Doc)
More-than-a- podcast	Repurposed content from blogs, books, research

PODSQUAD AUDIENCE INSIGHTS

WHAT LISTENERS LIKE

Podcasts about books, business, guest interviews, motivation, careers (industry-specific), comedy, and variety shows. Podcasts that are educational, entertaining and make complex topics more accessible.

I love book related podcasts! I also enjoy true crime as a genre. And since I frequently work with marketing, I enjoy podcasts that talk about advertising, growing customer base, new methods of reaching customers etc..



- Surabhi Geetey, PodSquad member

I like to listen to podcasts that focus on feminist theories, advertising, marketing, psychology, behavioural economics. I enjoy learning things in the field of behaviour.



- Pooja Aggarwal, PodSquad member

Personal finance / financial literacy podcasts

Mental health podcasts

Cultural Podcasts

**WHAT LISTENERS
WANT MORE OF**

Interview Podcasts

Women's issues /
feminist podcasts

I'd love more podcasts on queerness, mental health, feminism, politics and music from an Indian context. I love the ones I listen to but they still don't fulfill cultural context needs for me.



- Aashiya Ghosh, PodSquad member

I would love to listen to stories of people who aren't very famous yet doing something impactful.



- Bhuvaneswari, PodSquad member

LISTENING BEHAVIOURS

- They are selective and fiercely loyal to their favourite podcasts (usually 1-2). They're open to exploring new content but know what they like.
- They have established habits like listening to podcasts at certain times of the day or while doing certain activities. E.g. **50%** prefer to listen to one episode of a podcast per week
- They like listening to episodes together. According to Neilson's research, **21%** of podcast listeners like 'buddy listening'. Our own PodSquad survey shows that 30% of the members are interested in attending podcast listening parties.
- Listeners might not know what to choose among the flood of new content and podcasts. PodSquad member Aishwarya Laxmi says, "I'm yet to explore the current wealth of content on existing podcasts."

Should You Start A Podcast?



Starting a podcast is a big decision to make. You have to devote your time, energy and resources to a brand new project. Wondering if you are ready for this?

Book a consultation session with us to get a realistic look at podcasting and make a plan of action.

BOOK NOW

WHY ARE PEOPLE STARTING PODCASTS?

IT'S NOT THE MONEY.

Here are some reasons why PodSquad members are starting / have started their own podcasts.

1. Introducing children to serious topics

"I write a lot on gender. So I want to break down the big ideas regarding gender, and even other issues like racism, sexism, for kids. I want to create a podcast for kids because these are all big issues that also affect them. But it's not accessible to them at all until they reach college."



-Varisha Tariq, PodSquad member

2. Beating writers' block

"So a friend of mine said, "how about starting a podcast? Because that will push me to create new episodes every week, right? So I sat down one day in the middle of the night around 3 am and wrote my first episode, recorded it at around 4am and published it the next day."



-Sridevi, Communication Consultant and PodSquad member

3. Show their culture to a larger audience

"I'm a Journalism student. Whenever I came up with any North-East related political story, it never got much coverage. So with the podcast I'm trying to give the priority and preference that North Eastern stories deserve and in a simple way I want to say that we too have problems which need to be heard."



-Pravina, Agony Cluck Podcast

4. Demystify mental health in India

"What I love about the podcast format is there's so much room for alternative conversations, which are different from the mainstream."



-Zain Calcuttawala, Marbles Lost and Found

SOMETHING FOR EVERY PODCASTER'S NEEDS.



We support podcasters at every step of their process: deciding a podcast idea, producing and promoting their podcasts, developing their skills OR building a creative community.

Email us at connect@boundindia.com and tell us what YOU need!

OR Join our wonderful community of podcast lovers!

JOIN NOW

III. PODCAST PRODUCTION TOOLKIT

GETTING STARTED: RESEARCH AND CONCEPTUALIZATION

Taking the first first step in starting a podcast is often the hardest. Since most new podcasters operate alone, even the most basic tasks can seem daunting. Here's a step-by-step-guide to help you get started!

Getting Started Checklist:

- ☒ Brainstorm your podcast idea and name
- ☒ Create a detailed concept note
- ☒ Script your trailer
- ☒ Record your trailer
- ☒ Get feedback from 4-5 friends and acquaintances

Trailer Recording Guidelines:

Introduce your podcast to the world with a sincere, fun and interesting trailer that tells listeners what to expect. Check out [Books and Beyond with Bound](#) and [The Book People](#) trailers for reference.

- Write a rough script before you start recording.
- Talk about yourself, the podcast topic and what your listeners can expect.
- Revisit the trailer of your favourite podcasts for reference.
- Do a couple of trials to make sure your voice sounds casual and confident.
- Ideal duration for a trailer is 1-3 minutes.

Sample Concept Note: The Book People

Flesh out your podcast idea into a concept note and give your podcast a strong foundation.

Name: The Book People

Concept: Interview Series on Demystifying Indian Publishing

Description: How do stories become books? Who are people working behind the scenes to make it happen? And how are they dealing with the pandemic? We chat with the people whose lives & careers revolve around books.

Audience: Writers, anyone interested in publishing

Appeal / Unique Selling Point: Publishing and pandemic, literary but casual/ accessible

Format: Interview podcast, Single host - Aishwarya, 1 guest per episode, casual tone with concrete takeaways, Audio + video.

TUNE IN TO THE BOOK PEOPLE

Dive into the book and publishing world and direct insights from industry experts.



BY AISHWARYA JAVALGEKAR
EDITOR AND PODCAST EXPERT

Aishwarya is a wonderfully witty and involved host. If you love books, this one's for you.



-Sayantan Ghosh, Senior Commissioning Editor at Simon & Schuster India

The topic of book publishing is like the Dark Web, but Aishwarya manages to peel back the layers.



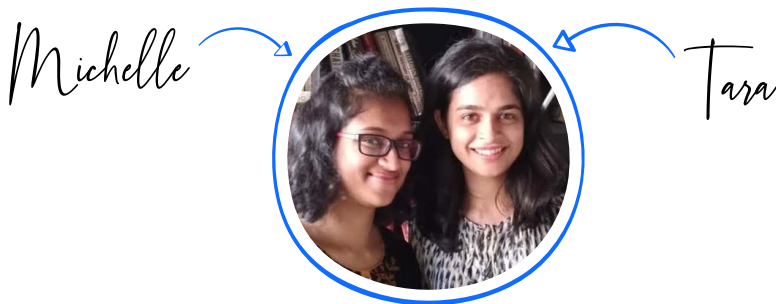
-Aishwarya Bhatt, Software Engineer and Writer

LISTEN / WATCH NOW



CASE STUDY: HOW TARA AND MICHELLE STARTED BOOKS AND BEYOND WITH BOUND

We began Books and Beyond with Bound in 2019 with the vision of interviewing every single interesting author in India. Here are some points we focused on when we got started:



Our chemistry: Our warmth and friendship seeps into our questions and our banter.

Being selective: We only interview authors we love and prefer quality of content over quantity.

Our script is our secret sauce: We spend 8 hours on each episode! We brainstorm and work on the tone of the questions so that the best in both of us comes out through the script.

Our signature rapid fire round: Many listeners have told us that they return to our podcasts for the fun rapid fire round that we end each episode with. This is completely customized for every guest and we have the most fun in this!



LISTEN NOW



PODCAST PRODUCTION

RESEARCH &
IDEATION



POSTPRODUCTION
& EDITING



LAUNCH &
PROMOTION



SCRIPTING &
RECORDING



HOSTING &
DATA ANALYSIS



Anatomy Of A Podcast Episode

Intro: (1-2 mins)

1-2 lines about the podcast and the host

Introducing the subject / focus for the episode

What you cover / what listeners can expect

Body: The actual episode. This determines the duration of the episode and can be anywhere between 2 - 300 minutes.

(e.g. Advertising is Dead Podcast has 3 hour long episodes!)

Outro: (1-2 mins)

A short summary of the episode and

A preview of the next episode

Call to action

Background music: Sets the mood and tone for your podcast - fun and chirpy, or dark and horrifying.

Podcast Artwork: Show off the subject and tone of the podcast - is it serious or bold or vibrant or sophisticated?

Show Note: Includes the title and description that appears next to each episode on listening platforms.

***Disclaimer:** Feel free to experiment with this structure and try new things!

SCRIPTING

We think this is the most important aspect of a podcast! A good script ensures that your episode is focused and engaging, provides a good listening experience and makes sure that your listeners come back for more.

Wondering how to write good and compelling scripts?
We know the secret to scripting memorable episodes.

Email us at connect@boundindia.com to find out more about our podcast production services.

RECORDING

- ✓ **Find a quiet place** away from traffic noises and loud roommates.
- ✓ **Avoid background noise.** Close the windows, turn the fans off.
- ✓ **Have a strong internet connection** to ensure consistently good audio
- ✓ **Buy cost-effective recording equipment**

3 BEST MICROPHONES FOR RECORDING AT HOME:

Good tech is sleek, easy-to-use and provides quality at an affordable price.



Blue Yeti USB Microphone



Maono AU-A04
Condenser Microphone
Kit*



Rode NT-USB Mini Studio
Quality USB Microphone

used by Aishwarya
to record 'The Book People'.

If you don't have access to microphones or a home studio, you can always record using your device and a decent pair of earphones. While technology is an important aspect of podcast production, content plays an equally important role.

Recording Apps / Softwares:



Anchor



Podbean



Zencaster



Audacity



Zoom



Audioboom

YOU ASK, WE SUPPORT.



Need help with certain aspects of podcast production?

Want to outsource some of the time and effort spent in creating your podcast?

Looking for more effective and sustainable ways to produce your podcast?

We'll deal with the hard stuff. You focus on turning your podcast into a masterpiece.

What makes us special



Storytelling experts and content specialists



Stress free and high-quality production




Effective messages to the right audience



Curated strategies and innovative solutions

We provide end-to-end support and guidance on every step of podcast creation.

FIND OUT MORE:

Email us at
connect@boundindia.com
for more info. 

POSTPRODUCTION

Episode Postproduction Checklist:

Turn your audio recording into a fully produced ready-to-publish episode.

- ✓ Get transcripts for your audio recording using a transcription service or an online software.
- ✓ Identify the unnecessary sections on your transcript and cut them out using a user-friendly editing software.
- ✓ Insert your intro, outro and background music

If you are worried about handling tech and audio, you can always hire an expert to handle the technical aspects of podcast production. We offer podcast production services and can put you in touch with the right producer or audio engineer for you. Email us at connect@boundindia.com to find out more.

UPLOADING

Upload your podcast on platforms like Buzzsprout and Hubhopper, which then distribute it to all hosting and listening sites.

Where do people listen to podcasts?



Apple Podcasts



Gaana



Amazon Music



Pocket Casts



JioSaavan



Castbox



Spotify



Sticher



Google Podcasts

You can also analyze your data on these platforms and make changes based on what your audience likes.

For e.g. If a huge chunk of your listeners live in Bangalore, you can do a Bangalore special episode to reach out to them.

Factors To Consider When Analyzing Data

DATA	POTENTIAL ANALYSIS	BOOKS & BEYOND ANALYSIS
Listens / downloads per episode.	What worked for the episodes with highest downloads? How can you replicate that?	Average of 2000 downloads per episode. Most popular episode has 30,000 downloads.
Audience demographics (age, gender, location)	Who exactly is your audience? What do they like?	18-45 years old From Delhi NCR, Bangalore, Mumbai
Days of the week with highest downloads.	When should you release new episodes?	Tuesdays and Wednesdays
Top listening apps	How are they listening to you?	Apple Podcasts, iTunes

FREQUENTLY ASKED QUESTIONS

(BY CREATORS AND PODSQUAD MEMBERS)

Q. Can I talk about myself / my process in my podcast?

A. Yes! While a good podcast needs a strong script and good audio quality, an engaging host is what keeps the listeners coming back for more! It is absolutely important to showcase your personality and process in the podcast.

Q. Can I do all this myself or do I need to hire someone?

A. This depends on how much time, effort and money you are willing to put into your podcast. Doing everything yourself will take up an extensive amount of time and energy but require minimal cost. Working with a podcast producer or audio engineer can help you focus on your strengths but requires some financial investment. Ask yourself - what is the best use of your time?

Q. Do I have a voice fit for a podcast?

A. With practice, any voice can be fit for a podcast! Again, we recommend trials and feedback.

Book a consultation session to get the answers to all your questions!

BOOK NOW

A SOLUTION FOR EVERY PODCASTING PROBLEM.

Consultation sessions with our Podcast Gurus,
Tara Khandelwal and Aishwarya Javalgekar.



Create a plan
of action

Work out the
kinks of your podcast

Create a growth and
monetization strategy

Work on an episode
script together

Receive detailed and
personalized feedback

Use the code **PODSQUADI23**
and get **20%** off on consultation sessions

BOOK NOW

IV. VOLUME UP!: HOW TO SUSTAIN AND GROW YOUR PODCAST

CHALLENGE 1: HOW TO MAINTAIN THE QUALITY AND CONSISTENCY OF YOUR PODCAST

Before a podcast can grow, it needs to have a smooth and efficient production process. This helps you stick to a routine and gives you time to experiment with the podcast content.



It takes 8.5 hours to produce 15 minutes of Indian Noir. That includes writing, rewriting, editing, narrating, cutting, mixing effects.



-Nikesh Murali of Indian Noir, [PodSquad Panel Discussion](#)



DID YOU KNOW: The Bound Team spends 12 hours on each episode of Books and Beyond with Bound (45-50 minutes long)!

- 1. Maintain a regular posting schedule** so people know when to expect your next episode.
- 2. Keep backup episodes ready.** For e.g. For a 15-episode season of Books and Beyond with Bound, we keep 5 episodes ready before announcing and releasing the season.
- 3. Create replicable templates** for your intros and outros, show notes and social media posts to speed up your production process.

CHALLENGE 2: HOW TO STAND OUT AND BUILD A LOYAL AUDIENCE

There are thousands of podcasts being started and produced in India today. The challenge is to create an engaging, relevant and memorable podcast that appeals to strangers and turns them into loyal listeners.

- 1. Promote your podcast widely** on your website and social media and share it with people you know through emails and Whatsapp messages.
- 2. Ask your friends and family** to listen, review and promote your podcast.
- 3. Reach out to influencers**, subject experts or fellow podcasters for collaborations.
- 4. Celebrate your loyal listeners** by announcing contests and giving shoutouts.
- 5. Surprise your audience** by trying new things to keep your podcast engaging and non-repetitive. For e.g. We tried 2 new episode formats for Books and Beyond with Bound Season 3.

2 guests in 1 episode: Anita Agnihotri and Arunava Sinha

Single-host episode: Moni Mohsin

CASE STUDY: HOW BOOKS AND BEYOND WITH BOUND REACHED 100K DOWNLOADS

- **Prioritizing content over tech:** While it is important to master tech, sometimes we just use regular earphones and a laptop to record!
- **Adapting to changes during the pandemic:** We've faced technical glitches, clashing guest schedules, illness and much more while recording at home – but we've never compromised on the quality!
- **Constantly experimenting and trying new things:** We challenge ourselves with every season – be it in the genres we cover, or the questions we ask.
- **Working as a team:** With Tara and Michelle as the hosts and Aishwarya as our producer, we work together on fun brainstorm sessions and quick fixes for last-minute glitches!

Season 4 Coming Soon



TUNE INTO INDIA'S NO. 1 BOOKS PODCAST



3 Seasons, **43** Episodes,
Trending in **12** countries

LISTEN NOW



Join Tara Khandelwal and Michelle D'costa as they chat with India's finest authors and find out what makes them tick.

Find out more about their journey: www.boundindia.com/100k



If you are looking for chats with authors that don't feel limited to the usual questions, this is your best bet.



-Resh Susan, (@thebookstachel) Bookstagrammer



It was great fun recording with Michelle and Tara.



-Manu Pillai, award-winning author of Ivory Throne and Rebel Sultans



Snappy, informative and thoroughly enjoyable



-Anmol Malik, singer, songwriter and author of Three Impossible Wishes



CHALLENGE 3: HOW TO MAKE MONEY FROM YOUR PODCAST

ADVERTISING AND SPONSORSHIP

Podcast ads allow brands to capitalize on the content of an existing podcast and reach an alert and loyal group of potential consumers. Brand mentions in a podcast lead to **16%** higher engagement over the other content.

How To Approach Brands For Sponsorship:

1. Invest In Your Podcast

It's important to first establish your podcast, build your audience, and find the voice and niche of your podcast so that you can pitch your podcast to brands once they are ready. In [Bound's panel discussion](#), Aastha Atray of Love Aaj Kal podcast suggests waiting for at least the first 12 episodes. For Books and Beyond with Bound, we started reaching out to brands after releasing 2 Seasons (28 episodes).

2. Find The Right Brands

Identify brands and companies that have a similar ethos and audience to your podcast. For instance, our collaboration with Blue Tokai combined our audience's love of coffee and books.

3.. Create A Strong Pitch

Start with smaller and accessible brands. Tell them why you are a good match and how they can talk directly to their consumers through your podcast.

Your podcast producer or network can also help you monetize your podcast.



I have a deal with my podcast producer where they have an entire ad sales team. So I've had small episode sponsors for a few months. I've had ads that come in between where I get revenue share.



-Varun Duggirala of Advertising is Dead, [PodSquad Panel Discussion](#)



Bound can help you create a monetization strategy or reach out to brands! Email us at connect@boundindia.com for more information.

Other monetization options include subscriptions (like those recently introduced by Apple Podcasts and Spotify), merchandise, content marketing, branded podcasts, institutional funding and donations.

WHY BRANDS ARE INVESTING IN PODCASTS

EXAMPLES OF BRANDED PODCASTS IN INDIA



Branded podcasts are a discovery tool that help companies gather their potential customers in one space. Other benefits of branded podcasts are:

- A platform to engage with potential consumers, find out what they like, answer their questions, and include them in the growth of the company.
- All the content and IP is owned by the brand
- Unlike social media and digital marketing, you don't have to jump through hoops to get your customer's attention.
- Can be a long-term tool to sell your products and services.


The challenge: Making sure the content is authentic and not just another advertisement.



SELF-BRANDING AND OTHER BENEFITS OF PODCASTS

Podcasts can help you grow your brand, establish yourself as a subject expert or promote your own products and services.

“ Podcasts help you in everything else that you're doing in life, it gives you great personal branding & connections. So I've done paid workshop pieces, I get random stuff to do on Instagram, thanks to the podcast. So that adds to the monetization.

 -Varun Duggirala of Advertising is Dead, [PodSquad Panel Discussion](#) ”

THE BOOK-TO-PODCAST TREND: WHY AUTHORS ARE STARTING PODCASTS

The last few years have blurred the lines between writing for books and podcasts with podcasters writing books and authors starting podcasts.



Aastha Atray,
Love Aaj Kal



Anuja Chandramouli,
Mahabharata with Anuja



Amit Varma,
The Seen and the Unseen



Here are some reasons why podcasts are a great way for authors to establish themselves:

1. **Reach a larger audience** beyond book readers
2. **Reveal more of yourself**, your motivations, creative process and opinions.
3. **Find alternative ways to earn** money in the long run.

Read the full article [here](#).


We offer a specialized service for authors, where we help them convert their book into a podcast and launch it in 6-8 weeks.

Reach out to us at connect@boundindia.com for more details.

- Turn your book premise into a podcast concept note and trailer
- Finalized scripts for all episodes
- Technical and editorial guidance during recording
- Postproduction, editing and uploading episodes on podcasting platforms
- Work with the publisher to promote the book and podcast together
- Ensure that the podcast content leads back to your book and builds your brand

TAKE THE PLUNGE. START YOUR OWN PODCAST IN 2 WEEKS.

CREATE YOUR OWN PODCAST: AN INTERACTIVE MASTERCLASS

-  11 hours of LIVE teaching time
-  Personalized mentoring session
-  Pitch your podcast and get valuable feedback



-  Create a concept note
-  Record your podcast trailer
-  Learn how to edit and upload episodes
-  Learn how to grow your audience and make money

Amazing session. Very Informative and helpful



-Divisha Bhatia, content creator

Absolutely useful base course for understanding the technicalities of setting up your podcast, and exposure to a supportive and vibrant community of fellow "podcasters"



-Sneha Raman, Finance and Operations Manager at Passion.io

FIND OUT MORE

V. FUTURE OF SOUND: BOUND'S PREDICTIONS

The podcast industry is still finding its footing in India. There are speculations about how fast it will grow and what opportunities should podcast creators, producers and brands focus on. Here are Bound's predictions, based on our insights, information from our wonderful PodSquad community and loads of secondary research.

A NEW BOOM OF REGIONAL LANGUAGE PODCASTS

Most research and discussions focus on English language podcasts in India aimed at audiences in metro cities. But there has been a boom in regional and multilingual podcasts in India. There are more than **40 multilingual podcast companies** in India today including Pratilipi, Headfone, IVM Podcasts and Suno India. Gautam Sinha, CEO of Times Internet (Gaana) **predicts** a huge boost in regional podcasts, in the form of quality content and high listenership.

This is a great opportunity for regional content creators to get a head start by starting regional language podcasts or expanding their current podcasts to include regional listeners.



Five years from now people are going to forget about the English podcast. It's the ones in Hindi, Marathi, Tamil, Telugu, and Malayalam that are going to be the superstars with millions of engaged social media audiences.

If you're a podcaster, if you're really good within your own regional language, try to do work in it, and I think your success will come much more easily than if you're starting an English language podcast; it's quite a saturated beat.



-Nikesh Murali of Indian Noir, PodSquad Panel Discussion



The audience is urban, almost entirely situated in the "top 100 cities of India," according to **Amit Doshi**, Founder of IVM Podcasts. Aaj Tak Radio has already **shifted its focus** to Tier 2 towns.

Brands haven't realized the opportunity. "When they look at the numbers, they see 50% of the audience is coming from Mumbai, Delhi, Bengaluru and Hyderabad. Brands that are targeting the rural market stop there," **Doshi says.**

Podcast producers and hosting platforms are focusing on regional content



No. of regional podcasts increased **150** times since 2019.



4x growth in user base and podcast listening duration in 2020.



Launched **original regional podcasts** and made its app available in **12 Indian languages**.



1,100% year-on-year growth in Hindi podcasts.



Using their **Creators Program** to push Indian languages like Marwari that are spoken but not written



Offers **1000+ hours** of content in languages like English, Hindi, Urdu and Marathi, with English forming only **20%** of their content.

NEW EXPERIMENTS WITH PODCAST AND AUDIO FORMAT

2020 and 2021 has been a time for experimentation and improvisation: by podcast creators, tech and production companies and hosting platforms. So far, podcasters have pushed the boundaries by offering live interactions on social media, having **podcasts read by AI**, hosting listening parties and extending their podcasts to audio chat-room apps like ClubHouse.



Our PodSquad members have been experimenting with recording from home, from creating cushion covers and pillow forts to absorb sound to making makeshift structures to balance their recording equipment.



"I'm experimenting with video + audiopodcasts. So I have a blanket over the top to make sure audio doesn't echo as much and you can see a camera behind the monitor + light which is very precariously balancing on a bunch of books."



- Panchsheel, PodSquad member

With our 2 podcasts, Books and Beyond with Bound and The Book People, we have experimented with remote recording, creating a video podcast, and trying different episode formats and structures. We are looking forward to further experimentation in Season 4.



What We Can Expect:

- More storytelling podcasts with experimental formats like “choose your own adventure stories and audio dramas with multiple voice actors.”
- [Nikesh Murali](#) of Indian Noir, PodSquad Panel Discussion
- Technological advancements like dynamic ads, live podcast sessions, ticketed audio events and ASMR content - [Varun Duggirala of Advertising Is Dead](#)
- Advancement of transcription software. Transcripts will play an important role in everything - from [brand safety](#) to SEO and [discovery](#), especially in [education-based content](#).

LARGER INVESTMENTS FROM BRANDS AND COMPANIES

Monetization has been a slow journey for podcasters in India since brands are unsure about the medium. They are still focused on 'safer alternatives' like traditional and social media marketing.

While lots of brands have expressed interest in us for Books and Beyond with Bound, here are some questions they raised:

- How many people are even listening to podcasts? Are podcasts just a trend?
- How can I measure the impact of an ad?
- Will this result in direct sales?
- How soon will I see the impact?

Advertisers are slowly recognizing podcasts as an opportunity to reach their audience in a more meaningful and direct way and are investing in podcasts through advertisements, sponsorship and by creating branded podcasts.

Google and Amazon's investments in [AI and machine learning](#) and [Spotify's Streaming Ad Insertion \(SAI\)](#) now allow advertisers to target specific consumers based on ad frequency and audience insights.

Performance indicators to consider:

1. Brand recall: With podcasts, it's about the quality and engagement of the audience rather than the quantity.

Podcasts have 60% unaided recall and 90% aided [ad recall](#), while digital video has only 10% and 18% respectively.

[41%](#) of podcast listeners have reported trusting ads more if heard in a podcast.

[81%](#) of podcast listeners say they have taken action after listening to a podcast ad.

2. Call to action: Offer a contest or mention a discount code in the episode.

3. Special incentives: Make announcements about the brand in the episodes and gauge performance and interest. We often announce special contests and services only for our podcast listeners.

What We Can Expect:

More brands will start investing in integrations and branded content. **Big companies** like Intel, Storytel, Accenture, Motilal Oswal, Aditya Birla Mutual Fund, PayTM Money have already started exploring the podcasting space. And with technological advancements and increasing listenership, **ad revenue is estimated** to rise at 58.9% per annum to reach \$72.9 million in 2023.

RISE IN CAREER OPPORTUNITIES IN PODCASTING

As the podcast industry continues to grow in India, we will see an increase in career opportunities related to podcasts and podcast production.

PODCAST CAREERS



HOST

Ideal for people with voice modulation and people skills: voice over artists, RJs etc



PRODUCER

Ideal for people who understand content and tech, and are good at coordinating and project management.



EDITOR

audio editors, audio engineers, tech experts

VI. CONCLUSION

This document is a culmination of years of experience with podcasts, extensive research, and many exploratory conversations with podcast lovers from our PodSquad community. It is our way of learning from our community and contributing to the growth of the podcast industry with valuable insights.

Here are some highlights from the document:

- Podcasts are long-term projects that require creators and investors to commit their time, energy and resources.
- The primary challenge is for podcast creators to start their podcast and develop a regular posting schedule. Once the podcast is streamlined, only then can they focus on growing their audience and monetizing the podcast.
- Listeners know what kind of content they want to consume, but are unsure of where to look for it.

The Indian podcast market is estimated to grow at a **30.4%** compound annual rate for the next five years. We hope that this will lead to a more structured podcast ecosystem (globally and in India) with more information available on the process of podcast production, fixed roles for different players (production companies, hosting platforms, creators, producers, etc.), and avenues where creators can go for support and resources.

Bound has always been committed to providing support and resources to the storytellers, artists and creative people of India: with our research report on '[Demystifying Indian Publishing](#)', our two podcasts [Books and Beyond with Bound](#) and [The Book People](#), and now, with this document on podcast production. We hope it is the first of many invaluable and free resources available to podcasters in India.

Storytelling has no BOUNDaries. With podcasts growing astronomically in India ([176 million podcast listeners](#) estimated in India by 2023) and a growing community of loyal podcast listeners, we recognize what a huge storytelling opportunity this is for writers, brand-builders and all kinds of creative people.

We have found our love for this platform and are thrilled to start this next big chapter for Bound and to welcome more storytellers and creative people into our PodSquad community. We hope to work with podcasters and produce more original audio content over the next few years.

Connect with us to pitch your podcast or find out more about our range of resources and services:



Aishwarya Javalgekar

Head of Content and Podcasts

aishwarya.boundindia@gmail.com



Tara Khandelwal

Founder

tarakhandelwal489@gmail.com

VII. APPENDIX

Spotify's Culture Next 2020 report

Neilson Podcasting Today 2021

Hubhopper's Podcast Round-Up 2019-2020

[Podcasts see an uptick in listenership but are advertising following the listeners?, Business Insider](#)

[Project Audio: Teaching Students How to Produce Their Own Podcasts, The New York Times](#)

[Who Listens To Podcasts \(And How Can You Reach Them\)?, Forbes](#)

[Is The Indian Podcast Market Ripe For Consolidation Like Its Global Peers?, Inc42](#)

[How podcasts are taking off in India big time - The Hindu](#)

[Hear and now: Inside India's podcast boom](#)

[Self-love & storytelling — How India saw a podcast boom in the pandemic year 2020](#)

[As podcasts grow beyond English-speaking metro listeners, brands target niche regional audiences](#)

[Podcasts see growth in India as listeners embrace format](#)

[Is podcast the latest trend amongst millennials in India?](#)

[Podcast industry in India: Opportunities for 2020 | Business Insider India](#)

[New BBC Global News study reveals unique effectiveness of branded podcasts, Marketing &](#)

[Advertising News, ET BrandEquity \(indiatimes.com\)](#)

[Podcast listening is growing in India: Spotify](#)

[What's next for podcasts in 2021?](#)

[Podcast Trend in India and its room to Monetize](#)