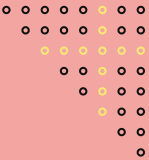


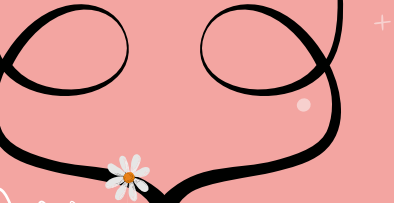
BOUND



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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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 bloopers, 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

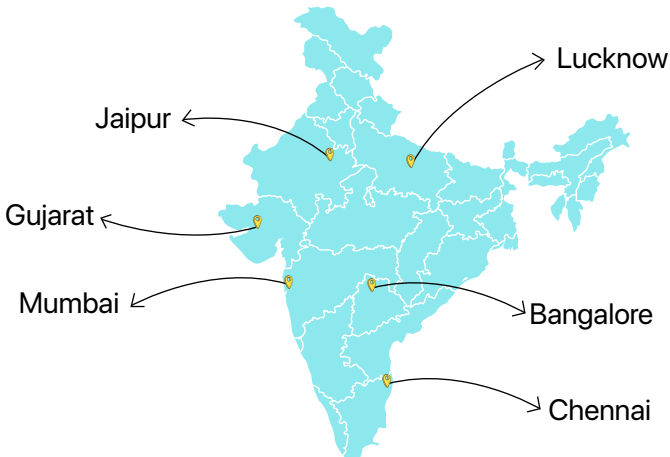
Extroverted

Knowledge-seekers

Generous and helpful

Looking to share their stories

They are from



BOUND'S RECIPE FOR A GOOD PODCAST

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



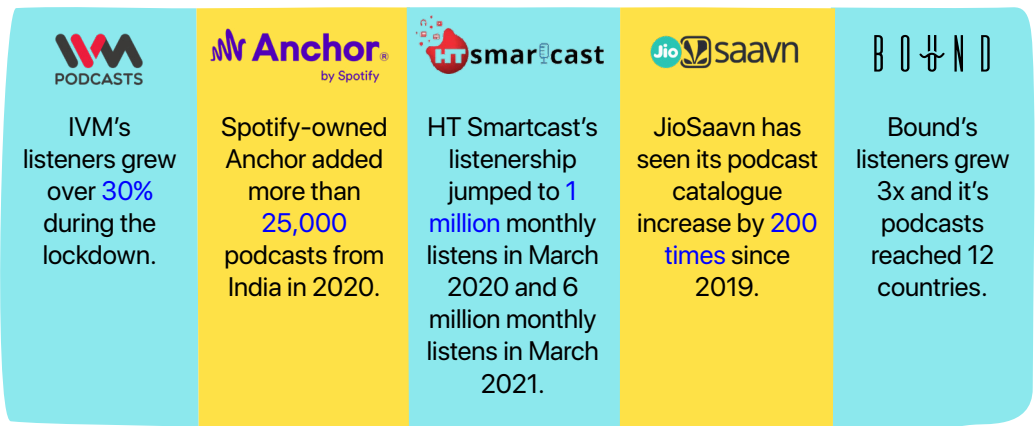
Do you want more direction on how to create a good podcast? Book a consultation session with Aishwarya Javalgekar or Tara Khandelwal and get inside tips on making your podcast stand out.

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.