



Frequently Asked Questions (FAQs)

What is the media category of IBNS?

IBNS is a news agency (newswire) and portal with affiliate sister platforms and a feature service arm. While the primary focus is text-based content for digital and print media, IBNS has expanded into multimedia with images, videos, YouTube features, and Instagram reels, often embedded in stories and across social platforms.

When was IBNS founded?

India Blooms was founded on April 1, 2008 (as specified in the partnership document executed on June 13, 2008). The registered office is located at 28 Dhakuria Station Lane, Kolkata – 700031, with additional offices/bureaus in New Delhi and Toronto. On August 26, 2025, the organisation was converted into a private limited company to facilitate shareholding and is now known as **IBNS Media Private Limited**.

What type of company is IBNS? Who are the founders?

IBNS has transitioned into a private limited company to enable wider shareholder participation. Originally set up as a partnership under the Indian Partnership Act, 1932, the founding editors and partners were **Sujoy Dhar** and **Susanta Paral**. The partnership entity continues to exist until its planned integration with **IBNS Media Pvt. Ltd.** at the close of the 2025–26 financial year.

Does IBNS hold a valid trade licence?

Yes. Both the earlier partnership firm and the new private limited company possess valid trade licences.

Does IBNS have GST, PAN, and Professional Tax registration?

Yes.

For the partnership firm:

- GST: 19AACFI5412L1ZA
- PAN: AACFI5412L
- ITR (FY 2022–23): 631558771101022
- Professional Tax EC No: 192064554151

For the private limited company:

- Corporate Identity Number (CIN): U63122WB2025PTC282231
- PAN: AAICI3844F
- TAN: CALI08164C

What is the revenue model of IBNS?

IBNS generates revenue primarily through advertisements, including sponsored/guest posts, native ads, banner ads, and paid content promotion tie-ups. Non-political event promotions also form part of the model. IBNS additionally produces curated content for Indian and international media houses. While subscriptions from other media outlets contribute revenue, they are not the primary source.

What is the editorial policy of IBNS?

IBNS adheres to objectivity, following the principles of independent global newswire services. Columns, opinion pieces, and analyses are always published with disclaimers. Lifestyle, culture, and entertainment content may adopt a lighter tone for readability. All paid content is clearly marked as “Sponsored.” On matters of India’s territorial integrity, sovereignty, and strategic interests, IBNS reserves the right to take a nationalistic stance, irrespective of the party in power.

What is the staff/contributor strength of IBNS? Who are its partners?

IBNS operates with around 12 team members, including full-time staff, stringers, freelancers, and foreign bureau contributors. The agency has tie-ups with several organisations, including **Mongabay India** and the **US Embassy’s SPAN Magazine**. It partners with globally recognised journalism bodies such as the **East-West Center**, **University of Missouri’s Business Journalism Department**, and the **University of Georgia’s Cox Institute Writing Lab**.

Do IBNS correspondents hold government accreditation cards?

Yes. Currently, IBNS has two government accreditation cards issued by the West Bengal Government’s Information Department.

Is IBNS recognised by global accreditation bodies?

Yes. IBNS has received recognition and accreditation from the **United Nations**, as well as sporting bodies including the **Indian Olympic Association (IOA)**, **ICC**, **BCCI**, and **FIFA**, among others. Its journalists have participated in the US State Department’s **International Visitor Leadership Program (IVLP)**. The UN also acknowledges IBNS as a significant humanitarian news dissemination platform.

What are IBNS’s affiliate portals and who are its subscribers? How is content delivered?

Affiliate portals:

- www.notintown.net
- www.twfindia.in
- www.justearthnews.com
- www.thecanadianmedia.com

Subscribers include: *Deccan Herald, Hindustan Times Syndication (including MSN), The Shillong Times, The Assam Tribune, Daily Excelsior, The Hitavada, The Tribune, Factiva (Dow Jones & Company), Contify, Jio Phone (Jio News/JioChat/Jio Browser), Paytm (mini-app on its digital payments service), Connected to India (Singapore), and StratNews Global.*

Subscribers receive content via XML/RSS feeds and email delivery.

What is the portal's traffic?

As per Google Analytics (April 2025), at its peak IBNS (www.indiablooms.com) recorded **over 918,000 new users** between April 1 and 24, 2025.

Among its subscribers, **JioNews.com** alone recorded **49.1 million visits in March 2025**. All IBNS contents are also on MSN by default.

Does IBNS have verified social media handles?

Yes. IBNS's **Twitter (X)** and **Instagram** accounts are verified, in addition to verified profiles of the editor.

What are IBNS's social media handles?

- Twitter (X): [@indiablooms](https://twitter.com/indiablooms)
- Instagram: [@indiablooms](https://www.instagram.com/indiablooms)
- Facebook: [IBNSlive](https://www.facebook.com/IBNSlive) (two active pages)
- YouTube: [India Blooms News Service](https://www.youtube.com/IndiaBloomsNewsService)

Our social media presence is entirely organic, built without paid promotions or artificial follower growth.