



PUNJABI BUSINESS CHANNEL

CONNECTING PUNJABIS AROUND THE GLOBE

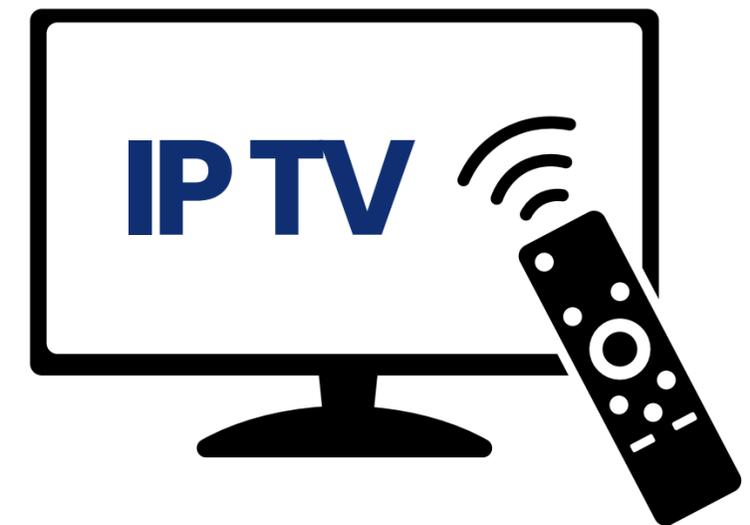
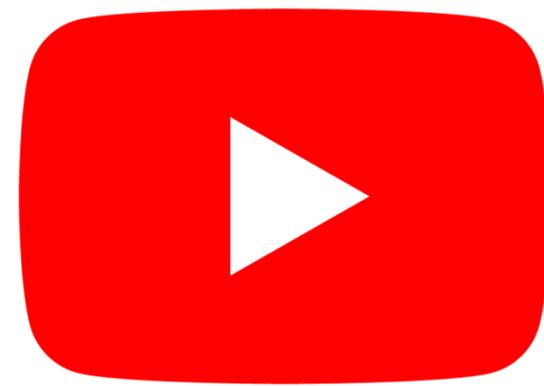
ABOUT

PUNJABI BUSINESS CHANNEL

The Gateway To educate, empower, and elevate the Punjabi community with knowledge that builds confidence, clarity, and opportunity.

- Canadian real estate, mortgage rates & housing trends
- U.S. stock market & global investment insights
- Punjabi business, economy, politics & immigration
- World affairs impacting our global community

OUR PRESENCE



@punjabibusinesschannel

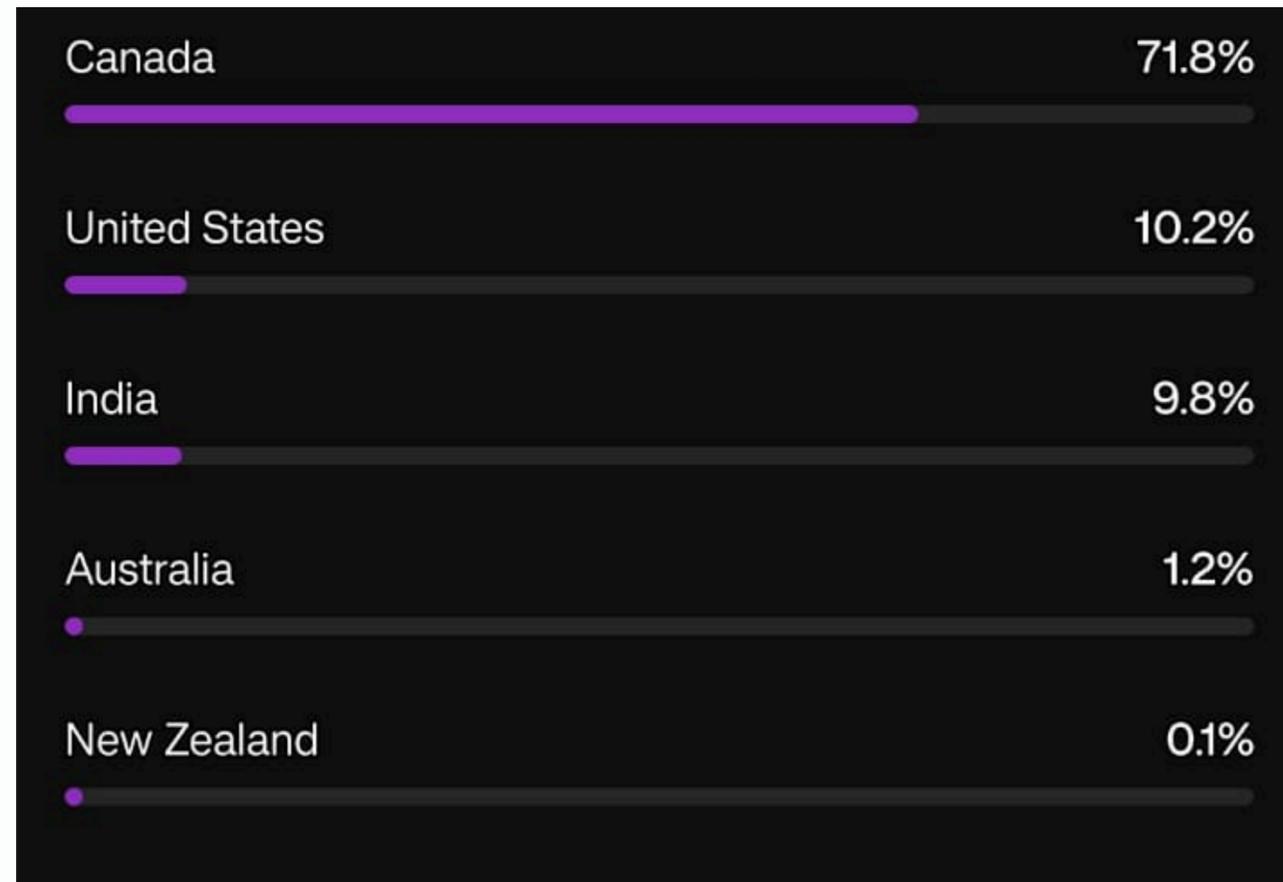
YOUTUBE

Our Weekly Programming

10 Power-Packed Shows Every Week

- **5 Global Stock Market Shows**
 - **5 Real Estate & Current Affairs Shows**
- And**
- **5 Informative Videos on current affairs & hot topics**
 - **1 Weekly Podcast featuring deep discussions & expert insights**
 - **Multiple Short Videos & Reels for quick, impactful updates**

AUDIENCE INSIGHTS



One Channel. One Community. Watching From Every Corner of the World

The channel connects the Punjabi community worldwide through valuable knowledge.

REACH

OVER 1 MILLION PEOPLE WATCH US EVERY MONTH



Views breakdown ⓘ

335,511 ↑ 4%

Views ⓘ



Views ⓘ

474,498

Views



Views

62.8K



Post views

335K

AUDIENCE ENGAGEMENT

P B C
PUNJABI BUSINESS CHANNEL

Stock Market in Punjabi Live Show | FEB 11 | Punjabi Business Channel | Canada Punjabi News

tumble more than 3% as Q4 profits fail forecasts. Moderna shares plummet as the FDA declines to r

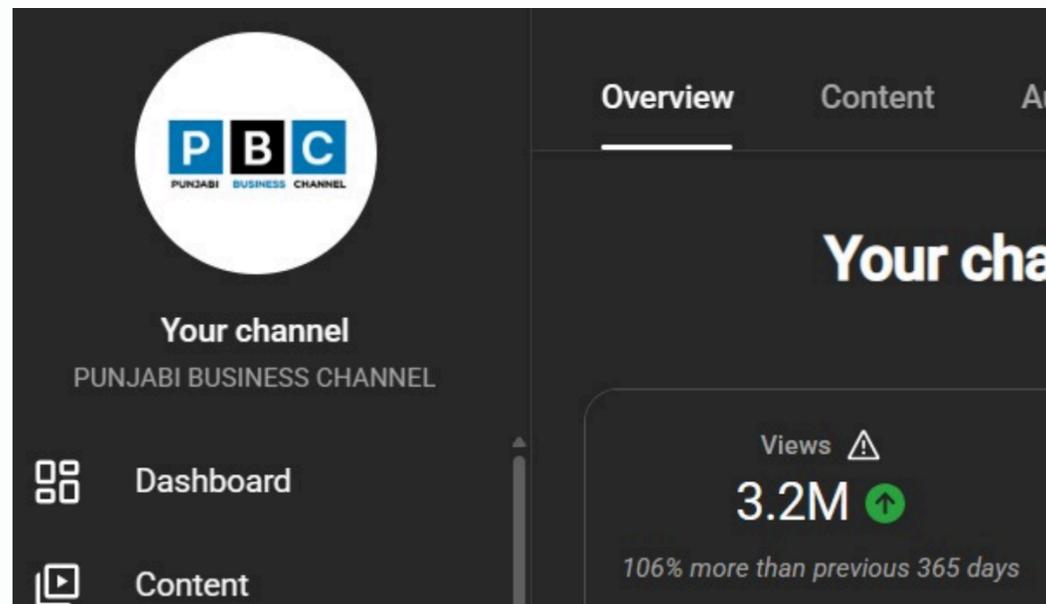
Top chat replay

- R @Raj-jk4kh how can the job number be that high ? can u please explain to me? hopes of interest cut are gone. stock market to go down in short/medium term like 4-6 months??
- K @Kali-f5h3v what works most for you in day trading? and what doesn't ?
- P @RanjeetSingh-vu1kl Bhaji ssa Hood to buy this price for one year
- R @Raju-k4b7y how can someone day trade without any indicator by just looking at the price action. how is it even possible.
- S @SKThakur0711 Good morning ji AP.UN ?
- R @Raju-k4b7y give me an example of day trading without any indicator, how u can know what's gonna happen. please elaborate a bit
- W @Whatever-y6q hi which ema line are best to watch for? thanks
- A @AmitNanda-b2f ema for day trade vi do tell please. what works for nq, es mostly
- K @kashmir8068 Good morning everyone ji. Can I buy AFRM Shares ji right now
- P @Prabhjotsingh-kp6lq i bought uber at 90 , can i buy now to average it down? can hold for 2-3 years
- J @JuviJohal Name few stocks which are very cheap now to buy, with great potential for future?
- R @RajbeerSingh-l5c amazon taking stake in beta technology, how will it help amazon and what amazon is trying to do with 200 billion + stake in beta technology
- g @gurvir2064 paji uber ch dca kr skde?
- @simranjit.saini1234 bk.to and plz tell what's the difference between distribution and dividend
- P @PriyankaSharma-u9... indian rupee..will it keep

Highly engaged audience - through phone calls and chat

GROWTH

PBC REACHED OVER 10 MILLION NEW USERS IN 2025



Insights

Learn how your Page is performing.



5,145,865

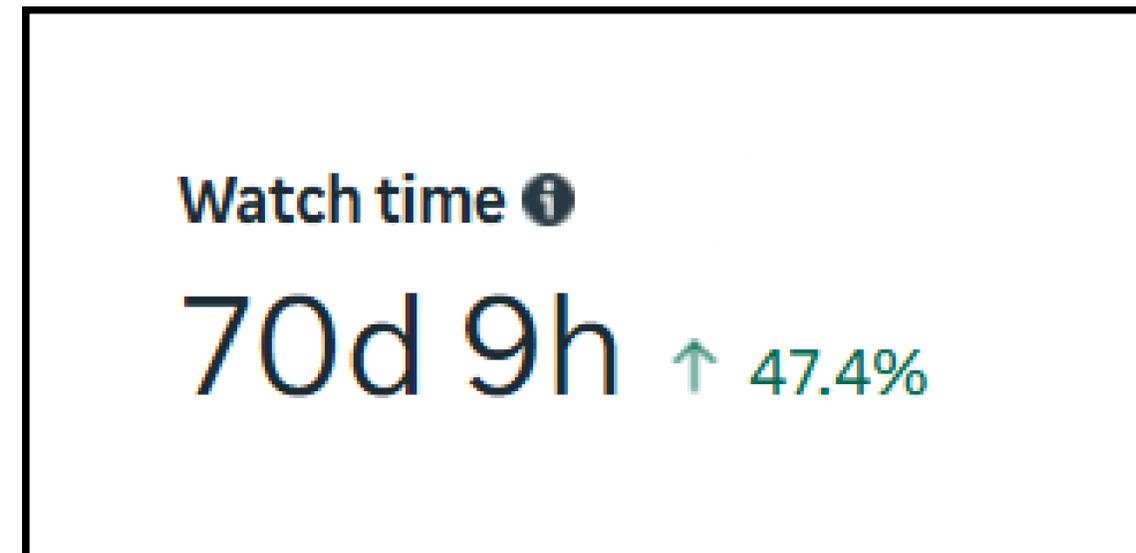
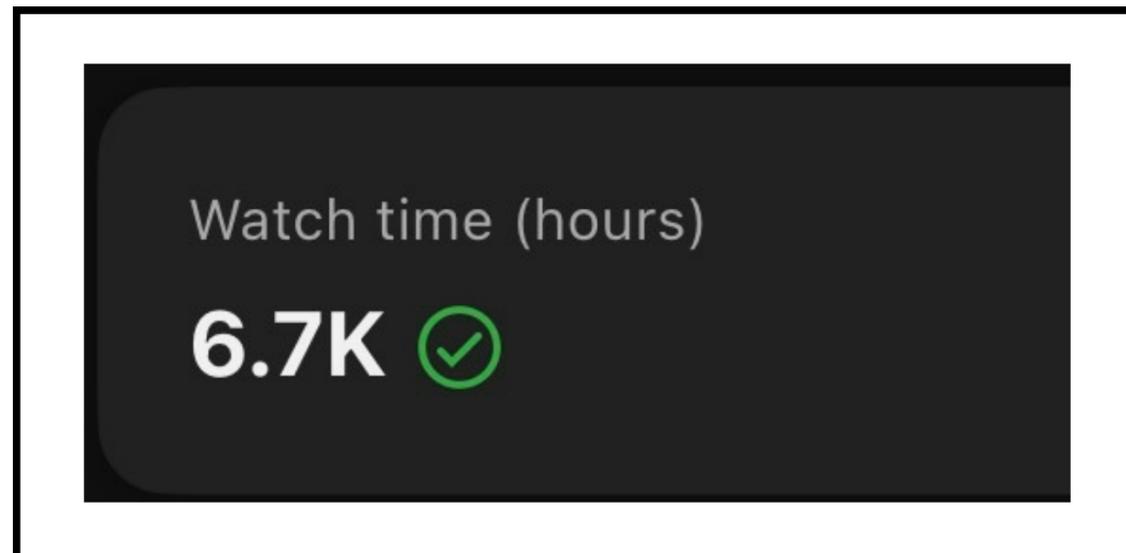
Views ⓘ

Views ⓘ

1.2M

WATCH TIME

8300+ MONTHLY WATCH HOURS



MEET OUR TEAM



GURMEET SOHI
CEO Founder



MAVI BHATTAL
REAL ESTATE



GINNI MANDER
Finance



AMANDEEP SINGH
BACKEND



GURMEET SINGH
REAL ESTATE



AMRITPAL SINGH
REAL ESTATE



LAKHWINDER JAJH
REAL ESTATE



HARPREET SINGH
Finance



DAVIDER SOHI
Finance



NAVJOT
BACKEND



PRACHI
BACKEND

WHY PBC

- **First Business niche Channel In Punjabi for NRI's**
- **3rd largest desi media channel in Canada**
- **Mature and relevant audience**
- **We offer Exclusivity on our platform**
- **More watch time, more visibility**
- **Not one side content – Highly Engaged shows**
- **No affiliation to any religion, Cast and political party**

PACKAGES

| Feature | Tier 1: Elite Partner (High ROI) | Tier 2: Growth Partner (Brand Awareness) |
|----------------------|--|---|
| Category Exclusivity | YES | No |
| Live Presence | Full Banner Video + L-Shape with QR Code | Lower Third Banner / L-Shape |
| Live Mentions | Live Host-Reads | N/A |
| Video Ads | 15s Pre-roll on Live & Replays | N/A |
| Social Media | 5 Stories/wk + 2 Main Posts/wk | 2 Stories/wk + 1 Main Post/wk |
| Deep Content | 1x Quarterly Interview/Podcast | N/A |

COST BREAKDOWN

| Partnership Tier | Executive Partner (Tier 1) | Growth Partner (Tier 2) |
|----------------------|-----------------------------------|-----------------------------------|
| Monthly Investment | 10,000 AED / 4,000 CAD | 7,500 AED / 3,000 CAD |
| Commitment | Quarterly / 6-Month / 12-Month | Quarterly / 6-Month / 12-Month |
| 6-Month Discount | 10% Reduction | Standard Monthly Rate |
| Annual Bonus | 1 Month Complimentary (12 for 11) | 1 Month Complimentary (12 for 11) |
| Category Exclusivity | Priority Included | NA |

SPONSORSHIP

- **Be Sponsor 1 of our live program**
 - **Longer video ad at start (this program is sponsored by.....)**
 - **Host mentioned in program**
-
- **4000 AED a month per Live Show (Evening or Morning)**
 - **100 AED Per video**
 - **200 AED Per Podcast**