

USER GUIDE

THE KEN

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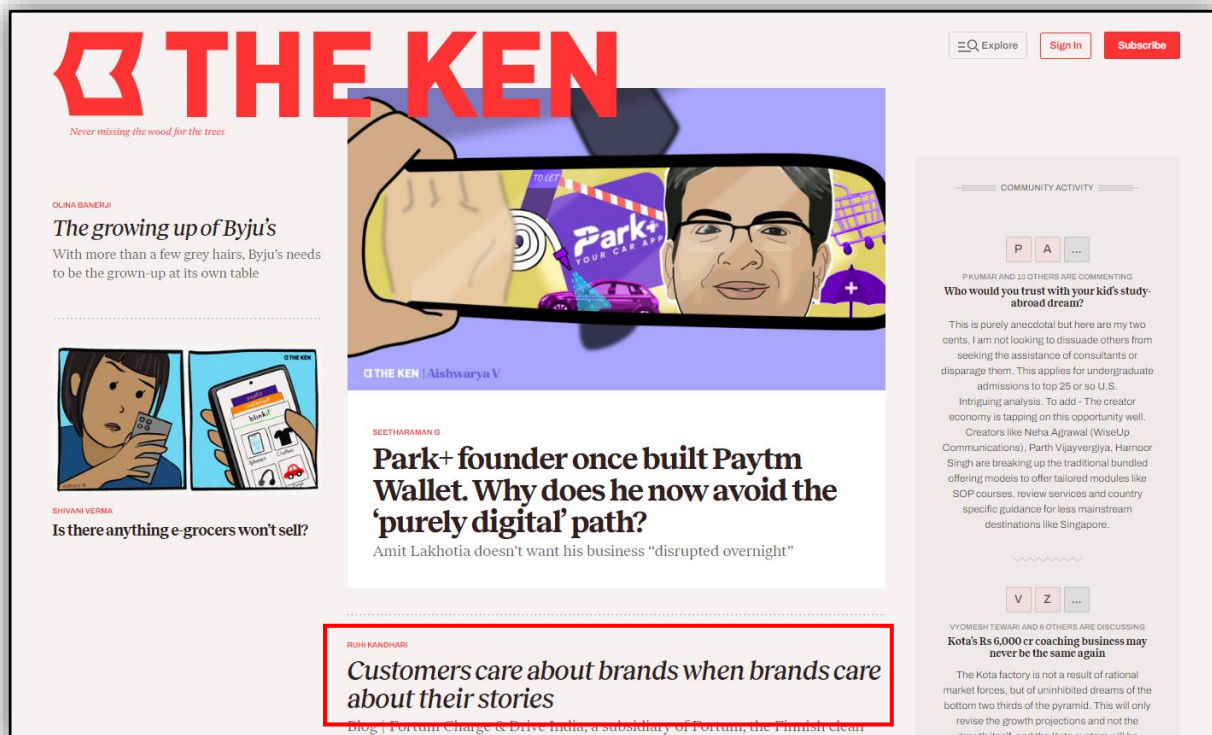
<https://the-ken.com/>

The leader in reported and analytical long-form business journalism in India. Unrestricted & IP based access to all news stories related to technology, start-ups, healthcare and business, through a decidedly India-specific lens.

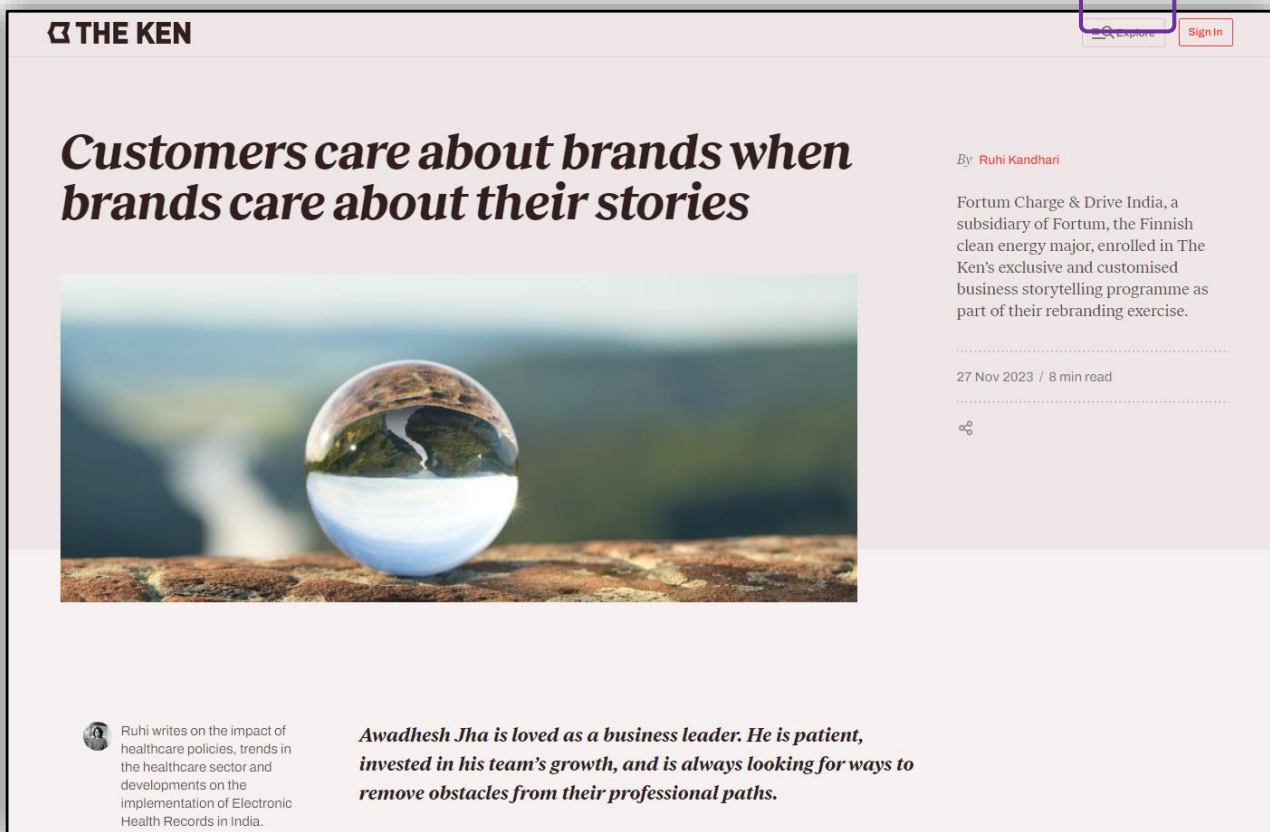
Major Subject Areas Covered: Geopolitics; Business; Economy; Technology; Finance; Arts; Culture; Real Estate; Health; Science; Fashion; Sports Lifestyle; Human interest

Access Method: IP Authentication + No Registration

How to Use: You can click on the headlines of the news and access the content of The Ken database.



By clicking on Explore in the database, we can get new information on various topics.



THE KEN Explore Sign In

Customers care about brands when brands care about their stories

By **Ruhi Kandhari**

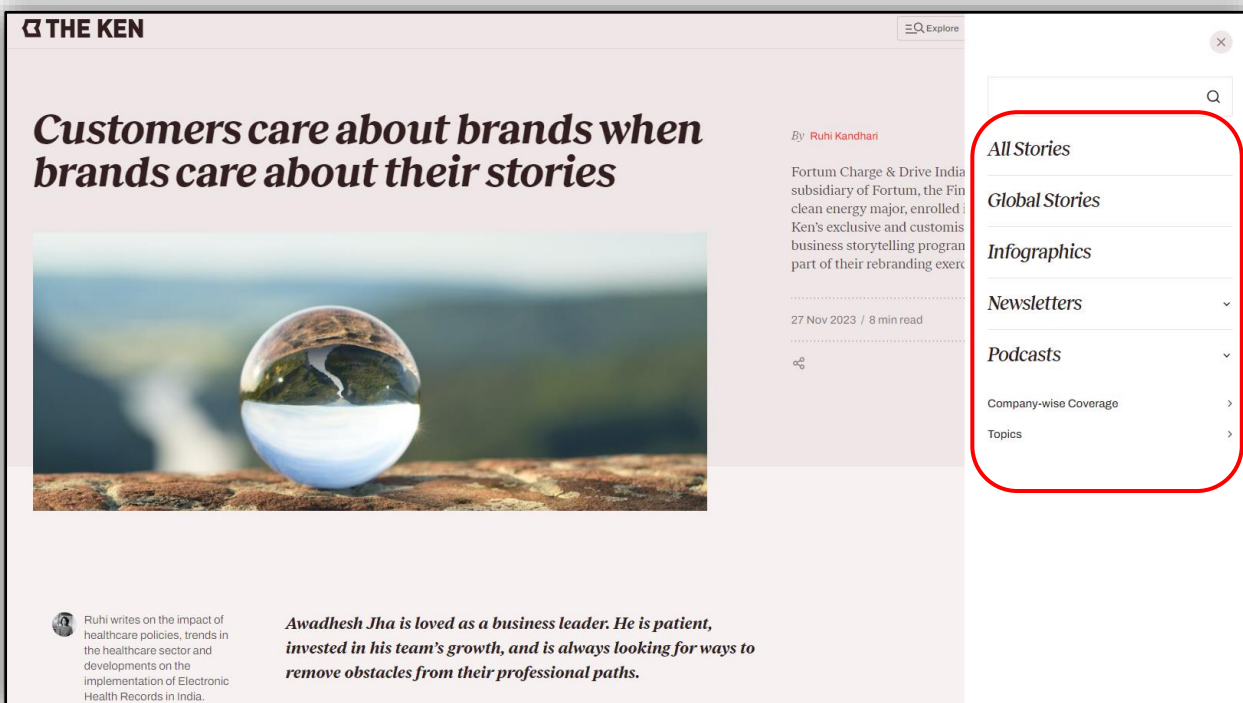
Fortum Charge & Drive India, a subsidiary of Fortum, the Finnish clean energy major, enrolled in The Ken's exclusive and customised business storytelling programme as part of their rebranding exercise.

27 Nov 2023 / 8 min read

Ruhi writes on the impact of healthcare policies, trends in the healthcare sector and developments on the implementation of Electronic Health Records in India.

Awadhesh Jha is loved as a business leader. He is patient, invested in his team's growth, and is always looking for ways to remove obstacles from their professional paths.

Many options are available in explore option like- All Stories, Global Stories, infographics, Newsletters, Podcasts, Company-wise Coverage, Topics etc.



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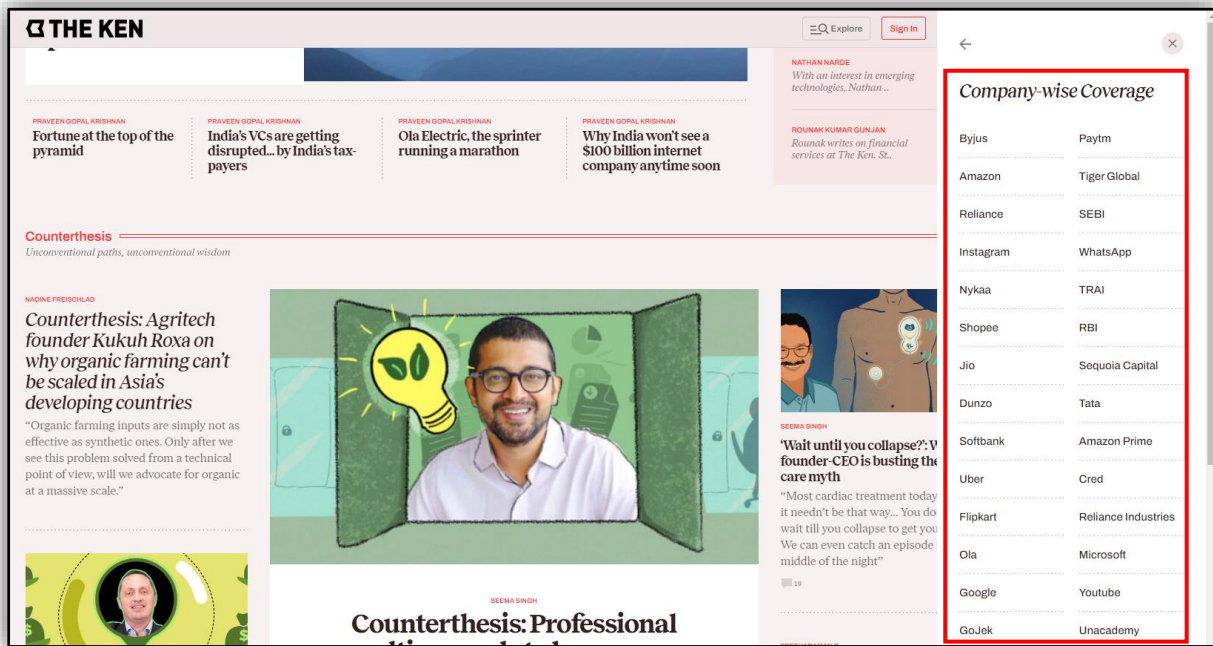
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You can access stories from company coverage area like Byjus Amazon, Reliance, Instagram, Uber, Airtel, Apple, Facebook, hotstar, Paytm, SEBI, WhatsApp, TRAI, YouTube, Unacademy, etc.



In this database you can access stories from various topics like start-ups, Media, Education, Healthcare, Public policy, Smartphones, Careers etc.

