indiautentica

Incredible stories are waiting



ABOUT ENRIC DONATE

I hold a Master's degree in Contemporary History, specializing in India. Former professor at Delhi University and Jamia Millia Islamia.

I have been living and traveling India passionately for 20 years. I share my interest in Indian languages, food, history and daily life through experiential travel and collaborations in print and online media.

I help to prepare trips, to break clichés and to bring us closer to Indian diversity for those who want to live it, feel it and understand it.

+100K

in 2023

237

PAGES

With first impressions in Google searches

3

LANGUAGES

Content in English, Spanish and Catalan

About the blog

INDIAutentica

The <u>INDIAutentica</u> blog is the reincarnation of Delhicatessen, a page that was born to tell my experience of India 15 years ago while I was a Spanish reader in Delhi.

INDIAuténtica is a **gateway to India**. It focuses on travel to India, but also on those facets that allow you to enjoy India at home, such as cuisine, cinema, Ayurvedic medicine or religions.

You will also find **content about other destinations** that I know first hand, such as Paraguay, Taiwan or the Emirates.

BLOG AUDIENCE

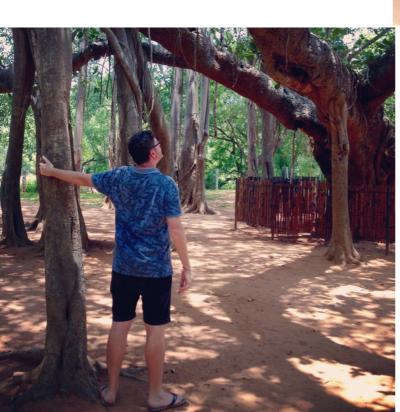
PROFILE OF VISITORS

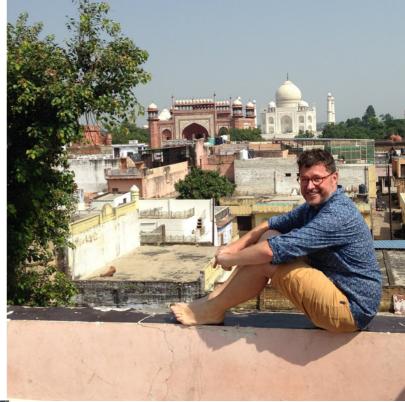
INDIAutentica's **audience** is **mostly Spanish-speaking** from Spain, Mexico and Argentina.

In 2023, there was a **significant increase in content in English** and therefore in the English-speaking audience.

A growing number of users are already in India.

The majority of the audience comes from **Google** (90%) and navigate it from a **mobile device** (66%).





WHAT'S HOT

CONTENT WITH MORE VIEWS

The most visited articles have to do with the **preparations for the trip to India**:

- How to pack for a 2-3 weeks trip to India.
- Indian currency: frequently asked questions
- Delhi airport: everything you need to know

Foodie contents are also popular:

• Best Indian restaurants in Barcelona

Gaining authority

THE FUTURE OF MY BLOG

NDIAuténtica wants to be the **reference blog** for any traveler planning to visit India this year.

New contents about famous destinations and other less known ones are coming to **expand the information on the web about travel to India**.

I am working so that in 2025, INDIAuténtica will be a leading source of information about India, answering the public and gaining authority.