

# 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**

CLICKS

in 2023

**237**

PAGES

With first impressions in  
Google searches

**3**

LANGUAGES

Content in English,  
Spanish and Catalan

About the blog

INDIAutentica

The **INDIAutentica** 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.