



ET Prime

Registration Process

Learning Centre
Indian Institute of Management Indore



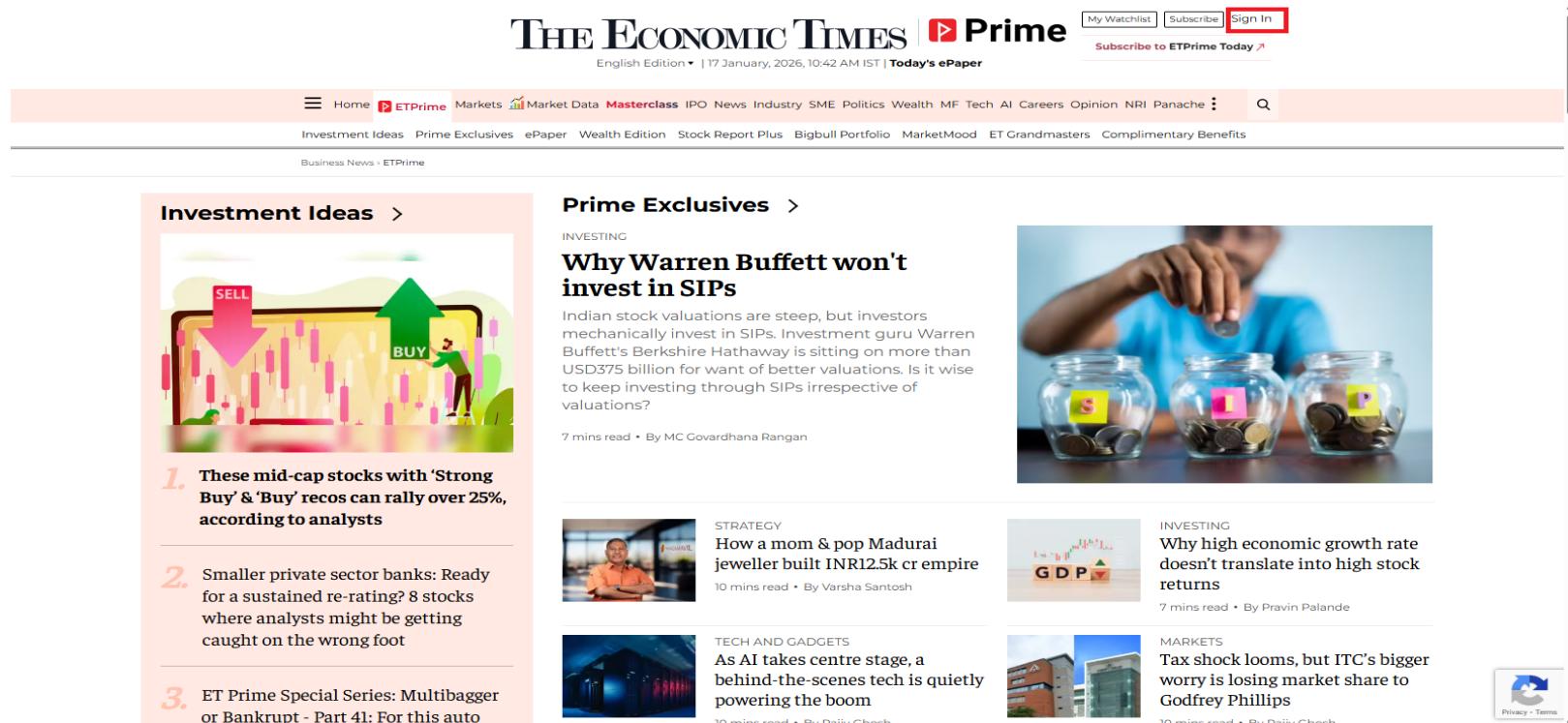
INTRODUCTION

ETPrime is a members-only business storytelling platform that decodes and curates the most important business stories for its readers. It provides in-depth, sharply researched, the insight-rich analysis that fills the gaps in the news flow — building on ET's promise of deep domain expertise ETPrime will quickly home in on the news that matters to the discerning reader like students and faculty through crisp, data-driven pieces that save time and add perspective.

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STEP 1: Click on ET Prime link and than Sign In.

Link: <https://economictimes.indiatimes.com/prime>



The screenshot shows the homepage of The Economic Times Prime. At the top, there is a navigation bar with links for Home, ETPrime, Markets, Market Data, Masterclass, IPO, News, Industry, SME, Politics, Wealth, MF, Tech, AI, Careers, Opinion, NRI, Panache, and a search bar. Below the navigation bar, there are two main sections: 'Investment Ideas' and 'Prime Exclusives'.

Investment Ideas:

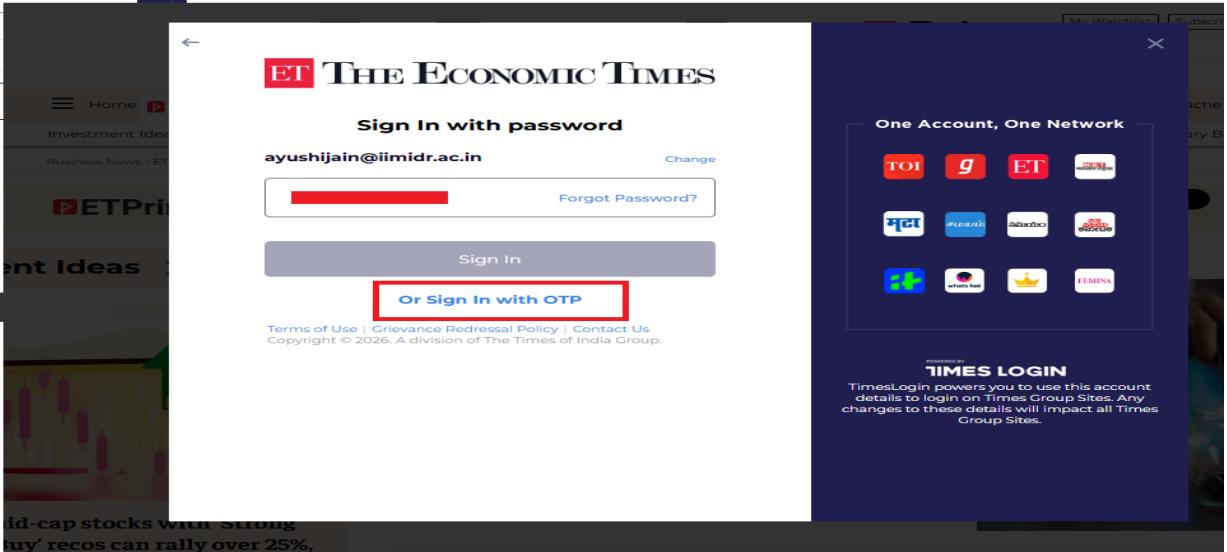
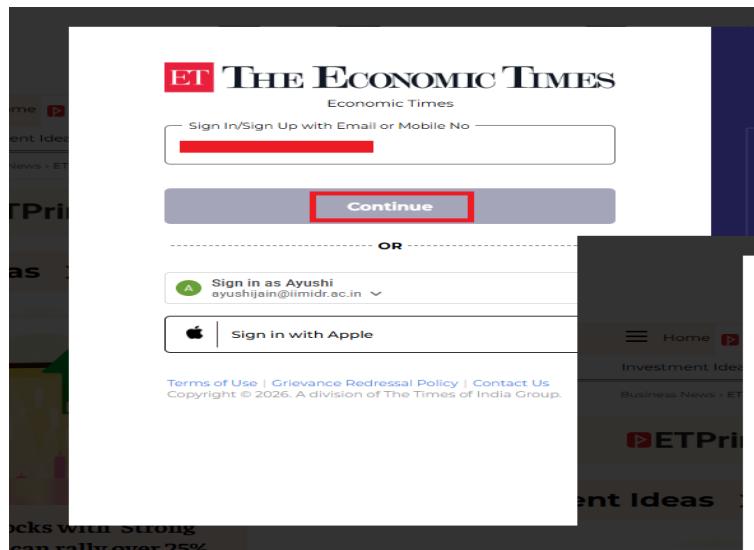
- 1.** These mid-cap stocks with 'Strong Buy' & 'Buy' recos can rally over 25%, according to analysts
- 2.** Smaller private sector banks: Ready for a sustained re-rating? 8 stocks where analysts might be getting caught on the wrong foot
- 3.** ET Prime Special Series: Multibagger or Bankrupt - Part 4: For this auto

Prime Exclusives:

- INVESTING**
Why Warren Buffett won't invest in SIPs
Indian stock valuations are steep, but investors mechanically invest in SIPs. Investment guru Warren Buffett's Berkshire Hathaway is sitting on more than USD375 billion for want of better valuations. Is it wise to keep investing through SIPs irrespective of valuations?
7 mins read • By MC Govardhana Rangan
- STRATEGY**
How a mom & pop Madurai jeweller built INR12.5k cr empire
10 mins read • By Varsha Santosh
- TECH AND GADGETS**
As AI takes centre stage, a behind-the-scenes tech is quietly powering the boom
10 mins read • By Rajiv Ghosh
- INVESTING**
Why high economic growth rate doesn't translate into high stock returns
7 mins read • By Pravin Palande
- MARKETS**
Tax shock looms, but ITC's bigger worry is losing market share to Godfrey Phillips
10 mins read • By Rajiv Ghosh

Access Details

STEP 2: Sign In to ET Prime membership using your campus email id (xxx@iimidr.ac.in). You will be required to verify the email via an OTP (send to your campus email id) and can set a password.



Main Page of ET Prime and Logout

STEP 3: Once your account is created and verified, you will be able to access ETPrime seamlessly on desktop through your **campus email**.

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Investment Ideas >



1. [These mid-cap stocks with 'Strong Buy' & 'Buy' recos can rally over 25%, according to analysts](#)

2. [Smaller private sector banks: Ready for a sustained re-rating? 8 stocks where analysts might be getting caught on the wrong foot](#)

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for further help/clarification.

