



ET Prime

Registration Process

Learning Centre
Indian Institute of Management Indore



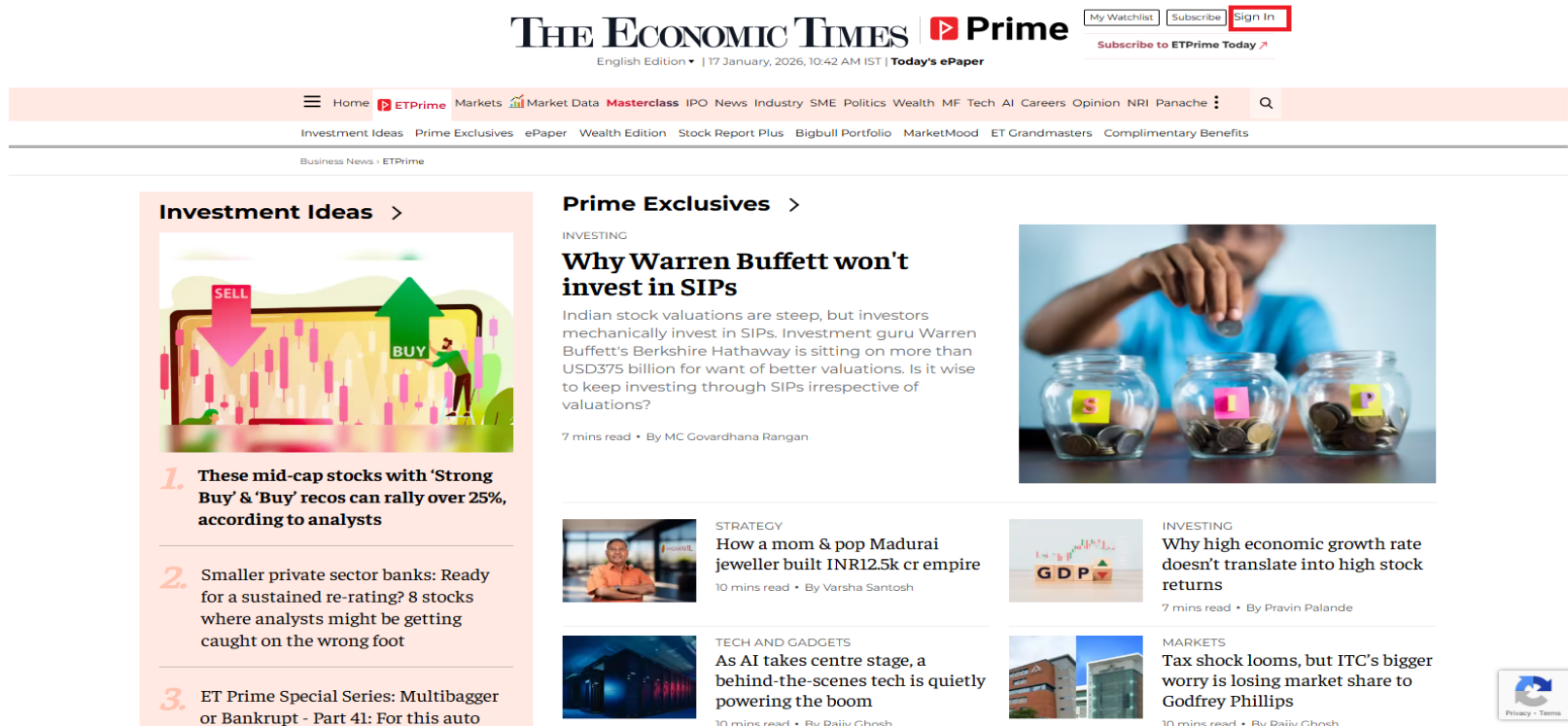
INTRODUCTION

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.

Access Details

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

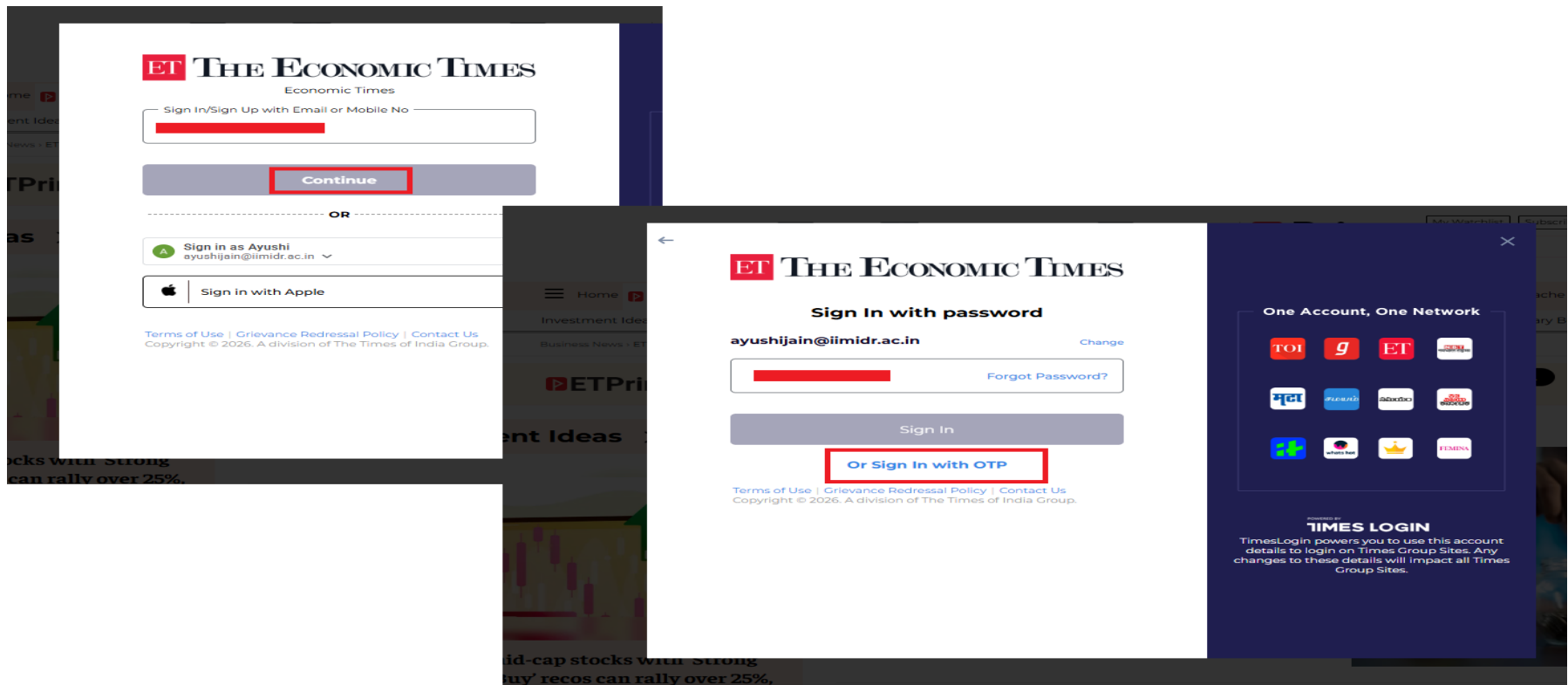
Link: <https://economictimes.indiatimes.com/prime>



The screenshot displays the ET Prime website interface. At the top, the header includes 'THE ECONOMIC TIMES | Prime' with navigation links for 'My Watchlist', 'Subscribe', and 'Sign In'. Below the header, a secondary navigation bar lists various sections like Home, ETPrime, Markets, Market Data, Masterclass, IPO, News, Industry, SME, Politics, Wealth, MF, Tech, AI, Careers, Opinion, NRI, and Panache. The main content area is divided into three columns. The left column, titled 'Investment Ideas', features an illustration of a person climbing a ladder labeled 'BUY' next to a candlestick chart, with a 'SELL' arrow pointing down. It lists three points: 1. Mid-cap stocks with 'Strong Buy' & 'Buy' recommendations can rally over 25%. 2. Smaller private sector banks are ready for a sustained re-rating. 3. ET Prime Special Series: Multibagger or Bankrupt - Part 41: For this auto. The middle column, titled 'Prime Exclusives', features an article 'Why Warren Buffett won't invest in SIPs' by MC Govardhana Rangan, discussing Indian stock valuations and Warren Buffett's investment strategy. The right column features an image of a person putting coins into jars labeled 'S', 'I', and 'P'. Below this, there are three more article teasers: 'How a mom & pop Madurai jeweller built INR12.5k cr empire' by Varsha Santosh, 'Why high economic growth rate doesn't translate into high stock returns' by Pravin Palande, and 'As AI takes centre stage, a behind-the-scenes tech is quietly powering the boom' by Rajiv Ghosh. The bottom right corner has a 'Privacy - Terms' link.

Access Details

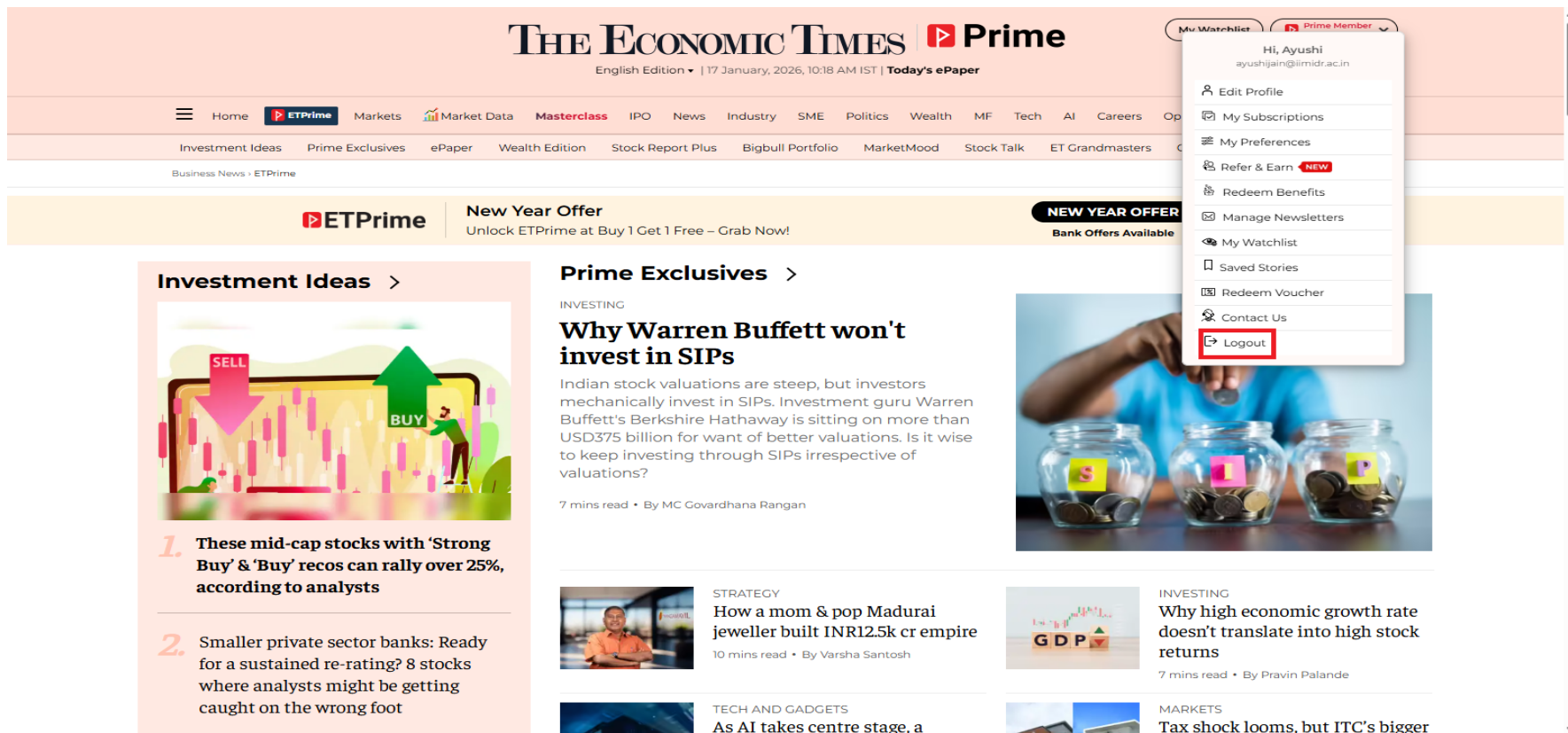
STEP 2: Sign In to ET Prime membership using your campus email id (xxx@iimidr.ac.in). You will be required to verify the email via an OTP (send to your campus email id) and can set a password.



The image displays two screenshots of the ET Prime sign-in interface. The left screenshot shows the initial sign-in screen with the ET logo and the text 'THE ECONOMIC TIMES'. It features a 'Sign In/Sign Up with Email or Mobile No.' field with a red bar indicating a required field, a 'Continue' button, and an 'OR' separator. Below the separator, there is a 'Sign in as Ayushi' option with the email 'ayushijain@iimidr.ac.in' and a 'Sign in with Apple' button. The right screenshot shows the 'Sign In with password' screen. It includes the email 'ayushijain@iimidr.ac.in' with a 'Change' link, a password field with a red bar, a 'Forgot Password?' link, a 'Sign In' button, and an 'Or Sign In with OTP' button. A sidebar on the right lists various ET Group sites (TOI, g, ET, etc.) and mentions 'TIMES LOGIN'.

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.



The screenshot shows the main page of ET Prime. At the top, the header includes 'THE ECONOMIC TIMES Prime' and 'English Edition'. Below this is a navigation bar with links like Home, ETPrime, Markets, Market Data, Masterclass, IPO, News, Industry, SME, Politics, Wealth, MF, Tech, AI, Careers, and Op. A secondary navigation bar lists various content categories. A 'New Year Offer' banner is visible. The main content area features three articles: 'Investment Ideas', 'Prime Exclusives', and 'NEW YEAR OFFER'. A user menu is open on the right, showing the user's name 'Hi, Ayushi' and a list of options including 'Logout', which is highlighted with a red box.

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NEW YEAR OFFER Bank Offers Available

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

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

NEW YEAR OFFER
Bank Offers Available

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

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for further help/clarification.

