

Media Innovation Awards 2019

Entry Name: [Moneycontrol Webcomics](#)

Category: Content

SUMMARY

With the introduction of [webcomics](#)¹, moneycontrol has displayed out-of-the box thinking that has paid rich dividends yet again. Known as the market leader in the business genre, they have maintained the quality and volume of path-breaking content that they are revered for. They have given the audience a new way to consume content, one that is innovative, intriguing and informative. With the successful execution of these web comics, moneycontrol has now made reading something to look forward to.

With a series of webcomics on a host of interesting topics of national and international interest, they have managed to reach out to a wider set of audience. The success of these web comics can be attributed to the evolving reading habits in the digital age. Consumers today, on-the-move, only glance through headlines and prefer to read in-depth articles at their convenience. By trusting the power a picture possesses in conveying a message, these graphic novels are easy-to-consume and less time intensive. This has been a breath of fresh air for those who want to access information, as graphic novels haven't been prevalent in the finance space. Thereby perfectly encapsulating the brand ethos of disseminating news and information of the highest quality and utmost relevance to the reader.

STRATEGY AND ITS EXECUTION

With comics being predominantly youth-oriented, a large portion of the targeted readers belongs to the millennial age group of 18-24. Moneycontrol has been able to strategically target this demographic and offer them engrossing information in an engaging format that fresh in the finance domain. The success of these web comics can be attributed to how moneycontrol has been able to feel the pulse of its readers and engage them via current stories, involving personalities and organisations in a fascinating manner.

Be it any innovative property, what remains forever constant with moneycontrol is the audience always being kept at the core, leading to the medium appealing to the younger consumers in a manner not seen before. **With an increase in page views and a surge in the time spent reading these comics, moneycontrol has once again delivered a valuable proposition it can be proud of.**

¹ <https://www.moneycontrol.com/news/tags/webcomic.html>

CONTENT

What the platform has efficiently achieved is keeping the viewer abreast of the latest financial and business news. Through these series of web comics, moneycontrol has extensively covered a wide range of interesting topics on Amul, Netflix, NIRMA, in addition with stories on the CEOs of various companies – Indra Nooyi, Kishore Biyani and Aditya Ghosh. In addition to that, they also covered mergers and acquisition stories such as the Flipkart and Walmart deal, as well as the controversial Facebook-Cambridge Analytica scandal. A highly-popular web comic was the edition on the Six-Sigma rated Mumbai Dabbawalas, who are now a Harvard case study. When it comes to comics, there is no name bigger than the Marvel's Stan Lee. Moneycontrol paid tribute to the legend by covering his story in one of their webcomics as well. Their edition on Elon Musk was even mentioned in the [Tesla news section of Evannex](#)² and [Insideevs](#)³, while their piece on Amul was liked by the official Twitter handle of Amul.

These current and trending topics covered in such a novel manner have only lead to their audience widening. This has been the perfect amalgamation of the reader getting the information they wanted, in a way that they now enjoy, along with authentic content being disseminated on a frequent basis.

IMPACT & OUTCOME

The rising popularity received by moneycontrol's graphic novels is an outstanding reflection of how the platform continues to improve the amount and quality of information that their readers receive. **Their 14 web comics, released till date, have garnered a readership of 31,438 unique readers and an unprecedented 757,976 page views and counting.** Despite graphic novels enjoying an immense fan following across the world amongst avid comic readers, seeing a business platform successfully implement them as a medium is a completely new concept. Such a move is testament to the fact that moneycontrol realises the pertinence of innovation, knowing that there are dividends to be earned.

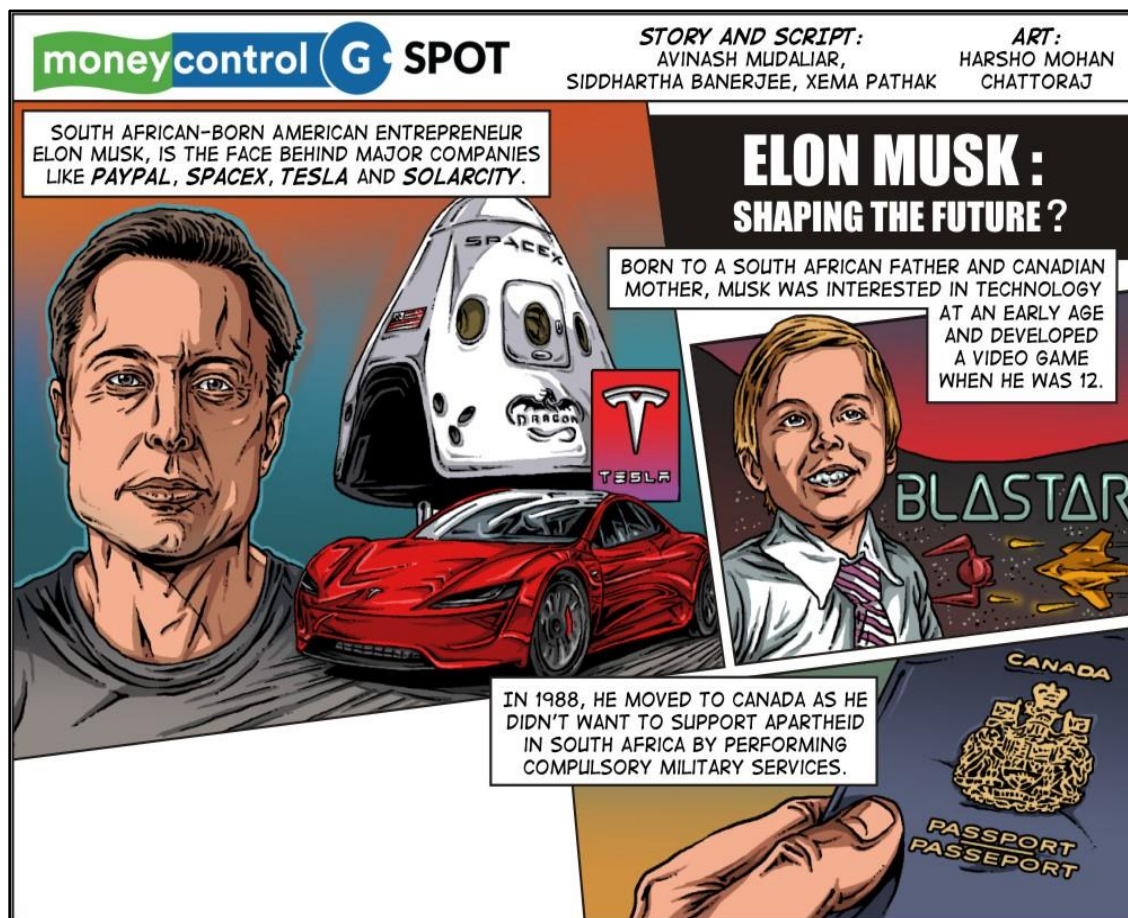
Once again, moneycontrol has provided yet another engaging outlet of information that was never reached out to before. This surge in viewership reflects highly of this team that has consistently delivered content in a manner that is simple, informative and helps the reader make an informed decision.

² <https://evannex.com/blogs/news/the-curious-case-of-elon-musk>

³ <https://insideevs.com/tesla-spacex-elon-musk-serial-entrepreneur/>

Annexure

Webcomic: Elon Musk — The real-life Tony Stark and the face of Tesla, SpaceX and Paypal



moneycontrol G SPOT

STORY AND SCRIPT:
AVINASH MUDALIAR,
SIDDHARTHA BANERJEE, XEMA PATHAK

ART:
HARSHO MOHAN
CHATTORAJ

MUSK WENT TO QUEEN'S UNIVERSITY, ONTARIO AND IN 1992 MOVED TO UNIVERSITY OF PENNSYLVANIA, AND RECEIVED BACHELOR'S DEGREE IN PHYSICS AND ECONOMICS IN 1995.

HE JOINED STANFORD UNIVERSITY. HOWEVER, HE LEFT IN 2 DAYS BECAUSE HE FELT THAT INTERNET HAS HUGE POTENTIAL TO MAKE A DIFFERENCE THAN WORK IN PHYSICS.

HE TEAMED UP WITH HIS BROTHER **KIMBAL** AND CO-FOUNDED **ZIP2**, WHICH WAS BOUGHT BY COMPUTER MANUFACTURER **COMPAQ** FOR \$307 MILLION IN 1999.

The comic strip consists of three panels. The first panel shows a hand holding a diploma with the University of Pennsylvania crest. The second panel shows a man in a suit walking away from a door. The third panel shows two men, Elon Musk and Kimbal Musk, smiling, with a large Zip2 logo in the background.

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MUSK THEN STARTED **X.COM**, AN ONLINE FINANCIAL SERVICES COMPANY, WHICH LATER BECAME **PAYPAL** AND WAS SOLD TO **E-BAY** IN 2002 FOR \$1.5 BILLION.

HE BELIEVES HUMANS NEED TO BE MULTIPLANETARY SPECIES TO SURVIVE AND THE WORLD NEEDS QUALITY ROCKET LAUNCHERS AT LOW COSTS.

IN 2002, HE FOUNDED **SPACEX** (SPACE EXPLORATION TECHNOLOGIES) TO MANUFACTURE AFFORDABLE ROCKETS.

The comic strip consists of three panels. The first panel shows Elon Musk sitting at a desk with a computer monitor displaying the PayPal logo. The second panel shows a rocket launch with two astronauts in space suits. The third panel shows Elon Musk standing in front of a SpaceX rocket.

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IN 2006, THE FIRST FALCON 1 DEMO FLIGHT 1 WAS LAUNCHED FROM KWAJALEIN SITE IN OMELEK ISLAND, FOLLOWED BY MULTIPLE TEST FLIGHTS.

IN 2010, **SPACEX** LAUNCHED ITS INAUGURAL TEST FLIGHT, FALCON 9, FROM CAPE CANAVERAL IN FLORIDA, FOLLOWED BY FALCON 9 FLIGHT 2.

WITH THIS, **SPACEX** BECAME THE FIRST PRIVATELY-FUNDED COMPANY TO SUCCESSFULLY LAUNCH, ORBIT, AND RECOVER A SPACECRAFT.

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MARTIN EBERHARD AND MARC TARPENNING FOUNDED TESLA IN 2003 AND A YEAR LATER RECEIVED A SERIES A FUNDING LED BY ELON MUSK, WHO BECAME CHAIRMAN OF THE BOARD.

IN 2008, MUSK SUCCEEDED **ZE'EV DORI** AS CEO OF TESLA. HE DESCRIBED IT AS THE "WORST YEAR OF HIS LIFE" AS HE HAD DIVORCED JUSTINE AND INJECTED HIS \$70 MILLION IN TESLA.

THE **TESLA ROADSTER** (2008) BECAME THE FIRST CAR TO RUN ON LITHIUM-ION BATTERY. TESLA SOLD OVER 2,250 ROADSTERS IN 31 COUNTRIES BETWEEN 2008 AND 2012.

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IN 2009, TESLA UNVEILED ITS FIRST ELECTRIC SEDAN, THE MODEL S, WHICH HAD A RANGE OF MORE THAN 300 MILES PER CHARGE. THE DELIVERY OF MODEL S COMMENCED IN 2012.

IN 2010, TESLA WENT PUBLIC, OFFERING 13.3 MILLION SHARES AT \$17 PER SHARE. IT RAISED \$226.1 MILLION.

INNOVATION CONTINUED WITH MUSK REVEALING A PROTOTYPE OF THE TESLA MODEL X IN 2012, WHICH AMASSED ADVANCE SALES OF MORE THAN \$40 MILLION.

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EVEN AS TESLA WAS ZOOMING AHEAD, **SPACE X** SUCCESSFULLY DOCKED ITS REUSABLE CARGO SPACECRAFT **DRAGON** AT THE INTERNATIONAL SPACE STATION IN 2012.

WITH AN AIM TO REDUCE THE EXPENSE OF THE SPACEFLIGHT, THE COMPANY DEVELOPED A REUSABLE ROCKET, **GRASSHOPPER**, WHICH CAN LIFT OFF VERTICALLY AND RETURN TO THE PAD IT WAS LAUNCHED FROM.

THERE SEEMS TO BE A NEW SPACE RACE BREWING, BETWEEN **SPACE X** AND **BLUE ORIGIN** - A FIRM ESTABLISHED BY **JEFF BEZOS** - WHOSE NEW SHEPARD SUB-ORBITAL CRAFT MADE ITS DEBUT IN 2015.

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IN 2018, SPACEX LAUNCHED A TESLA ROADSTER INTO SPACE WITH A DUMMY DRIVER CALLED "STARMAN", USING A FALCON ROCKET.

IN 2016, TESLA HAD BID FOR **SOLARCITY**, A COMPANY THAT MUSK'S COUSINS, PETER AND LYNDON RIVE LAUNCHED WITH MUSK'S SUPPORT IN 2006.

THE DEAL WAS CRITICISED AS 6 OF TESLA'S 7 DIRECTORS HAVE CLEAR TIES TO SOLARCITY. THE COMPANY HAD HUGE DEBTS AND WAS INCURRING LOSSES AT THE TIME OF THE ACQUISITION.

SolarCity

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MUSK'S INDOMITABLE MARCH TOWARDS MAINSTREAMING RENEWABLES CONTINUED AS TESLA UNVEILED 'GIGAFACTORIES' PRODUCING BATTERIES FOR VARIOUS TESLA PRODUCTS.

TESLA REVEALED **POWERWALL**, A GIANT RECHARGEABLE BATTERY FOR HOME, AND **POWERPACK**, A BATTERY FOR COMMERCIAL USE, WHICH WERE MADE AT THESE FACTORIES.

TO MAKE TESLA CARS AFFORDABLE TO A LARGER AUDIENCE, MODEL 3 WAS LAUNCHED IN JULY 2017.

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MUSK HAD ALSO STARTED A TUNNEL CONSTRUCTION FIRM, **THE BORING COMPANY**, TO OVERCOME CHALLENGES IN TRANSPORTATION AND TRAFFIC.

BY 2017, THE COMPANY HAD STARTED DIGGING A TESTING TRENCH ON THE PREMISES OF THE SPACEX OFFICE. THE FIRST SEGMENT OF THE TUNNEL IS EXPECTED TO OPEN IN LA IN DECEMBER 2018.

TAKING INNOVATION TO THE NEXT LEVEL, MUSK PROPOSED THE **HYPERLOOP**, A PNEUMATIC TUBE IN WHICH A POD CARRYING 28 PASSENGERS WOULD TRAVEL AT A TOP SPEED OF 760 MILES PER HOUR.

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IN 2015, HE ANNOUNCED **OPEN AI**, A NON-PROFIT ARTIFICIAL INTELLIGENCE COMPANY WHICH WOULD USE TECHNOLOGY TO BENEFIT TO HUMANS.

IN 2016, MUSK CO-FOUNDED **NEURALINK**, A NEUROTECHNOLOGY STARTUP THAT WILL CREATE DEVICES WHICH CAN BE IMPLANTED INTO HUMAN BRAINS TO CREATE MID-COMPUTER INTERFACES.

A FEW MONTHS BACK, MUSK WAS EMBROILED IN CONTROVERSY AFTER HE WAS FILMED PUFFING ON MARIJUANA DURING AN INTERVIEW WITH FORMER UFC COMMENTATOR JOE ROGAN.

MUSK HAS STIRRED MULTIPLE CONTROVERSIES ON TWITTER. IN AUG 2018, HE REVEALED HIS GO-PRIVATE PLAN FOR TESLA IN A SERIES OF TWEETS.

