

## WEBSITE INTRO

# Press Release

Press Release is an online publishing platform for brands, startups and PR teams that want their announcements to be seen, read and picked up by the media.

- Publish company news, product launches and event updates
- Get discovered by readers, journalists and search engines
- Based in Navi Mumbai, serving businesses across India

[www.pressrelease.in/](http://www.pressrelease.in/)





#### KEYWORD 01

# News Press Release

A news press release is a short, factual announcement written the way a reporter would write it: the news first, the detail after.

- A headline that states the news in plain words
- An opening paragraph that answers who, what, when and where
- One quote that gives the story a human voice
- Company details and contact information at the end

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## KEYWORD 02

# Press and Release

The press is who you want to reach. The release is how you reach them.  
A good story needs both: the right audience and a clear, timely message.

- Decide who should read it: journalists, bloggers or customers
- Time it around a launch, milestone or event
- Share the published link on social media and by email





KEYWORD 03

# Free Press Release Site

A free press release site gives small teams a place to publish without a PR budget. What matters is a clean page, an easy submission and a link that stays live.

- Submit your headline, story and links in a few minutes
- Get a public page that search engines can crawl
- Compare more press release websites on our directory page

[pressrelease.in/press-release-websites](https://pressrelease.in/press-release-websites)



# THANK YOU

Press Release: where your news finds its readers.



[www.pressrelease.in](http://www.pressrelease.in)



[hello@pressrelease.in](mailto:hello@pressrelease.in)



(+91) 9997044402



18th Floor, Cyberone, opp. CIDCO Exhibition Centre, Sector 30, Vashi, Navi Mumbai, Mumbai, Maharashtra 400703, India