ET Prime User Manual – IIM Kashipur

1. Introduction

ET Prime is the premium subscription of *The Economic Times*, offering in-depth analysis, exclusive stories, expert opinions, and sectoral research.

For IIM Kashipur users, it serves as a powerful resource for academic research, case studies, projects, and staying updated with business trends.

2. Accessing ET Prime

- Visit https://economictimes.indiatimes.com/prime?from=mdr.

- Log in using your IIM Kashipur email ID / institute credentials.

- First-time users need to register and activate their account before accessing content.
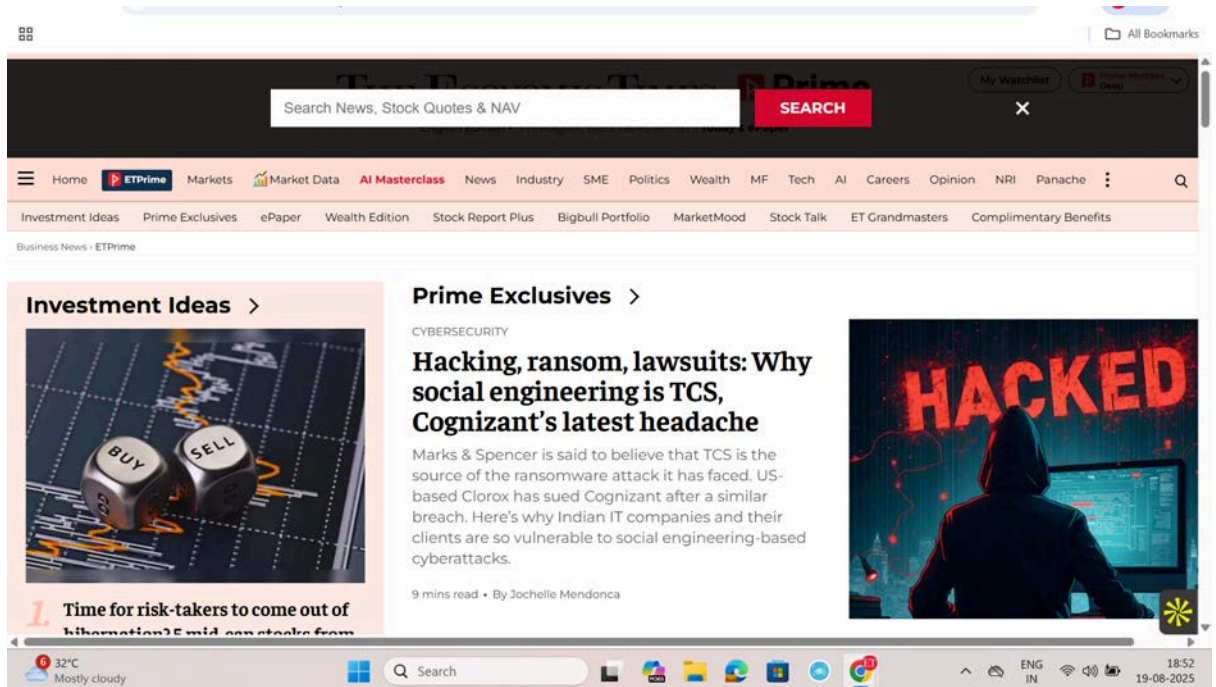
3. Navigation

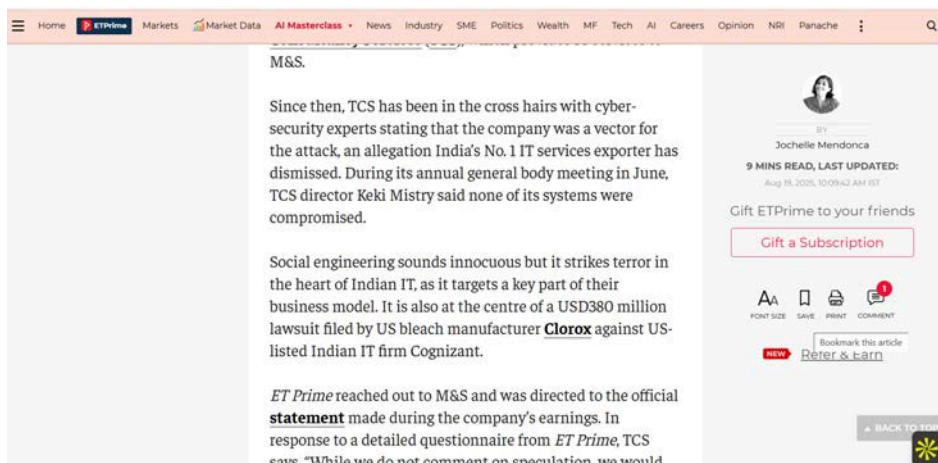- Homepage: Quick access to featured and trending stories.

- Sections: Markets, Corporate & Industry, Technology, Consumer, Policy, Climate, etc.

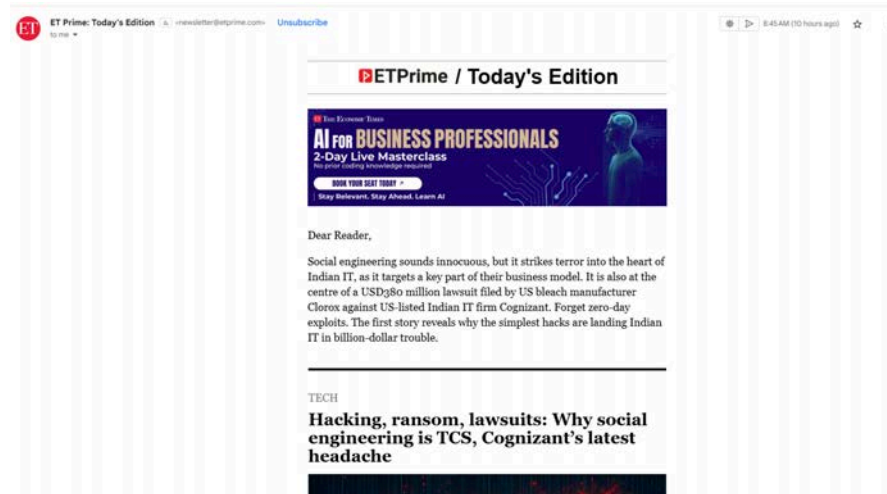- Search Bar: Easily find articles by company, sector, or keyword.

4. Key Features

- Bookmarks & Reading List: Save articles to read later.

- Newsletters & Alerts: Get updates in your inbox.

- Mobile App: Download on iOS/Android for seamless reading on the go.

- Personalization: Follow specific sectors or topics of interest.

5. Academic Benefits

- Valuable for research projects, classroom discussions, and policy analysis.

- Helps students & faculty stay updated with real-world business insights.

- Articles can be cited in academic papers (with proper attribution).

6. Troubleshooting & Support

- Login/Access Issues: Try clearing cache, using incognito mode, or connecting via campus Wi-Fi (if IP-based).

- If problems persist: Contact ET Prime Helpdesk or IIM Kashipur Library support.