

# Media Coverage on the Launch of IIM Ahmedabad- Aura Art Indian Art Index IAIAI

25 November 2022

## **Print**

1. The Times of India
2. Hindustan Times
3. Financial Express
4. Divya Bhaskar
5. Mid Day
6. Nav Gujarat Samay

## **Online Coverage**

### [IIM-A, Aura Art announce index for Indian paintings](#)

The Indian Institute of Management Ahmedabad and Aura Art Development, a Mumbai based integrated art house, launched on Thursday, an index that would track the prices of paintings of select Indian artists and could also indicate the possible price trajectory of these creations. The IIMA-AuraArt Indian Art (Price) Index – or IAIAI – is a quarterly, constant-quality price index of art in India

**The Times of India | Print and Online**

### [Art index to tell buyers where to put their money](#)

The Indian Institute of Management Ahmedabad (IIMA) launched a first-of-its-kind art index on Thursday. The index traces the price appreciation journey of Indian artists globally – its purpose is to help an auctioneer fix a base value of a work of art and a customer to make an informed decision before buying a canvas.

**Hindustan Times | Print and Online**

### [Data-driven index tracing art prices launched](#)

What makes art so expensive? How has its price appreciated over the years? These are some questions that one would soon be able to answer with an ‘art index’ launched on Thursday by the Indian Institute of Management, Ahmedabad (IIM-A) in collaboration with Mumbai-based Aura Art Development (Aura Art), an art infrastructure solutions provider and specialist in art transactions.

**Financial Express | Print and Online**

### [Art of the moolah](#)

The Indian art market, although in the emergent stage, is booming. IIMA-AuraArt Indian Art Index is a newly launched tool that tracks the price appreciation journey of Indian artists at auctions globally. Created by IIM-A with city-based Aura Art Development Pvt Ltd, it works on a data-driven methodology that analyses price variations in art auctions of top 25 Indian artists including MF Husain and SH Raza over 20 years. Professor Prashant Das who conceptualised the algorithm, said, "The idea is to bring transparency to the pricing of art. It establishes art as an asset class."

**Mid Day | Friday Stories | Print and Online**

### [IIM Ahmedabad, Aura Art Launch Art Index To Promote Indian Art Globally](#)

The Indian Institute of Management Ahmedabad (IIMA) in collaboration with Aura Art Development on Thursday launched an art index to support entities estimate the market price of artworks. IIMA-AuraArt Indian Art Index (IAIAI) aims to help art enthusiasts, financiers, insurers and others to estimate the market price of artworks based on data.

**NDTV Education | Online**

### [IIMA, Aura Art To Float Art Index](#)

The Indian Institute of Management Ahmedabad (IIMA), a global management institute, has launched IIMA-Aura Art Indian Art Index (IAIAI) in collaboration with Mumbai-based Aura Art Development (Aura Art), an art infrastructure solutions provider and specialist in art transactions.

**BW Education | Online**

### [IIMA Launches AuraArt Indian Art Index](#)

The Indian Institute of Management Ahmedabad, a premier global management Institute, on Thursday announced the launch of the IIMA AuraArt Indian Art Index (IAIAI) in collaboration with Mumbai-based Aura Art Development Private Limited (Aura Art), an art infrastructure solutions provider and specialist in art transactions to promote Indian Art and artists globally.

**UNI | Online**

### [IIM Ahmedabad, Aura Art launch art index to promote Indian artists globally](#)

To have a hedonic pricing model, the IAIAI will serve a constant-quality art price index. This index has been designed by using data-driven methodology that analyses price variations in artwork auctions of top 25 Indian artists across the globe over 20 years. IAIAI is generalizable to a larger asset class despite the sample changing its quality overtime.

Careers360 | Online

[IIMA And Aura Art Collaborate To Launch An Art Index To Promote Indian Art And Artists Globally](#)

The Indian Institute of Management Ahmedabad (IIMA), a premier global management institute, today announced the launch of the IIMA-AuraArt Indian Art Index (IAIAI) in collaboration with Mumbai-based Aura Art Development Pvt Ltd (Aura Art), an art infrastructure solutions provider and specialist in art transactions.

India Education Diary | Online

[IIMA, Aura Art launch art index](#)

The Indian Institute of Management Ahmedabad (IIMA) in collaboration with Aura Art Development on Thursday launched an art index to support entities estimate the market price of artworks. Currently, the index has 25 Indian artists and over 9,000 paintings which will be updated twice every year, IIMA's Professor Prashant Das told reporters here.

Devdiscourse | Online