

Namaste Switzerland

An online infotainment platform – Namaste Switzerland has been designed to address the needs of the expat community living in Switzerland and the Swiss locals interested in knowing more about the diverse lifestyles of the foreign residents within the country. We started our online magazine with the aim to connect, inform, and integrate the Indian diaspora within Switzerland. Within a short time, we gathered a readership across the vast English-speaking expat communities and the Swiss within and even outside of Switzerland.

Namaste Switzerland was officially launched on March 8, 2017. The co-founding team was driven by our collective goal to create a website with information about navigating life in Switzerland. We had come to realize from our first-hand experience that there was a lack of informative articles in English for the average expat in Switzerland. And so, egged on by our personal experiences, we decided to create a space on the internet for exactly this purpose! We pooled together our collective professional experience in journalism, marketing, web design and development, and content management.

Today Namaste Switzerland is a content-first platform, where we deliver immersive multimedia content in the form of a new issue every month. We've reached almost a million viewers in a short span of four years. And our relevance today has been reiterated by loyal and new readers, as well as our writers and contributors alike.

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