ENERGY BY DESIGN

EXD — ENERGY BY DESIGN

Editorial *Guidelines*

House style, standards and publishing practice for EXD.NEWS — independent journalism on energy, renewables, storage, mobility, architecture, design, interiors and sustainability, with an India focus.

Version 1.0 · November 2026

EXD.NEWS · exd.news
A ONEDIGITAL venture

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01 About EXD and these guidelines

EXD — Energy by Design is a digital news publication at **exd.news**. We cover the clean-energy transition and the built world as one connected story: how India generates, stores and moves energy, and how it designs and builds the places that use it.

India is at the centre of the world's largest energy transition: a 500 GW non-fossil capacity target for 2030, rooftop solar going to millions of homes, and a whole built environment being rethought. EXD exists to cover that change with the depth and rigour it deserves. We report on MNRE policy, SECI tenders, state solar parks, Indian developers and global architecture with the same care, and we explain what each announcement means for India's energy future and built environment.

> **WHO'S WHO**
>
> - **Publisher:** EXD — Energy by Design, a ONEDIGITAL venture.
> - **Editor:** Nishit Gururani. The Editor has final say on what is published, how it is framed and how it is corrected.
> - **House byline:** staff stories run as **EXD Editorial**. Contributors and guest writers get a named byline.
> - **Press and corrections:** pr@onedigital.co.in
> - **Social:** Instagram **@energyxdesignofficial** · LinkedIn page **EXD - Energy by Design**

How to use this document

- Sections 2–8 cover **writing and publishing** a story. Sections 9–10 cover **commercial and inbound material**. Section 11 covers **social distribution**. Sections 12–13 cover **ethics and corrections**.
- The final page is a **quick-reference checklist**. Run through it before every story goes live.
- If something isn't covered here, follow what exd.news already does, then ask the Editor. If an existing story breaks these rules, update it the next time it is edited.

Our promise to readers

We attribute every fact to its source. We never publish without credit. When we analyse someone else's material, we link to the original so architects, energy professionals and policymakers can read further. Editorial coverage is never for sale. Anything a brand has paid for is labelled as paid.

02 Editorial principles and tone

EXD should sound like a well-informed industry analyst explaining a development to a smart colleague: authoritative, analytical, easy to follow, India-first and free of hype.

Principle	What it means in practice
India-first	Every story, including global ones, has to answer "why does this matter to India?" A Mexican timber house, a European storage financing or a US EV wind-down earns its place by what it teaches Indian developers, regulators, architects or buyers.
Analytical, not just reported	Go beyond the press release. Explain the mechanism (why NHPC is the procurer, how 600 MWh changes evening peak supply) and the consequence (a tariff benchmark for eastern India).
Authoritative	Name the institutions accurately (BERC, NHPC, SECI, MNRE, BEE, CERC) and use the right technical terms. Spell out an abbreviation the first time it appears.
Accessible	Write for professionals, but explain specialist ideas (duck curve, glulam, ISTS waiver) in a sentence. Prefer short paragraphs and plain verbs.
No hype	Don't use "game-changer", "revolutionary" or "unprecedented" unless a source shows it. Let numbers and consequences carry the story. Words like "brutal" or "radical" are fine in analysis when the facts back them up.
Balanced	Cover risks, costs and open questions as well as promises. Contrarian views are welcome when they are well argued and sourced.
Forward-looking	Close every story with what to watch next: the decision, tender, tariff order or data point that will settle the question.

Voice checks

DO

- Lead with the concrete development: who did what, how big, where.
- Write in the third person as EXD Editorial. Use "we" only for EXD's own analysis in social captions ("we look at what it means").
- Use active verbs and specific nouns.
- Use question-style subheads where they help readers and search.

AVOID

- Repeating promotional language from press releases ("world-class", "leading provider").
- Speculation presented as fact.
- Calling a policy "expected" or "upcoming" when its date has already passed. Check every date against today.
- Political cheerleading or point-scoring.

03 Coverage and categories

Each story goes into one primary category, which appears as the label above the headline on exd.news. Use only the categories the site already uses.

Category	Scope	Typical stories
Solar	Utility-scale, rooftop, C&I and floating solar; modules and supply chain; solar finance	PM Surya Ghar tenders, solar parks, storage financing, rooftop projects
Renewable	Wind, hybrid, storage (BESS, pumped hydro), green hydrogen, transmission, regulation and tariffs	BERC/CERC orders, SECI tenders, PPAs, transmission build-out
Mobility	EVs, batteries for transport, charging, electric freight, autonomy, clean logistics	OEM launches, fleet deals, EV policy (PM E-DRIVE), battery plants
Architecture	Buildings, sustainable architecture, materials, green building codes and ratings	Project reviews, ECBC/GRIHA/LEED, embodied carbon, award winners
Design	Product, spatial and visual design with a sustainability or energy angle	Design-led products, materials, studio profiles
Urbanism	Cities, public space, urban planning, smart cities, heat resilience	Pedestrianisation, transit-oriented design, urban heat
Interiors	Interior design, hospitality and residential interiors, finishes, acoustics	Sustainable interiors, acoustic design, décor trends

The homepage currently has sections for Solar, Renewable, Architecture, Design and Mobility. The footer also lists Urbanism and Interiors. The Write for Us page groups contributor pitches under Architecture & Design, Solar & Renewables, Sustainability, and Opinion & Essay.

Choosing the category and topic tags

- Choose the category by the **main subject**, not by the India angle. A Bihar storage PPA goes in **Renewable**. A battery-financing deal goes in **Solar** if the assets are mainly solar-linked, otherwise **Renewable**.
- Add topic tags from the site's existing list wherever one fits: Solar Energy India, Renewable Power, MNRE Policy, SECI Tenders, India 500 GW Target, Energy Storage, EV Mobility, Wind Energy, Green Buildings, Sustainable Architecture, Urban Design, Smart Cities, Clean Technology, Net Zero India, Circular Economy.
- Sustainability runs through every category. It is a lens, not a separate bin.

What we don't cover

We don't publish stories with no energy, design or built-environment angle. We don't publish stock tips or investment advice. We don't publish unverified rumours or promotional copy dressed up as news.

04 Headlines, standfirsts and SEO

The EXD headline formula is a news hook, then a colon, then the India angle. The hook says what happened. The part after the colon says why India should care.

***[News hook]:* What It Means for India**

Examples based on exd.news headlines, with the wording after the colon lightly edited where needed for grammar:

***Bihar Approves 300 MW Solar-Plus-Storage Deal:* What It Means for Renewable Energy in India**

***Build Less, Build Better:* What Sustainable Architecture Means for India in 2026**

***Battery Storage Financing Hits $930 Million:* What India's Clean Energy Sector Must Learn Now**

***XCMG's Cabinless Electric Tractor:* What It Means for India's Ports**

Headline rules

- **Title Case** on the site, as currently used. Aim for 60–90 characters, with the hook in the first 40.
- Put the number in the hook wherever there is one (300 MW, $930 Million, 12 GWh). Numbers draw readers and help search.
- The India angle must be **grammatical**. Write "for Electric Mobility in India" or "for India's EV Market", not "for Electric Mobility India". Keywords belong in meta fields, not in awkward headline wording.
- Use the colon formula on most stories, but vary the wording after it ("What It Means for India", "Lessons for India", "What India Must Learn Now", "Can Execution Keep Pace?") so the homepage doesn't read like a template.
- No clickbait, no all-caps and no exclamation marks. A question headline must be answered in the story.
- The headline has to match the facts. If the deal is "approved", don't write "signed". If it is "proposed", don't write "approved".

Standfirst (dek)

One sentence of 20–35 words under the headline. It carries the key fact the headline left out, such as "BERC clears 300 MW of solar with a 150 MW/600 MWh battery system through NHPC under a 25-year PPA". It's often reused as the summary line on the social creative.

SEO and search fields

Field	Rule
URL slug	Lower-case and hyphenated, made from the headline. Don't change it after publication.
SEO title	Up to ~60 characters. Primary keyword first, ending "— EXD Energy by Design".
Meta description	140–160 characters: the hook plus the India angle, ending "Read on EXD."
Keywords	4–6 India-specific phrases, for example "sustainable architecture India 2026", "ECBC India building code".

Field	Rule
Subheads (H2)	Phrase them as reader questions ("Why Did BERC Choose NHPC for Solar-Plus-Storage?"). This helps both search and AI answer engines.
Social image	Lead image at least 1200×630 with descriptive alt text. Alt text describes the picture. It doesn't just repeat the headline.

05 Article structure

A standard EXD Editorial analysis runs to about 1,000–1,300 words, including Key Facts and FAQs. It follows the same order every time, so readers always know where to find the India analysis and what to watch next.

#	Element	What goes in it
1	**Category label · Headline · Standfirst · Byline**	Byline "EXD Editorial · [date]", or the contributor's name.
2	**News lede**	The first paragraph covers who, what, how much, where and when, plus one sentence that connects the story to India. No throat-clearing.
3	**Context (2 H2 sections)**	Background, mechanism and players. Each section opens with a question-style H2. Give the history, competitors and numbers that explain the news.
4	**What it means for India**	Indian policy, companies, states and markets affected, with named schemes and institutions (MNRE, SECI, BEE, state DISCOMs, PLI, PM Surya Ghar, PM E-DRIVE). For global stories this is where the lesson is drawn.
5	**Energy link** H2: "What This Means for India's Energy Transition"	Link the story back to India's targets where it's relevant: 500 GW non-fossil capacity by 2030, storage build-out, 30% EV sales share by 2030, net zero by 2070, building-efficiency codes. Quote targets exactly as the official source states them.
6	**Watch next**	2–3 specific upcoming triggers: a tariff order, a tender result, a policy notification, a commissioning date. Each one should be checkable later.
7	**Key Facts box**	Three one-line facts, each starting with "—", each sourced and each carrying a figure.
8	**Frequently Asked Questions**	Three questions in search language with 40–60-word answers. They are published with FAQ schema.
9	**Sources**	A list of primary sources with links: the press release, regulator order, company filing, report or original project page. Add an image credit line.

> **WATCH NEXT: HOW TO WRITE IT**
>
> Use specific, checkable triggers, not vague hopes. Good: *"Watch for BERC to publish the final tariff order; the approved per-unit rate will set a benchmark for eastern India. Also track whether NHPC tenders the underlying contracts through competitive reverse bidding."* Weak: *"It will be interesting to see how things develop."* Each trigger must still lie in the future on the publication date.

GOING FORWARD

Some live stories put "Watch for..." inside the closing India paragraph and don't show a sources list. From version 1.0, every new story needs a labelled **Watch next** section and a **Sources** list with links. That keeps our published promise: "we link directly to the origin".

Other formats

Contributor formats follow the Write for Us page: **Features** 800–1,500 words, **Opinion** 600–1,000 words, **News analysis** 400–700 words. Opinion pieces are labelled as opinion and keep the India-relevance and Watch next endings where they fit.

06 Sourcing, verification and attribution

Every fact comes from a source we can name and link to. If we can't verify it, we don't publish it.

6.1 Source hierarchy

1. **Primary:** regulator orders (CERC, SERCs), ministry and agency releases (MNRE, MoP, BEE, CEA, SECI, NITI Aayog), company filings and stock exchange disclosures, the company's own press release, the architect's or studio's own project material, peer-reviewed studies.
2. **Reputable secondary:** established trade and news outlets. Use them only to corroborate a primary source, and credit them when we rely on them.
3. **Not acceptable on their own:** aggregators, unsourced social posts, AI summaries, forums, and outlets that copy press releases without attribution.

6.2 Attribution rules

- **Attribute every figure** in the text: "according to BERC's order", "the company said", "MNRE data show". Projections and targets are always attributed ("the government projects...").
- Link to the original source the first time it's mentioned, and list it again under Sources.
- When EXD analyses material from a third party, say so and credit the third party. Never present someone else's reporting as our own.
- Use estimates ("roughly", "approximately", "more than") only when the source does.

6.3 Quotes

- **Never make up a quote**, and never paraphrase something into quotation marks. Put words in quotes only if the person or organisation actually said or wrote them, and name where they did (release, interview, filing, event).
- Quotes from press releases are attributed as such ("said in a statement").
- You can trim a quote for length with an ellipsis, but don't change its meaning. Translations are marked as translations.

6.4 Verification checklist

- Check each number against the primary source: capacity (MW against MWh), currency, year and units.
- **Check dates against today.** Don't call a past year's policy "expected in 2025" in a 2026 story. Update scheme names too (FAME-II became PM E-DRIVE). If a scheme's status is unclear, say so.
- Spell company and people's names exactly as the official source does: Pérez Palacios Arquitectos Asociados, NHPC Limited, Mahindra Electric.
- Superlatives ("largest", "first") need a source, or a qualifier such as "one of the largest... by an eastern Indian state regulator".
- If a fact can't be checked before deadline, cut it or clearly label it as unconfirmed. Don't guess.

07 Language, numbers, units and currency

EXD writes in Indian/British English. Where the site already has a settled usage, follow it.

Topic	House style	Examples
Spelling	British/Indian spellings, with -ise endings	programme, centre, metre, organisation, analyse, colour, labour, rigour, utilise, licence (noun)
Percent	Body copy: numeral + "percent" (one word). Headlines, Key Facts, tables, captions and creatives: "%".	"about 33 percent of electricity use" · "12% of target volume" in a headline or creative
Numbers	Spell out one to nine and use numerals from 10. Always use numerals with units, money and percentages.	three developments · 25-year PPA · 3,000 trucks
Large numbers	₹ amounts in lakh/crore. Foreign currencies in million/billion. Thousands separated with a comma (Western grouping).	₹1,500 crore · $930 million · one crore rooftop households
Energy units	SI symbols with a space after the number. W for power, Wh for energy. Never mix the two up.	300 MW · 2.5 GW · 600 MWh · 12 GWh · ₹/kWh
Storage pairs	Power/energy written with a slash	150 MW/600 MWh BESS (four-hour)
Currency	Symbol before the number. Give a conversion in brackets or after a dash when it helps the reader, quoting the source's own conversion where it has one.	€835 million — approximately $930 million · $1.28 billion (about ₹ [x] crore at the day's RBI reference rate)
Tariffs	Per unit (kWh), stated clearly	₹8–10 per unit · ₹2.60/kWh
Ranges	En dash with no spaces	2025–26 · 70–100% · ₹8–10
Dates	The byline uses the site format (Month D, YYYY). In body copy, use day month year with no comma.	November 11, 2026 (byline) · 11 November 2026 · mid-2027 · FY2025–26
Abbreviations	Spell out in full the first time they appear, then use the short form. No full stops.	Battery energy storage system (BESS) · DISCOMs · PSU · PPA · MNRE · SECI · EV
Dashes	Em dash with spaces for asides, as the site does	glued-laminated timber — commonly known as glulam — is...
Hyphens	Hyphenate compound modifiers	solar-plus-storage deal · low-carbon materials · long-tenor PPA
Places	Use current official names, with the state on first mention for smaller places	Gurugram · Bengaluru · Valle de Bravo, Mexico

Names and titles

Give the full name and role on first mention, then the surname only. Company names follow the company's own styling, without "Ltd" in running text unless it's needed to tell entities apart. EXD is written in capitals. On first mention it is "EXD — Energy by Design", then "EXD". The website is written "exd.news" in lower case.

08 Images and credits

Every image needs a known source and permission to use it, and every image is credited.

8.1 Permitted sources

- Official press and media-kit images from the company, studio or agency the story is about, credited as they ask (for example "Image: PPAA / photographer name").
- Images supplied by brands or contributors with confirmed permission. Contributor images should be at least 2,000 px wide and come with a caption, photographer credit and permission status, as the Write for Us page asks.
- Properly licensed stock or Creative Commons images, used under the licence terms and credited as the licence requires.
- EXD's own photography and graphics, credited "EXD".

8.2 Not permitted

- Images taken from other publications, social media or search results without permission.
- Edits that change what an image shows, such as adding or removing objects or faking a scene. Cropping, resizing and light colour or exposure correction are fine.
- AI-generated images presented as real photographs of real projects, people or events. Illustrations made with AI must be labelled "AI-generated illustration".

8.3 Credit, caption and alt text

- Credit line format: `Image: [Source/Photographer]`, or `Image courtesy [Company]`, placed under the lead image or in the Sources list.
- Captions describe what is shown and add context. They don't just repeat the headline.
- Alt text gives a plain description for screen readers ("Twin timber houses among pine trees in Valle de Bravo").
- Brand logos and director portraits are used only for the brand's own feature and its social post.

> **NOTE**
>
> Current article pages show the lead image but no visible credit line. From version 1.0, add a credit to every lead image, including retrospectively whenever a story is next edited.

09 Brand features, sponsored content and advertising

EXD runs two separate tracks: **editorial brand features**, which are free, and **paid commercial content**, which is always labelled. Readers must always be able to tell which is which.

9.1 Editorial brand features ("no commercials")

EXD profiles companies, founders and initiatives whose work matters to India's energy and design transition. These features are **not paid for**. No money, gifts or advertising commitments are asked for or accepted in exchange for coverage.

> **MATERIALS WE ASK BRANDS TO SUPPLY**
>
> - **Company profile:** who they are, what they do, scale, location and key milestones.
> - **Industry story:** the project, mission or insight that makes the feature newsworthy.
> - **Director/founder image:** high resolution, with photographer credit and permission to use.
> - **Company logo:** high-resolution or vector file.

- EXD edits brand material into EXD style, checks the claims (Section 6) and keeps **final editorial control**. Brands may be asked to confirm facts, but they don't approve headlines, angle or copy.
- Promotional claims ("India's best", "No.1") are removed unless they can be verified independently and attributed.
- Features follow the normal structure and still end with the India relevance angle and Watch next.

9.2 Sponsored and advertising content

EXD sells advertising formats including newsletter sponsorship, homepage takeovers, sponsored articles and annual partnerships (see exd.news/advertise). For any paid placement:

- Label it clearly and prominently as **"Sponsored"**, or "Partner content" for partnerships, on the article, the homepage card, the newsletter slot and every social post (use Instagram/LinkedIn branded-content tools or "#Sponsored" at the start of the caption).
- Sponsored content never carries the "EXD Editorial" byline. It is credited "Sponsored by [Brand]" or "In partnership with [Brand]".
- Sponsored articles are still checked for facts and taste, and must keep to the source-credited standard. EXD can turn down any advertiser or ad copy.
- Commercial staff and advertisers have no say over independent editorial coverage, and advertisers get no advance view of it.
- Affiliate links, if ever used, are disclosed in the story.

10 Press releases, embargoes and pitches

Press releases are raw material, not finished copy. EXD's job is to verify them, give them context and draw out what they mean for India.

10.1 Handling press releases

- Press releases and story leads go to **pr@onedigital.co.in**.
- Never republish a release word for word. Rewrite it in EXD style, add independent context and the India analysis, and remove marketing language.

- Attribute the release ("the company said in a statement") and link to it under Sources.
- Check key claims (capacity, value, dates, "first/largest") against a second source or the primary filing wherever you can.
- A press release alone doesn't make a story newsworthy. Ask: does this matter to India's energy or built-environment transition?

10.2 Embargoes

- EXD keeps to embargoes it has agreed to. Nothing goes live, is scheduled publicly or appears in social posts or the newsletter before the embargo lifts (always read in IST).
- Schedule embargoed stories in the CMS for the lift time and check the time zone.
- If the information is already public through another channel, EXD can treat the embargo as lifted, after telling the sender.
- We don't agree to embargoes that come with conditions on our coverage (approval of copy, mandatory quotes).

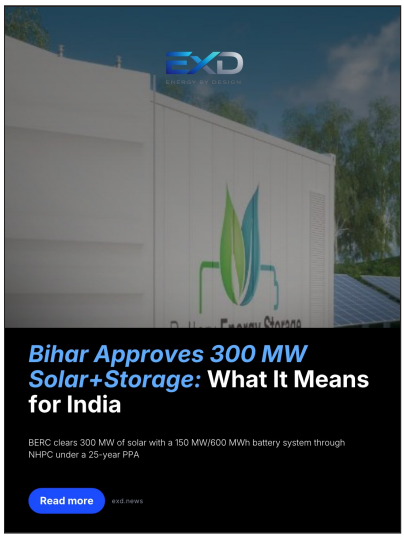
10.3 Pitches and contributors

- Contributors pitch through exd.news/contribute: the story in 2–3 sentences and why they're the right person to tell it.
- We only accept work that hasn't been published anywhere else, including personal blogs and LinkedIn.
- All factual claims must link to primary sources (studies, press releases, official data), not aggregators.
- Contributors must disclose any financial or professional relationship with the subjects they write about. EXD doesn't publish undisclosed promotional content.
- EXD aims to reply to pitches within 7 working days. If there's no reply after 10 days, the pitch wasn't a fit. Contributors keep their copyright and give EXD a non-exclusive licence to publish (see the Terms of Use).

11 Social media: creatives, Instagram and LinkedIn

Every published article gets one social creative and two platform-specific captions, posted to Instagram **@energyxdesignofficial** and the LinkedIn page **EXD - Energy by Design**.

11.1 The article creative (1080 × 1440 px, 3:4)



Element	Specification
Logo	EXD logo, centred at the top over the photo
Photo	Article lead image, roughly the top 60% of the frame, with a dark gradient into the panel
Panel	Solid black (#000000) on the lower 40%
Headline	Inter Bold. The hook before the colon, including the colon, in blue italic (#60ACFF). The text after the colon in white upright. Up to 3 lines.
Summary	One line (two at most) in light grey, Inter Regular, taken from the standfirst
CTA	"Read more" pill button (#1B4DFF), with "exd.news" beside it

The creative headline can be shorter than the web headline (for example "Bihar Approves 300 MW Solar+Storage: What It Means for India"), but it must keep the hook-colon-India formula and stay accurate.

11.2 Instagram caption

1. An opening summary of the news in 1–2 sentences, ending with 1–2 relevant emoji (☀️🔋 🌲🏡).
2. "Here is what it means for India's [sector]:"
3. 3–4 bullets that start with 🔹, each in the form **Label: explanation**.
4. "Watch next:" followed by the triggers from the article.
5. "Read the full story:" followed by the full article URL and 🔗. (Links aren't clickable in Instagram captions, so the link in bio or a link sticker carries the click.)
6. Hashtags: **#EXD #EnergyByDesign** plus 5–8 topic tags, ending with #India.

11.3 LinkedIn post

1. An opening hook: a question or a sharp one-line statement ("What if the most sustainable building decision is to build less?").
2. A context paragraph with the facts, named institutions and figures.
3. "In our latest story on EXD — Energy by Design, we look at what it means:"
4. 3–4 bullets that start with •, each in the form **Label: explanation**. No emoji in the body.
5. "Watch next:" · "Read the full story:" followed by the clickable URL.
6. Hashtags: #EnergyByDesign #EXD plus topic tags (#EXDNews is optional).

COMMON TOPIC TAGS

#EnergyTransition #RenewableEnergy #CleanEnergy #SolarEnergy #SolarIndia #EnergyStorage #BESS #ElectricVehicles #EVIndia #CleanMobility #SustainableArchitecture #GreenBuildings #UrbanDesign #SECI #MNRE

SOCIAL RULES

- Captions repeat only facts that are in the article, with the same numbers.
- Tag brands or people only when they are the subject of the story.
- No engagement bait and no fake urgency.
- Paid posts carry the platform's branded-content label.

12 Ethics, conflicts of interest and AI use

12.1 Independence

- EXD's journalism is independent. Owners, advertisers, sources and partners don't decide what we cover or what we conclude.
- Staff and contributors don't accept payment, gifts beyond token value, or favours in exchange for coverage. Press passes, event access and review samples are accepted only when they come with no conditions on coverage, and they are disclosed where relevant.

12.2 Conflicts of interest

- Tell the Editor about any financial interest (shares, consultancy, family employment) in a company you cover. The Editor decides whether to reassign the story or disclose the interest in it.
- ONEDIGITAL's own commercial relationships with a company in a story are disclosed in that story.
- Writers don't trade securities using information gathered for an unpublished story.

12.3 Fairness and privacy

- Where a story makes significant criticism of a named person or company, give them a chance to respond and include their response, or note that they didn't respond.
- Report on individuals' private lives only when there is a clear public interest. Handle reader data as described in the EXD Privacy Policy.

12.4 AI and automation

EXD uses AI and automation tools to support its workflow, for example to research background, draft first versions, prepare social captions and creatives, and schedule posts. The rules:

- **A human is responsible for everything we publish.** An EXD editor reviews, fact-checks and approves every article, caption and creative before it goes out.
- AI output is never a source. Every fact, figure and quote AI produces must be traced back to a primary source and verified (Section 6). Never publish a quote, statistic or citation that an AI tool supplied unless it has been checked.
- No AI-generated images of real people, projects or events presented as real. AI illustrations are labelled.
- No confidential or embargoed material is put into third-party AI tools unless their terms protect it.
- When a piece is substantially AI-generated in a way that matters to readers (for example an automated data summary), say so in the piece.

13 Corrections and updates

When we get something wrong, we fix it quickly, say so openly, and make sure the record shows what changed.

Type	When	How
Correction	A factual error: a wrong figure, name, date, unit or attribution	Fix the text and add a note at the end: *"Correction, [date]: An earlier version of this story stated X. It is Y."* Fix the social captions and creative too, or post a correction where editing isn't possible.
Clarification	Accurate but misleading or unclear	Rewrite and add *"Clarification, [date]: ..."*
Update	New developments after publication	Add the new facts and an *"Updated, [date]: ..."* line. Keep the original publication date.
Minor fix	A typo or formatting slip that doesn't change meaning	Fix it with no note.
Removal	Only for legal reasons, safety risks or serious fabrication	Needs the Editor's approval. Replace the story with a short note explaining why it was removed.

Process

1. Readers, sources and brands report errors to **pr@onedigital.co.in**. Copyright and attribution complaints are handled as described in the Privacy Policy and Terms of Use.
2. The Editor assesses the report, normally within two working days, and decides whether it needs a correction, clarification or update.
3. Corrections are made on the site first, then on Instagram, LinkedIn and the newsletter wherever the error was repeated.
4. We keep an internal log of corrections and review it to spot recurring problems.

Right of reply. A company or person in a story who disputes how they were represented can ask to respond. If the response adds material facts, we update the story with it and attribute it.

Quick-reference checklist

HEADLINE AND TOP

- [ ] Hook + colon + India angle, in grammatical Title Case
- [ ] Number in the hook where there is one
- [ ] Standfirst of 20–35 words with the key fact
- [ ] Correct category (Solar, Renewable, Mobility, Architecture, Design, Urbanism, Interiors) and topic tags
- [ ] SEO title, meta description, keywords, slug and alt text done

STRUCTURE

- [ ] News lede: who, what, how much, where, when
- [ ] Two context H2s phrased as questions
- [ ] What it means for India
- [ ] "What This Means for India's Energy Transition", linked to the official targets
- [ ] Labelled Watch next with 2–3 future, checkable triggers
- [ ] Key Facts (3), FAQs (3), Sources with links

FACTS

- [ ] Every figure attributed and checked against the primary source
- [ ] No made-up quotes, and no paraphrases put in quotation marks
- [ ] Dates checked against today. No out-of-date "upcoming" claims
- [ ] Superlatives sourced or qualified

STYLE

- [ ] British/Indian spelling (programme, centre, metre)
- [ ] "percent" in body copy, "%" in headlines, boxes and social
- [ ] MW versus MWh correct, with a space before the unit
- [ ] ₹ in lakh/crore. Foreign currency converted where it helps
- [ ] Abbreviations spelled out the first time. No hype words

IMAGES AND COMMERCIAL

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- [ ] Human editor has reviewed and approved
- [ ] Conflicts of interest disclosed

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