

Axis My India partners with TAM India to launch World's Largest Consumer Insight Service to help increase ROI!

- "Micro Targeting" using data to benefit Advertisers, Broadcasters and OTT owners -

Mumbai, September 07, 2017:As an Industry first, Axis My India is partnering with TAM India to launch the World's largest one-stop Consumer Insights Research with 1 Million+ respondents covering 670+ districts of India over a 12-month period that will answer the most preferred consumer brand(s) and most used consumed brand(s) across 40 product categories. It also will enable data users to Micro Target segments of Consumers Geographically for effective localized marketing plan implementation, thus deriving higher ROI.

Speaking on the occasion, Mr. Pradeep Gupta, Founder of Axis My India, said "We have leveraged our inherent & historic strength of successfully executing electoral research across length and breadth of the country for building this new service. The extent to which culture, opinion, perception changes every 100 miles in our country has made me promise to myself to create a two way communication platform for marketers soon. Gradually, we endeavor to reach out to all the 250 million homes in India. Our past success in capturing the true voice of citizens about their preference and perceptions on governance parameters gives us great confidence in extending this expertise to provide similar insights to the brand owners in this country."

Commenting on Axis My India's partnership with TAM, Mr. Gupta added,"Partnership with TAM is a significant milestone for us. TAM's contribution towards the growth of Indian Advertising & Broadcast Industry since 1998 is well known and a documented fact not only in India but also globally. Their varied expertise across Multimedia Audience behavior,Advertising trends Cross Mediaand Actionable insights from data put them in a very unique &valuable position to create huge role play opportunity for us at Axis My India. Also, this partnership with TAM gives us access to advertising details of thousands of brands across media in India. These very brands are keen on making their presence felt in the minds & hearts of a diverse Indian market place."

Commenting on TAM India's partnership with Axis My India, LV Krishnan, CEO, said,"It is equally exciting for us as data from Axis My India survey of 1 Million+ respondents will be a single window for brand owners for addressing their quest to enable micro level marketing. This is making it a first of its kind research not only India but across the globe. This will positively create a new set of expectations from Advertisers, Broadcasters & OTT players. Our in-house teams, S-Group & TAM Edge will work with Axis My India & Client teams closely to provide data insights for driving implementation of their marketing strategies at a granular level."

In November 2017, Axis My India is planning to come out with Phase I of the survey where the most preferred brand will be announced across 40 categories through its initiative of Trust Index.

Key Highlights of this service from Axis My India & TAM:

- Survey sample of 1Million+Indians
- Market spread – 670+ districts across India
- Survey across 40 product categories
- Surveyspread across 12 months period
- TAM's huge data/knowledge base across:
 - o Advertiser and Brand Advertising insights across TV, Print, Radio
 - o Insights intoVideo consumption patterns by Indians

About Axis My India:

Pradeep Gupta, CMD of Axis Media has got a stellar team on board, with TAM India as its Insights, Solution&Marketing arm, Amit Ray – an industry veteran and ex-chairman of The Technical Committee of MRUC, Suresh Nimbalkar – Senior Researcher who has designed and conducted rigorous industry standard studies like Indian Readership Survey and Dhiraj Chadha who has been a Brand Marketer with the Tata group, as his partners for the project.

About TAM India:

TAM is a joint venture between Nielsen (India) Pvt Ltd & Kantar Market Research. TAM monitors and analyzes Advertising Expenditure of Television, Print & Radio through its division AdEx India. Since 2004, it extended its presence in the PR Measurement & Analysis space for Corporate/Marketing Clients by setting up a separate division – Eikona, Earned Media Planning, Audit & Advisory.

In 2007, the joint venture introduced RAM (Radio Audience Measurement) service to track Radio Listenership for the Indian Radio Broadcast Industry. In year 2009, TAM launched a division, called TAM Sports that specializes in monitoring Sports Sponsorship ROI. TAM Media Research's objective is to help Clients monetize their data.

In 1998, at the behest of the Industry bodies, TAM set up India's first and only Neutral TV Audience Measurement system. This measurement was successfully run and managed by TAM. During its 17 years of Industry service, TAM not only won global accolades in establishing the science of TV Audience Measurement but also ensured the growth of the Indian TV Advertising Industry to what it is today. In Feb 2016, the TV Audience Measurement service entered into a JV with BARC (Broadcast Audience Research Council) to set up MDL for executing the TV Audience measurement panel in India.

More Details to follow...

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