



Rewinding Y 2022 for Advertising in

BANKING FINANCE INVESTMENTS (BFSI)

Media: TV, Print, Radio & Digital
Period: Y 2022



Television

1. The BFSI sector's ad volumes on television increased by **13%** in the Y 2022 as compared to Y 2020.
Life Insurance and **LIC of India** topped categories and advertisers lists respectively, in the Y 2022.

2. 4 out of Top 10 Brands belongs to **LIC of India**.
News (67%) was the top channel genre followed by **Movies (13%)** in the Y 2022.

Print

3. Ad Space of BFSI sector grew by **74%** in Y 2022 over Y 2020 and by **16%** in Y 2022 as compared to Y 2021.
LIC of India was the leading Advertiser in the Y 2022 with **20%** share of sector's ad space.

4. **LIC** was the leading Brand in the Y 2022.
South Zone topped in **BFSI** advertising with **34%** share.

Radio

5. Index ad volume growth of BFSI sector increased by **27%** during Y 2022 as compared to Y 2020.
Top 10 Advertisers added **76%** share of ad volumes among which **LIC of India** was the leading advertiser.

6. **Maharashtra** state topped with **20%** share of ad volumes followed by **Gujarat** with **15%** share.
Advertising for **BFSI** was preferred in **Evening** and **Morning** time-band on Radio.

Digital

7. **BFSI** ad insertions on Digital saw **5%** rise during the Y 2022 over Y 2021.
Life Insurance category was on top with **27%** share of sector's advertising.

8. Top 10 Advertisers had **39%** of ad insertions with **LIC of India** leading the list.
Ad Network was the top transaction method for Digital advertising of **BFSI** sector in the Y 2022.

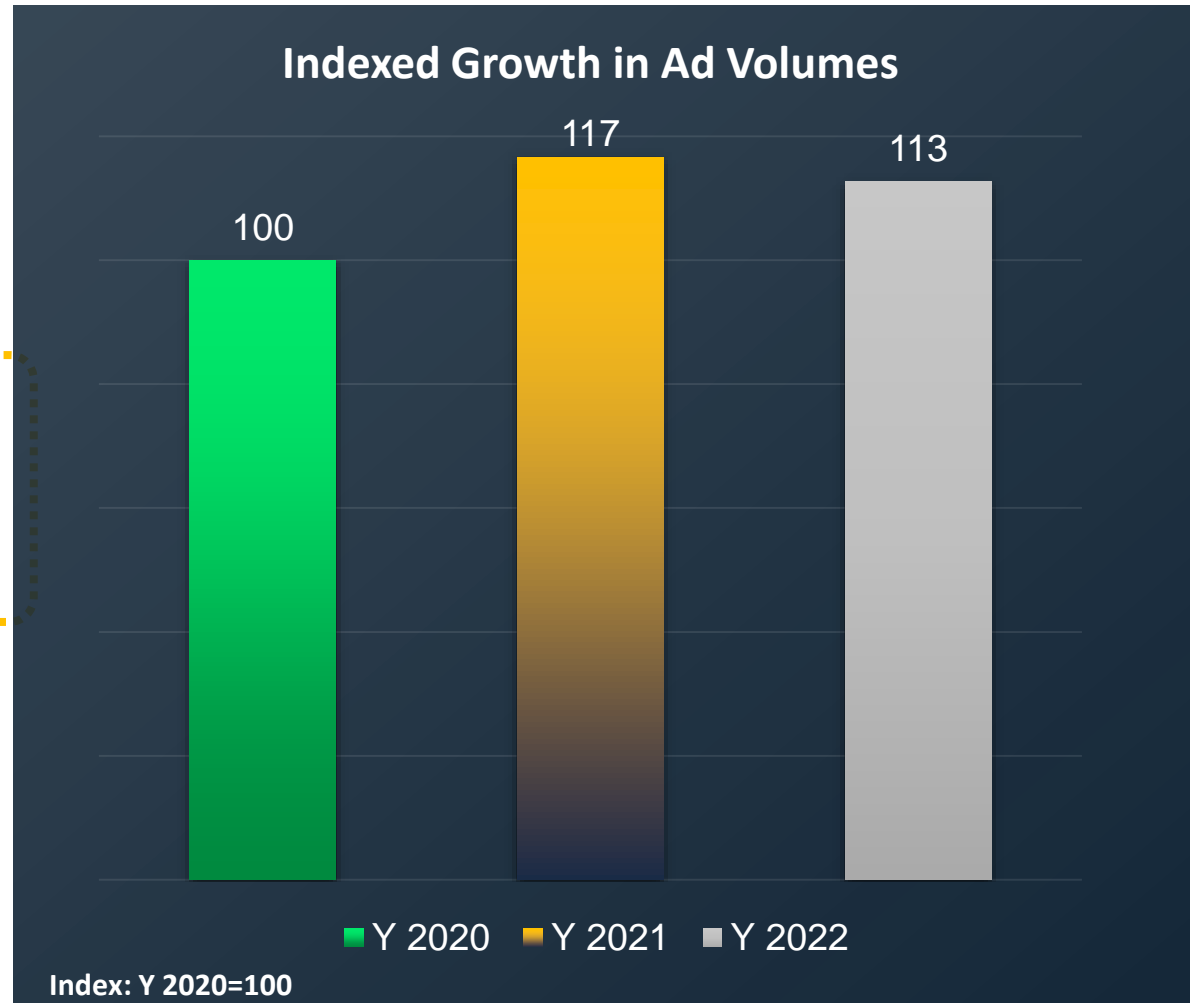
01

TV



Ad Volumes' Trend for BFSI on TV

The BFSI sector's ad volumes on television increased by 13% in the Y 2022 as compared to Y 2020.



Top 10 Categories and Advertisers of BFSI sector on TV

Top 10 Categories	% Share
Life Insurance	24%
Mortgage Loans	18%
Corporate-Financial Institute	8%
Banking-Services & Products	6%
Credit Cards	5%
Securities/Sharebroking Organization	4%
Retail Banking	4%
Mutual Funds	4%
Health/Accidents General Insurance	3%
Corporate-NBFCS	3%

Top 10 Advertisers	% Share
LIC of India	16%
Muthoot Financial Enterprises	10%
AMFI (Asso Of Mutual Funds In India)	8%
HDFC Standard Life Insurance Co	3%
IIFL Finance	3%
Shriram Life Insurance Co	3%
Visa International Service Asso	3%
Axis Bank	2%
Bank Of Baroda	2%
ICICI Bank	2%

- **Life Insurance** had the highest ad volume share among any of the **BFSI** sector with **24%**. The Top 5 categories accounted for **more than 60%** of the total ad volume of the Sector.
- During the Y 2022, the top 10 advertisers accounted for **53%** of total ad volume, with **LIC of India** leading the pack with a **16%** share.

Top 10 Brands of BFSI sector on TV

Top 10 Brands

Muthoot Fin Loan Against Gold	10%
AMFI (Asso Of Mutual Funds In India)	8%
LIC Jeevan Akshay 7	3%
IIFL Finance Gold Loan	3%
LIC- IPO	3%
Visa Card	3%
LIC SIIP	2%
LIC Nivesh Plus	2%
Axis Bank	2%
Shriram Life Assured Income Plan	2%

- Among the Top 10 BFSI brands, 4 of them were of **LIC of India**.
- Top 10 Brands accounted **39%** share of ad volumes in the Y 2022 with **Muthoot Fin Loan Against Gold** securing 1st position.

Most Preferred Channel Genres by BFSI advertisers on TV

Channel Genres	% Share
News	67%
Movies	13%
GEC	12%
Sports	2%
Music	2%
Others (6)	2%

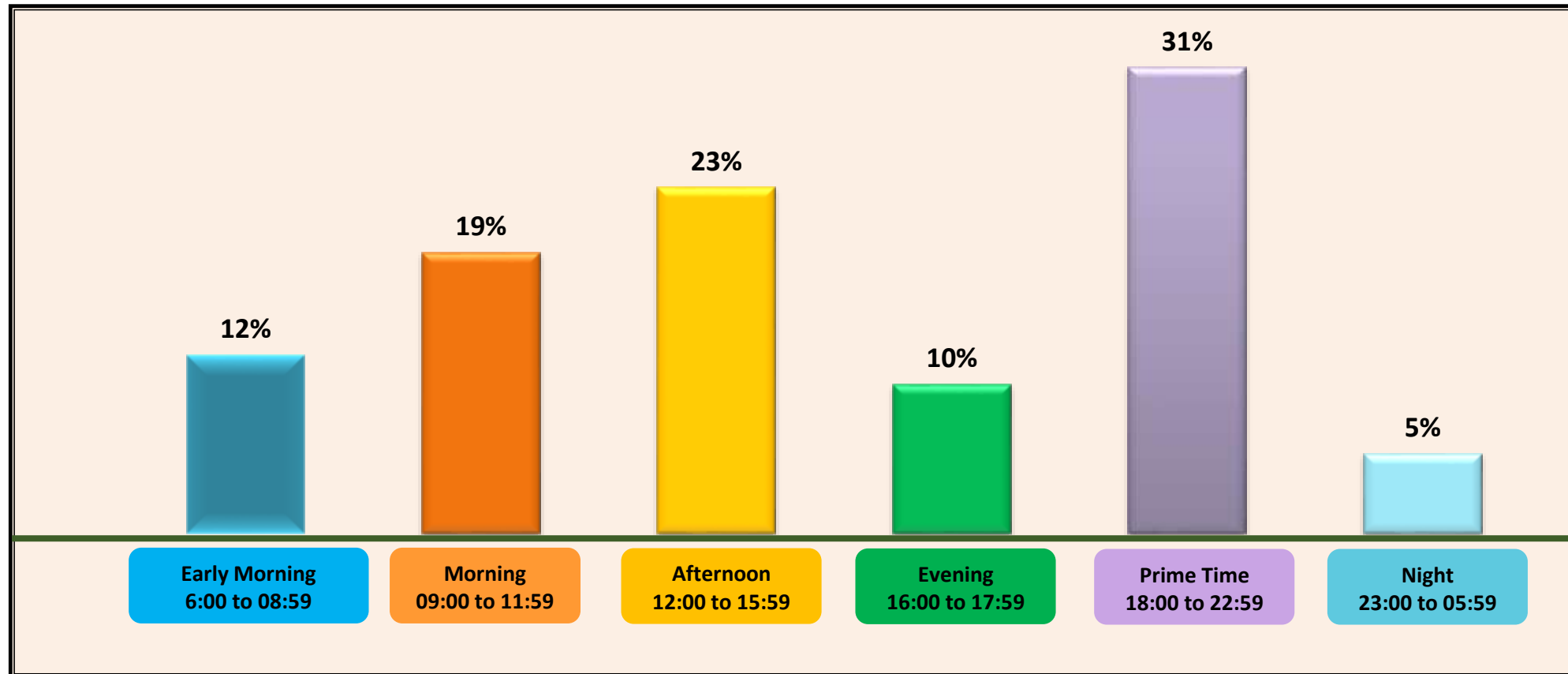
- Top 2 TV channel genres accounted for **80%** of ad volumes share for BFSI sector during the Y 2022.
- News Channel Genre most preferred by BFSI players in the Y 2022.

Most Preferred Program Genres by BFSI advertisers on TV

Top 10 Program Genres	% Share
News Bulletin	43%
Feature Films	13%
Business Program	10%
Interviews/Portraits/Discussion	5%
Drama/soap	4%
Reviews/reports	3%
Film Based Magazines	2%
Cricket	1%
Religious/devotional/astrology	1%
Film Songs	1%

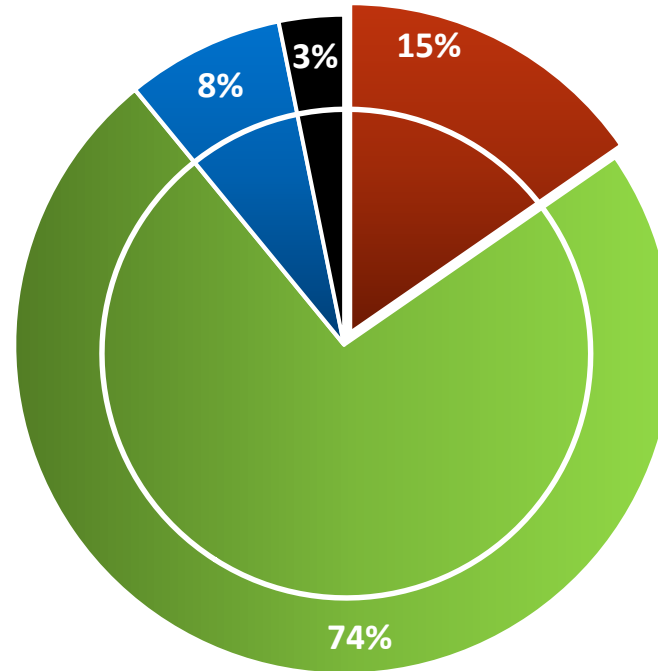
- **News Bulletin**, the most preferred program genre to promote brands under **BFSI** sector on Television.
- Top 2 program genres i.e. **News Bulletin** and **Feature Films** together added more than **55%** of the sector's ad volumes.

Time Band analysis for BFSI advertising on TV



- **Prime Time** garnered highest advertising on TV followed by **Afternoon** and **Morning** time-bands.
- In terms of ad volumes, **the prime time, afternoon, and morning** time bands collectively accounted for **73%**.

Preference of ad size by advertisers of BFSI sector on TV



■ < 20 Sec ■ 20-40 Sec ■ 40-60 Sec ■ > 60 Sec

- Advertisers of BFSI sector preferred 20 - 40 secs ad size on TV.
- 20-40 seconds and <20 seconds ads together covered 89% shares in the Y 2022.

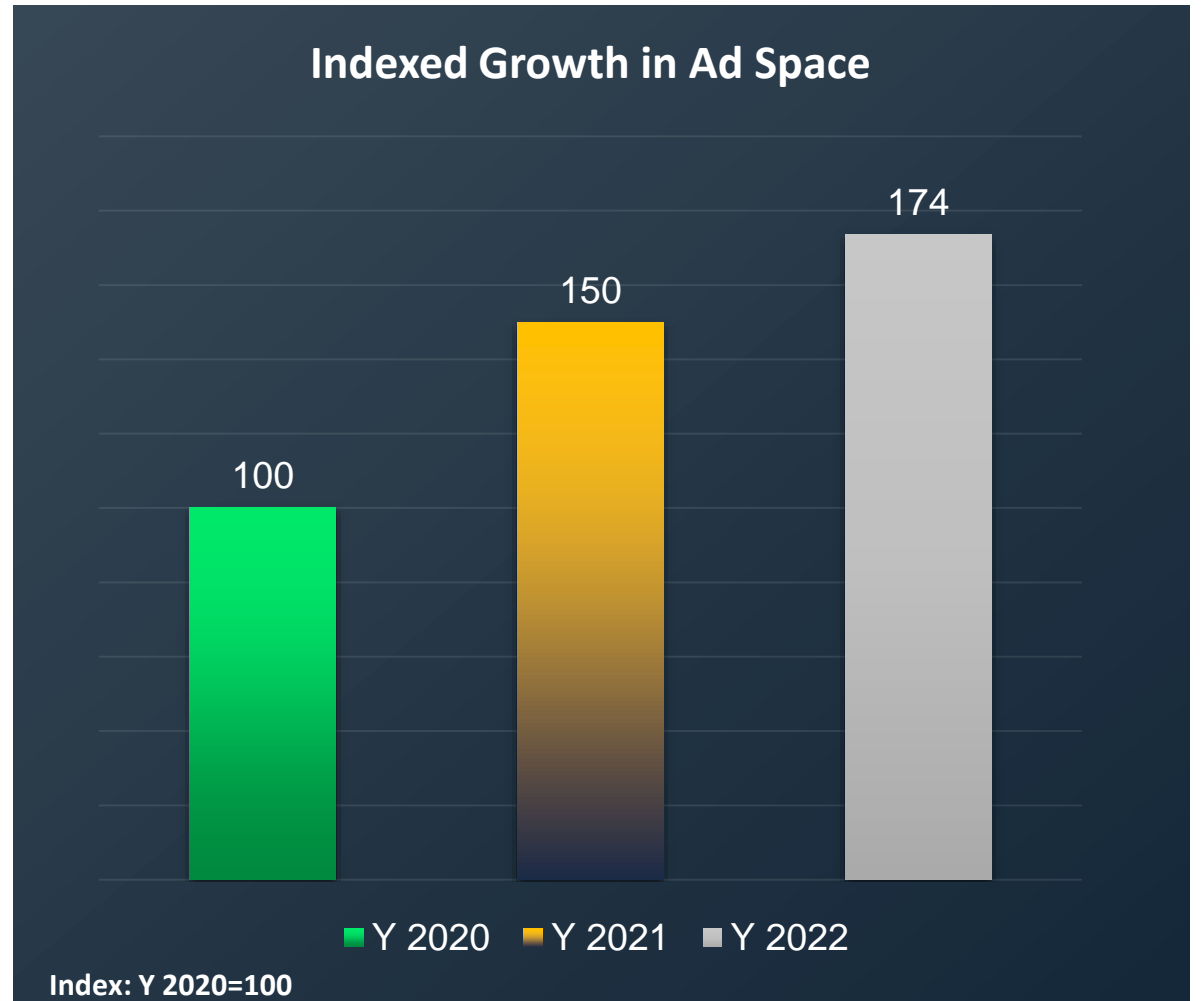
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Print



Ad Space for BFSI Sector in Print

Ad Space of BFSI sector grew by **74%** in Y 2022 over Y 2020 and by **16%** in Y 2022 as compared to Y 2021.



Top 10 Categories and Advertisers of BFSI in Print

Top 10 Categories

Top 10 Categories	% Share
Public Issues	20%
Life Insurance	12%
Banking-Services & Products	7%
Mutual Funds	6%
Corporate-Financial Institute	4%
Mortgage Loans	2%
Fixed Deposits	2%
Housing/Construction Loans	2%
Corporate-NBFCs	2%
Multiple Loans	1%

Top 10 Advertisers

Top 10 Advertisers	% Share
LIC of India	14%
AMFI (Asso Of Mutual Funds In India)	2%
SBI (State Bank Of India)	2%
Canara Bank	2%
SBI Funds Management	2%
Muthoot Financial Enterprises	1%
Punjab National Bank	1%
National Payments Corp Of India	1%
ICICI Bank	1%
Nippon Life India Asset Mgmt	1%

- **Public Issues** dominated the Top 10 Categories with **20%** of Ad space share.
- **LIC of India** was the top advertiser in the sector with **14%** share of ad space during the Y 2022.
- Top 10 categories and advertisers accounted for **58%** and **28%** share of ad space respectively.

Top 10 Brands of BFSI in Print

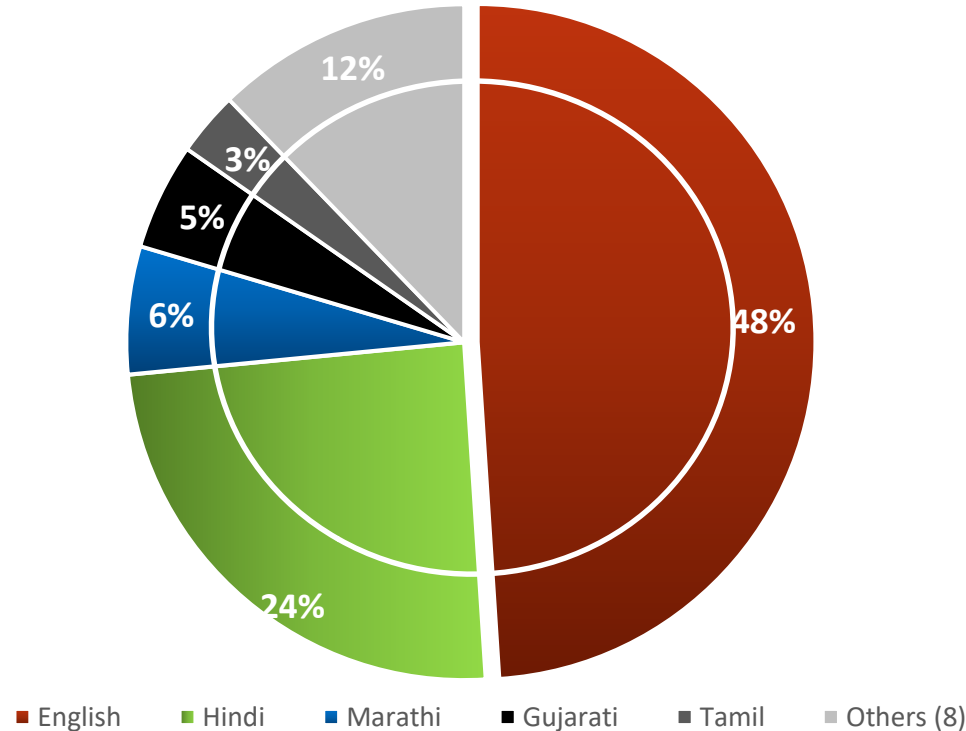
Top 10 Brands

LIC	4%
LIC-IPO	3%
AMFI (Asso Of Mutual Funds In India)	2%
LIC Jeevan Akshay 7	2%
NPCI-UPI	1%
LIC Dhan Rekha	1%
Acko General Auto Insurance	1%
Muthoot Fin Loan Against Gold	1%
SBI Mutual Fund	1%
LIC New Pension Plus	1%

- Brands of **LIC of India** dominates the Top Brands list in the Y 2022.
- The top 10 brands accounted for **17%** share of the total Ad Space in Print.

Newspaper: Publication Language & Genre for BFSI in Print

Publication Languages



Focus on Advertising in **General Interest** Newspapers by advertisers

Publication Genre	% Share
General Interest	62%
Business/Finance/Economy	38%

- **English** language has the highest share of Ad Space, i.e., 48%. The Top 5 Publication languages together added **87%** share of **sector's** ad space.
- **General Interest** commands Ad Space in General Newspaper with **62%**.

Zone wise Advertising share of BFSI Sector in Print

Zone	% Share
South Zone	34%
North Zone	26%
West Zone	27%
East Zone	12%

Top 2 Cities - South Zone

Bangalore
Chennai

Top 2 Cities - North Zone

New Delhi
Chandigarh

Top 2 Cities - West Zone

Mumbai
Ahmedabad

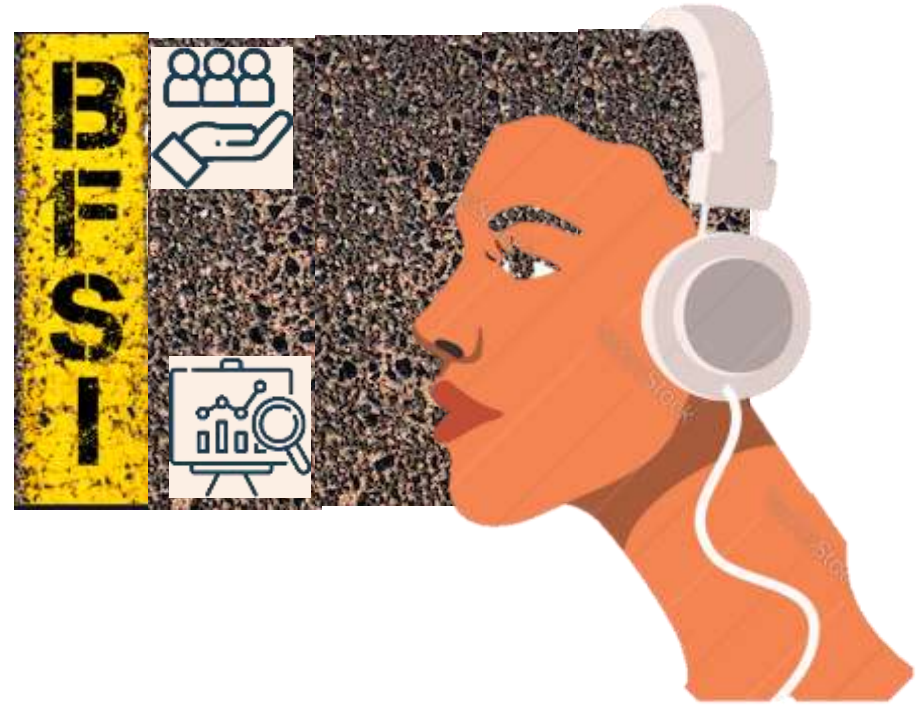
Top 2 Cities - East Zone

Kolkata
Patna

- **South Zone** transcends with **34%** share of **BFSI** advertising in Print in the Y 2022.
- **Mumbai & New Delhi** were top cities in **West Zone** and **North Zone** respectively.

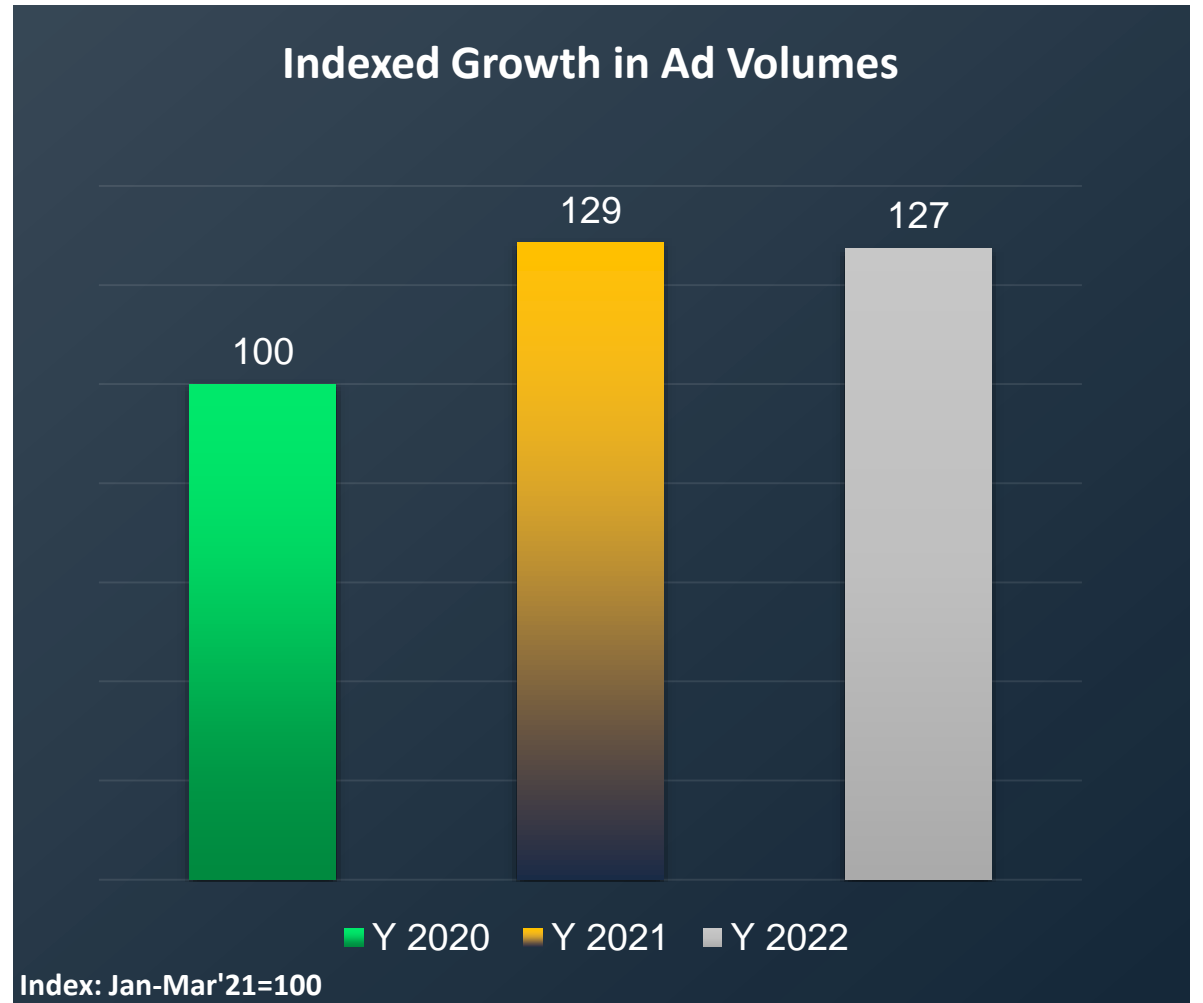
03

RADIO



Ad Volumes' Trend for BFSI Sector on Radio

Index ad volume growth of **BFSI** sector increased by **27%** during Y 2022 as compared to Y 2020. When compared to Y 2021, **BFSI Sector** witnessed marginal ad volume drop in Y 2022.



Top 10 BFSI Categories and Advertisers on Radio

Top 10 Categories

Top 10 Categories	% Share
Life Insurance	30%
Housing/Construction Loans	21%
Banking-Services & Products	13%
Mortgage Loans	5%
Health/Accidents General Insurance	5%
Corporate-Financial Institute	4%
Mutual Funds	4%
Multiple Loans	3%
Corporate-NBFCs	3%
Fixed Deposits	2%

Top 10 Advertisers

Top 10 Advertisers	% Share
LIC of India	28%
LIC Housing Finance	14%
SBI (State Bank Of India)	10%
Bank Of Baroda	9%
Punjab National Bank	4%
Union Bank Of India	3%
Cholamandalam Ms General Insurance Co	2%
AMFI (Asso Of Mutual Funds In India)	2%
SBI Funds Management	2%
Muthoot Financial Enterprises	2%

- **Life Insurance** dominates the Category list with **30%** of the total **BFSI** ad volumes. Top 10 categories added **89%** ad volume share of sector on Radio.
- Top 10 Advertisers added **76%** share of ad volumes during the Y 2022, among which **LIC of India** was the leading Advertiser.

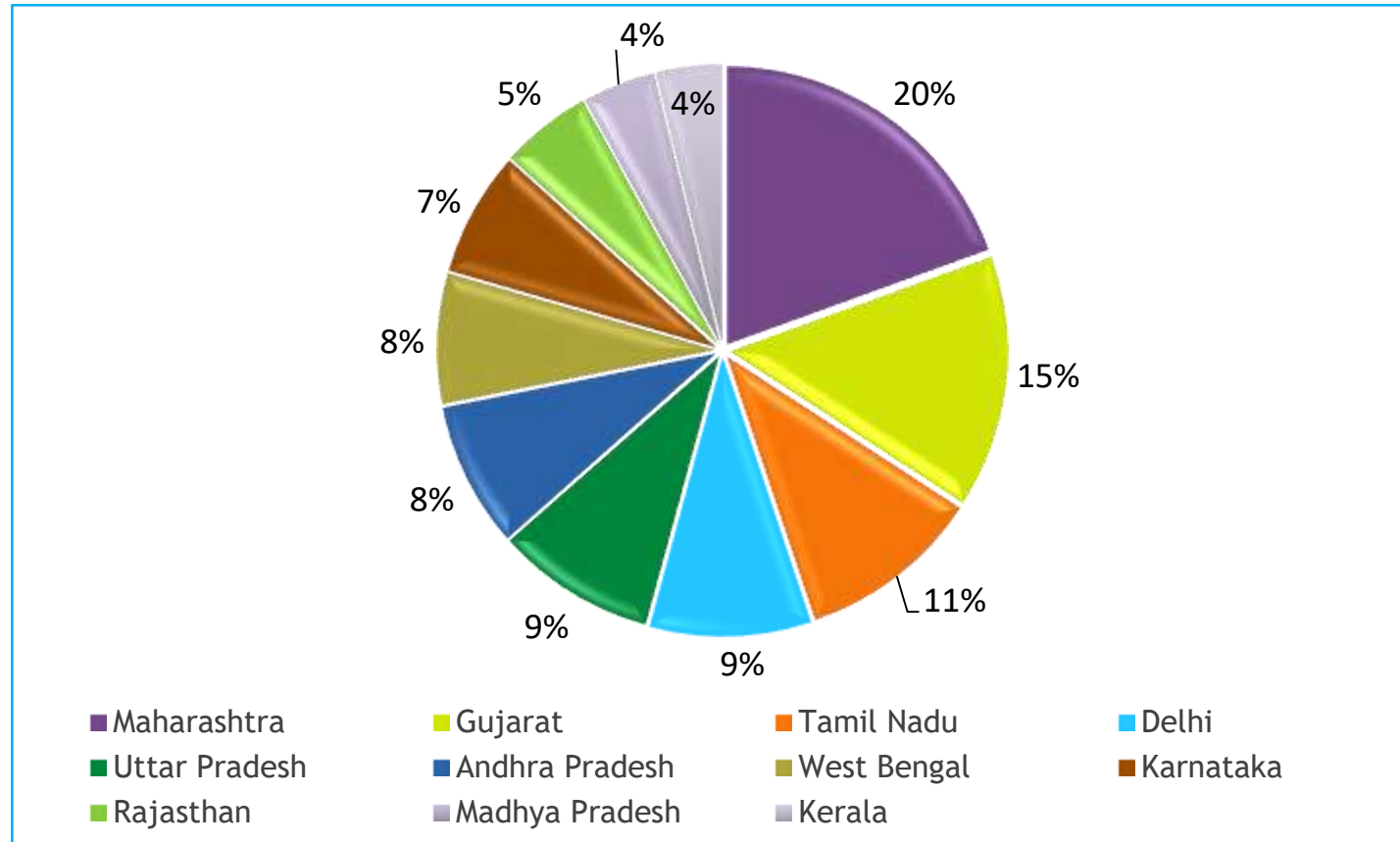
Top 10 Brands of BFSI on Radio

Top 10 Brands

LIC Housing Finance	14%
LIC	6%
LIC Jeevan Labh	6%
SBI (State Bank Of India)	5%
LIC Nivesh Plus	5%
LIC Jeevan Umang	5%
LIC Dhan Rekha	3%
AMFI (Asso Of Mutual Funds In India)	2%
Bob Housing Finance	2%
PNB (Punjab National Bank)	2%

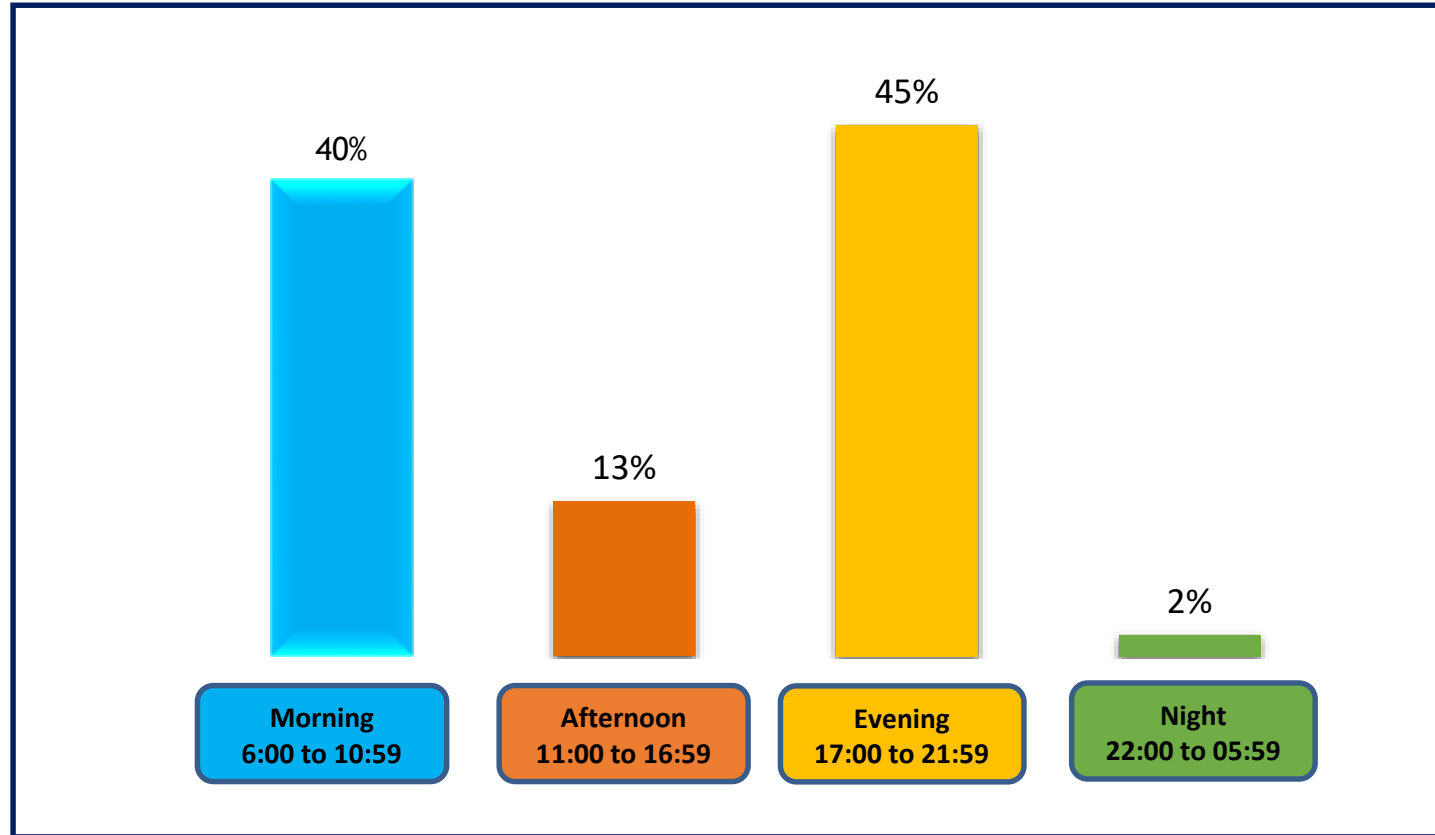
- Top 10 Brands accounted for 49% share of ad volumes in the Y 2022, in which LIC Housing Finance is the leading Brand.
- 6 out of Top 10 brands were of LIC of India during Y 2022.

State-wise share of BFSI advertising on Radio



- The Top 3 states occupied **45%** share of Ad Volumes for the BFSI sector.
- **Maharashtra** tops the state-list with **20%** share of the sector's ad volumes in the Y 2022.

Time Band analysis for BFSI advertising on Radio



- Advertising for BFSI was preferred in Evening closely followed by Morning time-band on Radio.
- 85% share of the BFSI Ad Volumes were in Evening and Morning time-bands in the Y 2022.

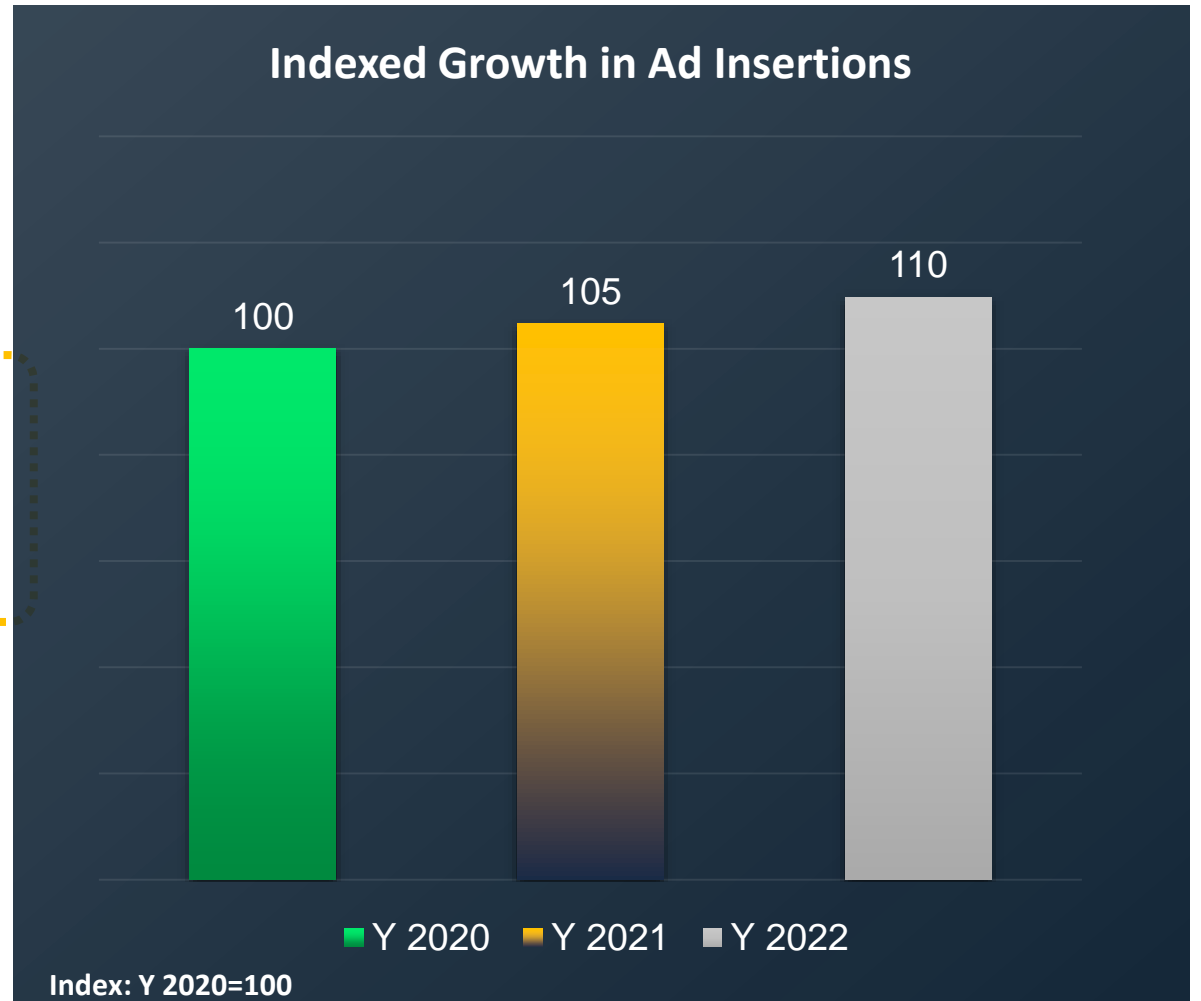
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Digital



Ad Insertions' Trend for BFSI Sector on Digital

On Digital medium, ad insertions grew by **10%** during the Y 2022 as compared to the Y 2020.



Top 10 Categories and Advertisers of BFSI on Digital

Top 10 Categories

	% Share
Life Insurance	22%
Mutual Funds	19%
Corporate-Financial Institute	12%
Securities/Sharebroking Organization	12%
Banking-Services & Products	8%
Housing/Construction Loans	5%
Automobile General Insurance	4%
Corporate-NBFCs	4%
Health/Accidents General Insurance	2%
Personal/Professional Loans	2%

Top 10 Advertisers

	% Share
LIC of India	10%
AMFI (Asso Of Mutual Funds In India)	6%
Tata AIG General Insurance	4%
SBI Life Insurance Company	3%
DSP Investment Managers	3%
Tata AIA Life Insurance Comp	3%
Poonawalla Fincorp	2%
Bajaj Finserv	2%
ICICI Prudential Asset Mgmt Co	2%
Kotak Mahindra Asset Management	2%

- Life Insurance was the leading category with **22%** share of digital sector's advertising. Top 10 categories added **88%** share of sector ad insertions.
- Top 10 Advertisers had **39%** share of ad insertions during the Y 2022 with **LIC of India** on top of the list adding **10%** share.

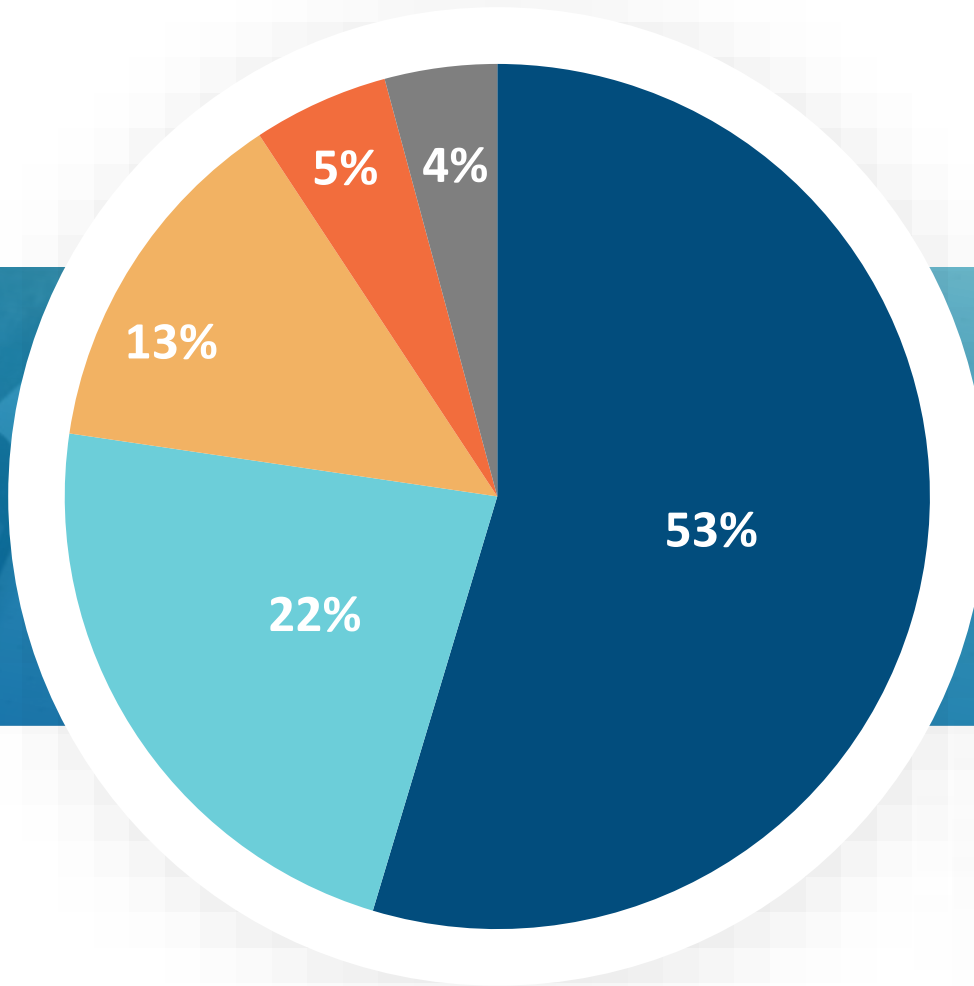
Top 10 Brands of BFSI on Digital

Top 10 Brands

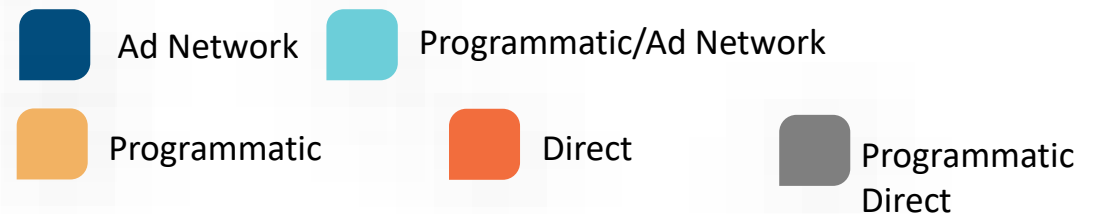
AMFI (Asso Of Mutual Funds In India)	6%
LIC New Jeevan Anand	5%
licindia.com	4%
Tata AIG Autosecure Car Insurance	3%
Tata AIA Life Insurance	3%
Poonawalla Fincorp	2%
Zerodha	2%
DSP Tax Saver Fund	2%
Bajaj Finserv	2%
Kotak Mutual Fund	2%

- Top 10 Brands accounted **31%** share of ad insertions in the Y 2022 with **AMFI (Asso of Mutual Funds in India)** leading the list.

Transaction Methods of Digital Advertising in BFSI Sector



- **Ad Network** was the top transaction method for Digital advertising of **BFSI** sector in the Y 2022 with 53% of share.
- **Programmatic/Ad Network** and **Programmatic** transaction methods together captured **35%** share of **BFSI** ad insertions on Digital.



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