



# Advertising Trend for EVs

Period : Jan – Mar'23 (till 11<sup>th</sup> March'23)

Category : Two Wheelers

## Highlights – Part 1

Period : **Jan-Mar'22 to Jan-Mar'23 (till 11<sup>th</sup> March)**

### Television

1.

During the period Jan-Mar'23, EV ad volumes for TV surged by almost **5 Times** whereas overall **Two Wheelers** ad volumes increased by **8%** as compared to Jan-Mar'22.

2.

**Okaya Faast-F4** was the leading brand in EV Segment with **39%** share of ad volumes during Jan-Mar'23.

**Suzuki Avenis** was the top brand in overall Two Wheelers' advertising. **Okaya Faast-F4** and **Ather 450 X** were EVs among the Top 10 brands.

### Print

3.

Ad space in EV Segment surged by **7.7 times** during Jan-Mar'23 compared to Jan-Mar'22.

The period Jan-Mar'23 experienced **84%** hike in overall **Two Wheelers'** ad space as compared to Jan-Mar'22.

4.

**Ather 450 X** was the top brand in EV segment with **60%** share, followed by **Joy E-Bike Mihos** with **11%**.

**Bajaj Platina 110 ABS** topped among the brands in overall Two Wheeler advertising; **Ather 450 X** was only EV among the Top 10.

## Highlights – Part 2

Period : **Jan-Mar'22 to Jan-Mar'23 (till 11<sup>th</sup> March)**

### Radio

5.

Ad volumes of EV Segment for Two Wheelers increased by **6.2 Times** in Jan-Mar'23 over same period for the last year.

In overall Two Wheelers' advertising, Jan-Mar'23 witnessed increase of **8%** in ad volume as compared to Jan-Mar'22.

6.

Total 9 brands were present in the EV Segment during Jan-Mar'23 with **Ampere Magnus Ex** leading the list.

**Yamaha FZ S Fi** was the top brand in overall Two Wheelers' advertising; **Ampere Magnus Ex**, **Amo Electric Bikes** and **Ather 450X** were EVs among the Top 10.

### Digital

7.

The period Jan-Mar'23 observed a **decline** of **33%** in ad insertions for EVs as compared to Jan-Mar'22.

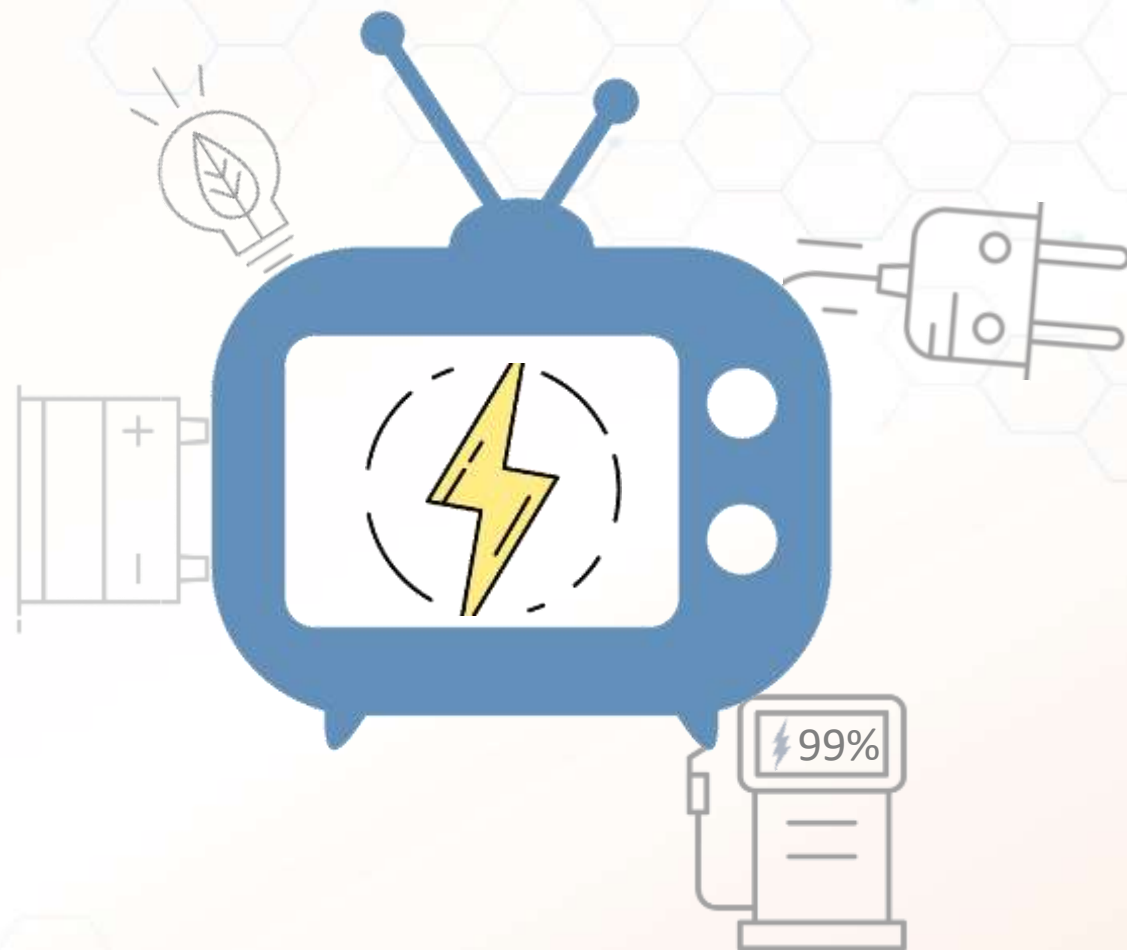
Looking at the trend by creative types i.e. Display and Video, **Display** ads saw **44%** drop while **Video** ads witnessed **24%** rise in EV ads.

8.

**Wardwizard Solution India** was the top advertiser with **26%** share of EV ad insertions followed by **TVS Motor Company** with **21%** share.

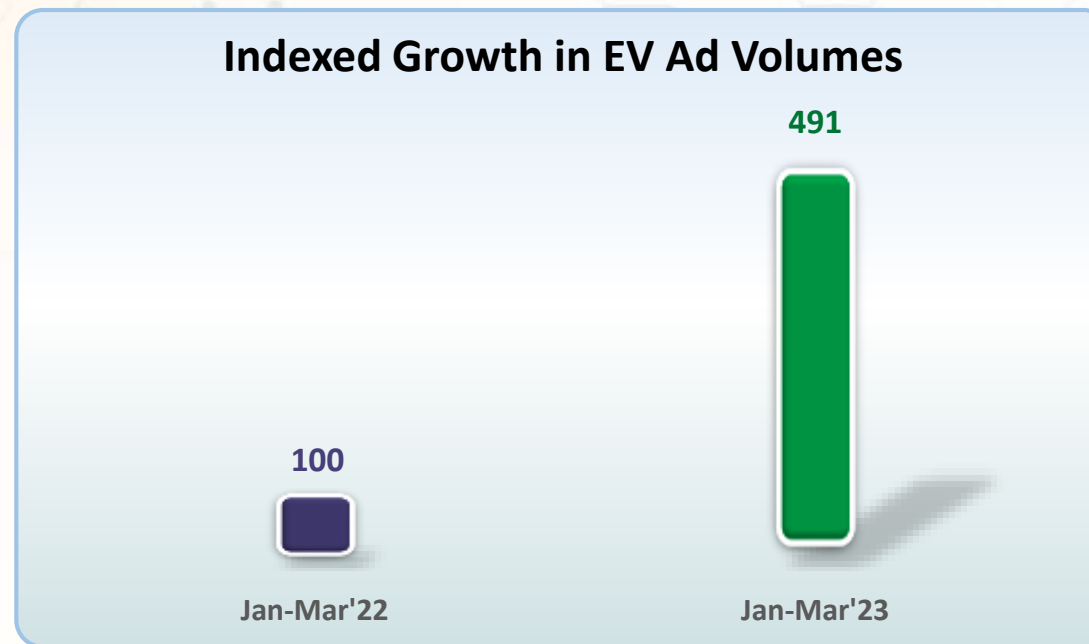
In overall **Two Wheelers'** advertising, **TVS Motor Company** led the advertisers' list with **47%** share.

# Advertising Trends on Television





## Ad Volumes for Two Wheeler EVs on TV



- During the period Jan-Mar'23, EV ad volumes for TV surged by almost **5 Times** as compared to Jan-Mar'22.

### Overall Two Wheelers Category

- During the period Jan-Mar'23, overall **Two Wheelers** ad volumes on Television increased by **8%** over Jan-Mar'22
- Considering only ICE (Internal Combustion Engine) Two Wheelers, ad volumes declined by **11%** in Jan-Mar'23 over Jan-Mar'22.

## Top 10 Brands and Advertisers of Two-Wheelers (EV Segment) for TV

Top 10 Advertisers	% Share
Okaya EV	55%
Ather Energy	28%
Atumobile	8%
Wardwizard Solution India	2%
Hero Motocorp	2%
Nisiki Technologies	2%
Parsuvi Motors	2%
Klb Komaki	1%
Amo Mobility Solutions	1%
Bgauss Auto	0.3%

Top 10 Brands	% Share
Okaya Faast-F4	39%
Ather 450 X	28%
Okaya Faast-F2b	11%
Atumobile Atum Vader	8%
Okaya Freedom	4%
Joy E-Bike	2%
Hero Vida V1	2%
Poise Electric Scooter	2%
Parsuvi Motors	2%
Komaki Electric Vehicle	1%

- The **Top 2** advertisers for EV Segment together added **83%** share of ad volumes with **Okaya EV (55%)** on top during Jan-Mar'23.
- Okaya Faast-F4** was the leading brand in EV Segment with **39%** share of ad volumes during Jan-Mar'23.

### Overall Two Wheelers Category

- TVS Motor Company (33%)** was the top advertiser. **Okaya EV, Ather Energy, Atumobile** and **Wardwizard Solution India** were EV advertisers among the Top 10.
- Suzuki Avenis** was the top brand followed by **Bajaj Pulsar N160**. **Okaya Faast-F4** and **Ather 450 X** were EVs among the Top 10 brands.

## Top Channel Genres preferred by EV advertisers of Two-Wheelers on TV

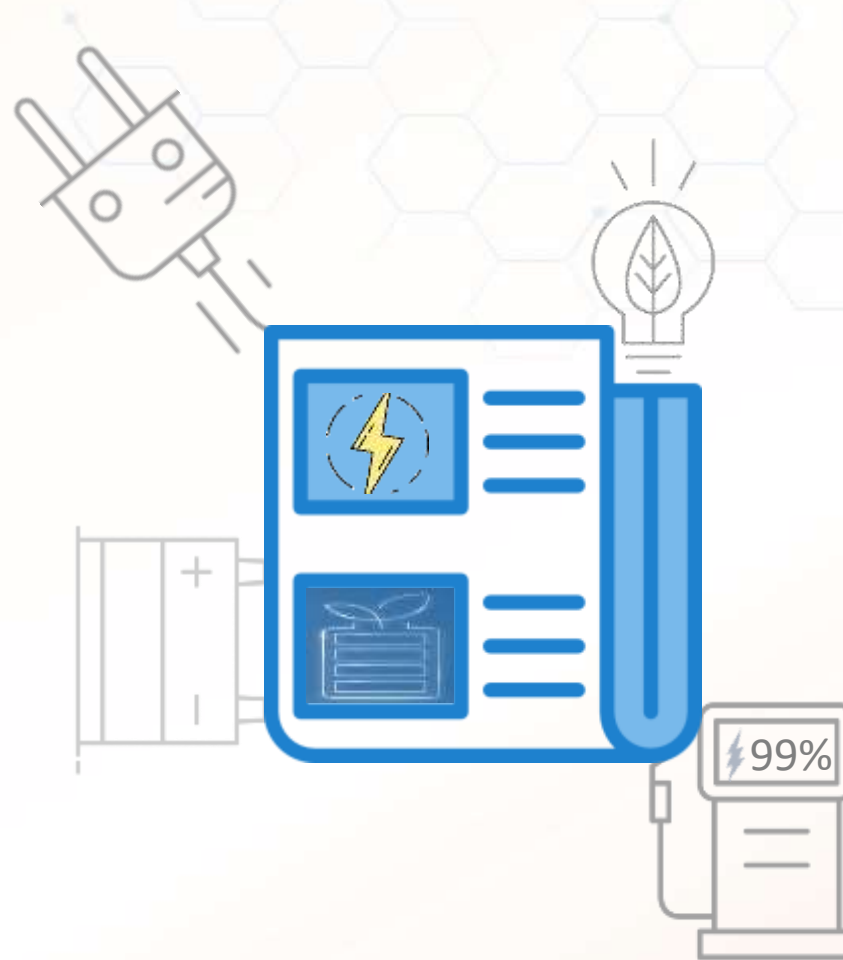
Channel Genres	% Share
News	77%
Movies	9%
GEC	8%
Religious	3%
Sports	1%
Others (4)	2%

- The top channel genres for EV advertising were **News** and **Movies**, with news being the dominant genre accounting for **77%** of the total.

### Overall Two Wheelers Category

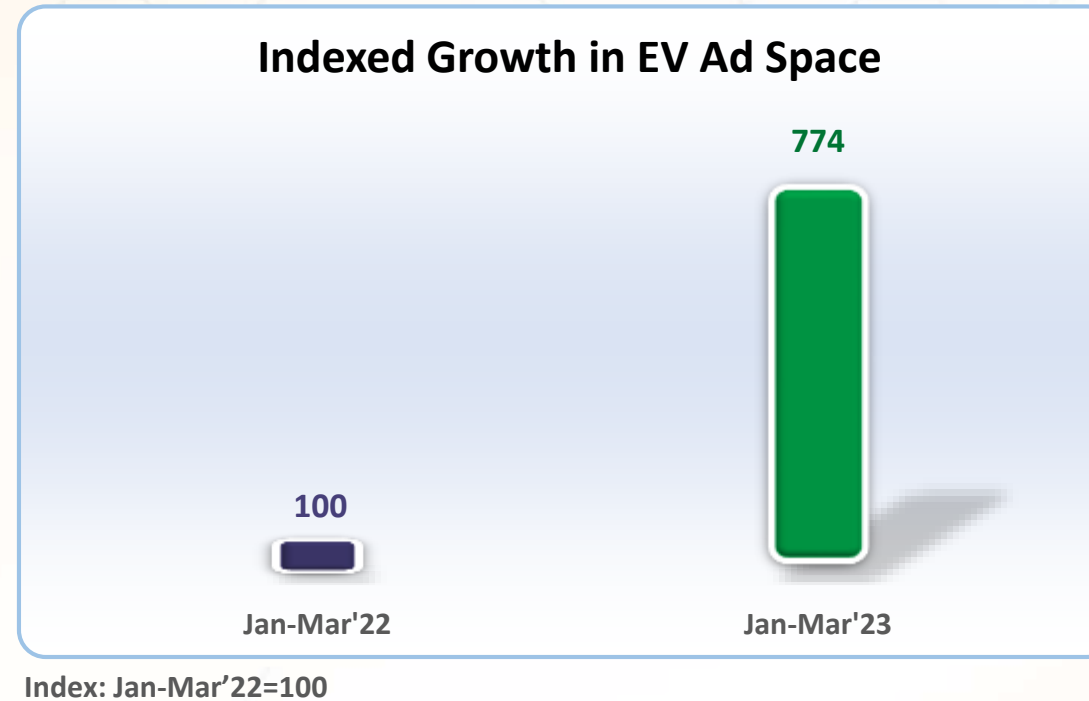
- News** and **Movies** genres were on top with **41%** and **21%** share of overall category ad volumes respectively.

# Advertising Trends in Print





## Ad Space for Two-Wheeler in PRINT



- Ad space in EV Segment surged by **7.7 times** during Jan-Mar'23 compared to Jan-Mar'22.

### Overall Two Wheelers Category

- The period Jan-Mar'23 experienced **84%** hike in overall Two Wheelers' ad space as compared to Jan-Mar'22.
- Considering only ICE (Internal Combustion Engine) Two Wheelers, ad volumes saw **58%** growth in Jan-Mar'23 over Jan-Mar'22.

## Top 10 Brands and Advertisers of Two Wheelers (EV Segment) for PRINT

Top 10 Advertisers	% Share
Ather Energy	73%
Wardwizard Solution India	11%
Greaves Electric Mobility	11%
Pur Energy	2%
Bgauss Auto	1%
Tunwal E-Bike India	0.8%
Ivooom Innovation	0.4%
Silveline Power Station	0.3%
Amo Mobility Solutions	0.3%
Hop Electric Mobility	0.2%

Top 10 Brands	% Share
Ather 450 X	60%
Joy E-Bike Mihos	11%
Ather Electric Scooter	10%
Ampere Magnus Ex	8%
Ampere Zeal Ex	3%
Ather 450 Plus	2%
Bgauss Bg D15	1%
Ather 450x Gen 3	1%
Pure Ev Motorcycles	1%
Tunwal E-Bike Range	1%

- The Top 2 advertisers accounted for more than **80%** of EV ad space with **Ather Energy** leading the list.
- **Ather 450 X** was the leading brand in EV segment with **60%** share, followed by **Joy E-Bike Mihos** with **11%**.

### Overall Two Wheelers Category

- **Bajaj Auto (24%)** topped among the advertisers; **Ather Energy, Wardwizard Solution India, Greaves Electric Mobility** and **Pur Energy** were EV companies present among the overall Top 10 advertisers.
- **Bajaj Platina 110 ABS** topped among the brands; **Ather 450 X** was only EV among the Top 10 Brands.

## Newspaper: Publication Language and Genre for Two Wheelers in PRINT

Publication Language	% Share
Hindi	27%
English	21%
Marathi	11%
Telugu	10%
Kannada	9%
Others(8)	22%

- Top 5 Publication Language of EV Segment had **78%** share with **Hindi (27%)** being on top followed by **English (21%)**.

### Overall Two Wheelers Category

- Top 5 Publication Languages (Overall) accounted for **81%** share of sector's Ad space. The Top 2 publication languages were **Hindi (38%)** and **Tamil (12%)**.

## Zone wise Advertising share (EV Segment) of Two Wheelers in PRINT

Zone	% Share
South Zone	42%
West Zone	27%
North Zone	21%
East Zone	11%

Top 2 States- South Zone
Karnataka
Tamil Nadu

Top 2 States- West Zone
Maharashtra
Gujarat

Top 2 States- North Zone
Uttar Pradesh
Rajasthan

Top 2 States- East Zone
Bihar
Jharkhand

- North Zone secured 1<sup>st</sup> position with **42%** share of **Two Wheelers (EV Segment)** advertising in Print during Jan-Mar'23.
- Maharashtra & Karnataka were top 2 states in **Pan India**.

### Overall Two Wheelers Category

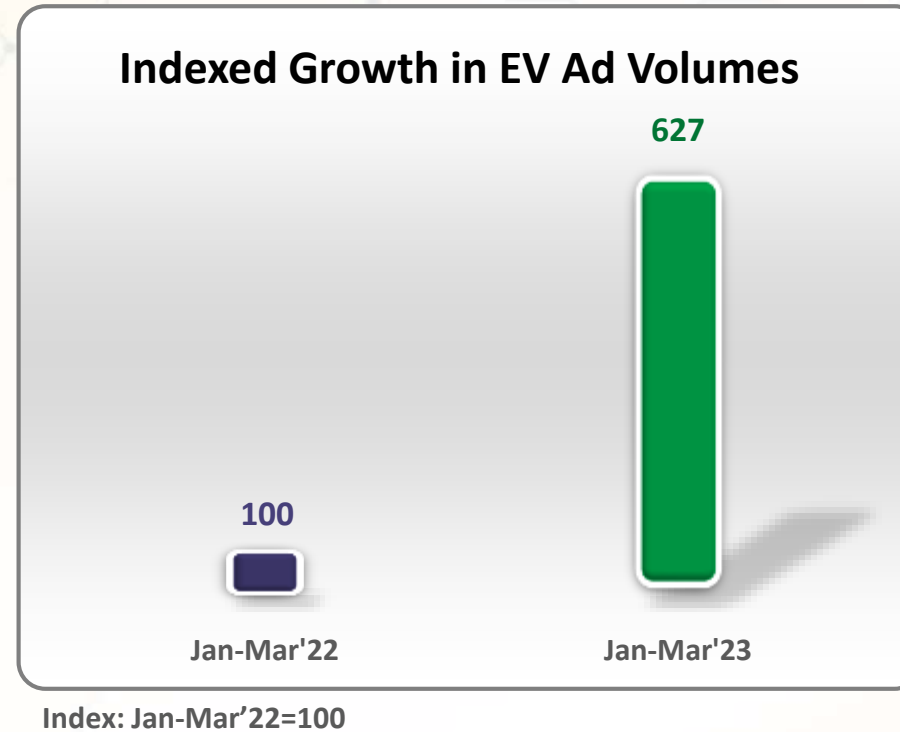
- South Zone secured 1<sup>st</sup> position with **36%** share of overall **Two Wheelers** advertising in Print during Jan-Mar'23.
- Maharashtra and Tamil Nadu were the Top 2 states in **Pan India**.

# Advertising Trends on Radio





## Ad Volumes for Electric Two-Wheeler on RADIO



- Ad volumes of EV Segment for Two Wheelers increased by **6.2 Times** in Jan-Mar'23 over same period for the last year.

### Overall Two Wheelers Category

- Jan-Mar'23 witnessed increase of **8%** in ad volumes as compared to Jan-Mar'22.
- Considering only ICE (Internal Combustion Engine) Two Wheelers, ad volumes dropped by **14%** in Jan-Mar'23 over Jan-Mar'22.

## Top Brands and Advertisers of Two Wheelers (EV Segment) for RADIO

Advertisers	% Share
Greaves Electric Mobility	47%
Amo Mobility Solutions	35%
Ather Energy	14%
Bgauss Auto	1%
Okinawa Autotech	1%
Goeen E-Vehicles	1%
Saboo Group Of Industries	1%
Wardwizard Solution India	0.1%

Brands	% Share
Ampere Magnus Ex	47%
Amo Electric Bikes	35%
Ather 450 X	14%
Bgauss Bg D15	1%
Okinawa Scooters	1%
Goeen E Vehicles	1%
Birla E Bike	1%
Bgauss	0.3%
Joy E-Bike	0.1%

- Total **8** advertisers promoted EVs during the period Jan-Mar'23 with **Greaves Electric Mobility** leading the list with **47%** share.
- Total **9** brands were present in the EV Segment during the period Jan-Mar'23 with **Ampere Magnus Ex (47%)** leading the list.

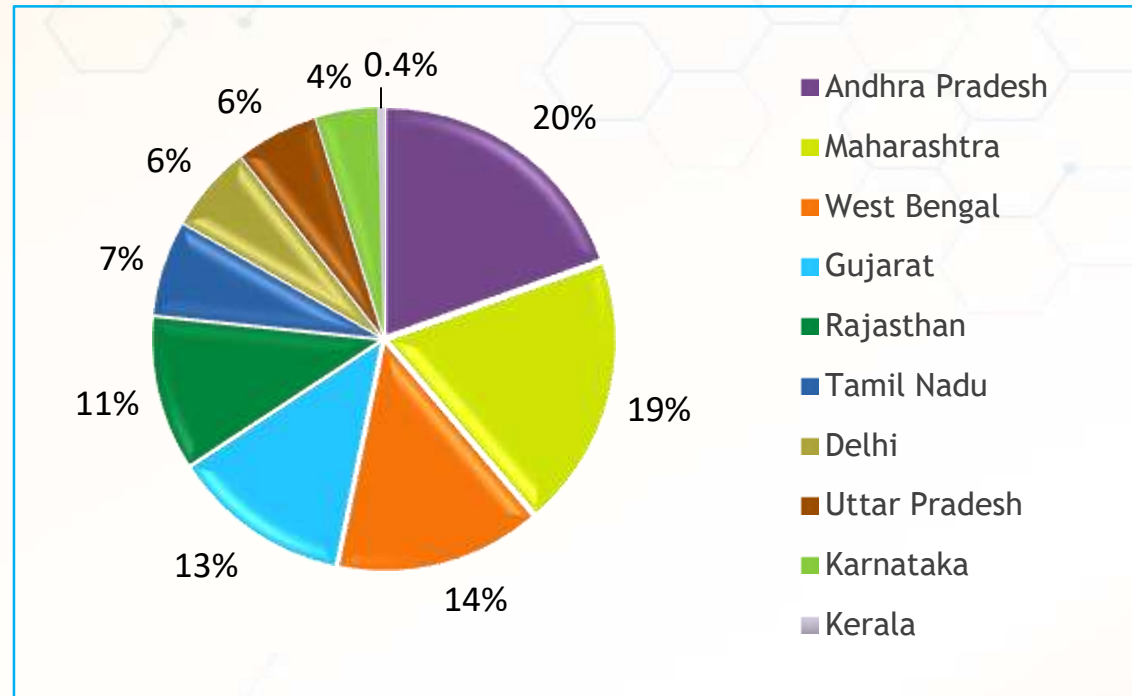
### Overall Two Wheelers Category

- **Yamaha Motor India** was the top advertiser with **26%** share. **Greaves Electric Mobility**, **Amo Mobility Solutions** and **Ather Energy** were EV companies among the Top 10 advertisers.
- **Yamaha FZ S Fi (26%)** was the top brand; **Ampere Magnus Ex**, **Amo Electric Bikes** and **Ather 450 X** were EVs among the Top 10 brands.

Note: Figures are based on secondages for Radio; only commercial ads, excluding promos and social ads

Period : Jan-Mar'23

## State-wise share of EV advertising on RADIO



- **Andhra Pradesh** was the top state with **20%** share of EV ad volumes followed by **Maharashtra** with **19%** share during Jan-Mar'23.

### Overall Two Wheelers Category

- **Tamil Nadu** was the top state with **33%** share of overall Two Wheelers' ad volumes followed by **Maharashtra** with **16%** share during Jan-Mar'23.

## Zone wise Advertising share of EV Advertising on RADIO

Zone	% Share
West Zone	32%
South Zone	31%
North Zone	23%
East Zone	14%

- **West Zone** topped for EV advertising with **32%** share of ad volumes closely followed by **South Zone** with **31%** share in **Jan-Mar'23**.

### Overall Two Wheelers Category

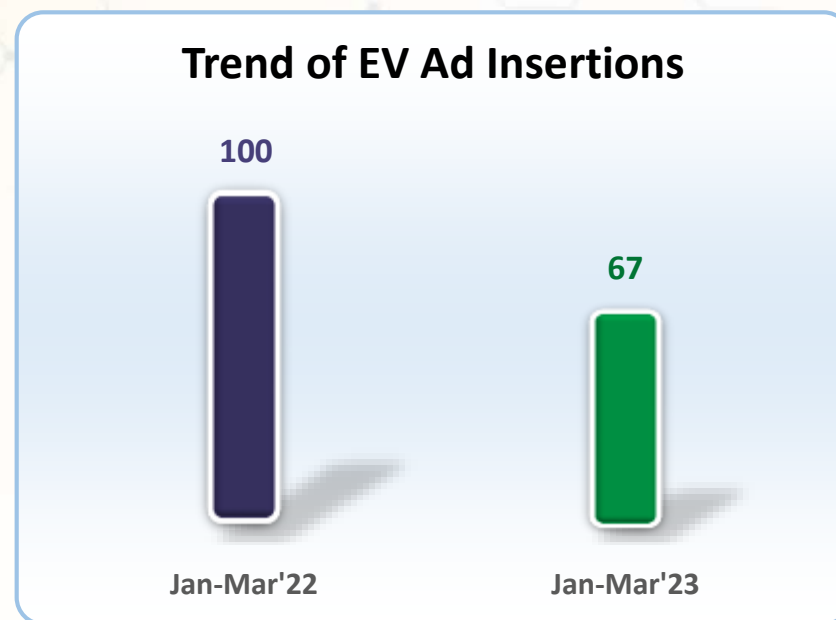
- **South Zone** topped for overall '*Two Wheeler*' advertising with **51%** share closely followed by **West Zone** with **29%** share in **Jan-Mar'23**.

# Advertising Trends on Digital





# Ad Insertions for Electric Two-Wheelers on DIGITAL



Index: Jan-Mar'22=100

- The period Jan-Mar'23 observed a **decline** of **33%** in ad insertions for EVs as compared to Jan-Mar'22.
- Looking at the trend by creative types i.e. Display and Video, **Display** ads saw **44%** drop while **Video** ads witnessed **24%** rise in EV ads.

## Overall Two Wheelers Category

- Ad insertions during Jan-Mar'23 **increased** by **1%** as compared to Jan-Mar'22. By Creative Types, **Display** ads dropped by **37%** and Video ads grew **4 Times** in Jan-Mar'23 over Jan-Mar'22.
- Considering only ICE Two Wheelers, overall ad insertions saw **19%** growth, **Display** insertions dropped **34%** and **Video** rose by **6 Times**.

## Top 10 Brands and Advertisers of Two Wheelers (EV Segment) for DIGITAL

Top 10 Advertisers	% Share
Wardwizard Solution India	26%
Tvs Motor Company	21%
Ola Electric Mobility	9%
Klb Komaki	8%
Greaves Electric Mobility	7%
Ather Energy	6%
Hero Motocorp	5%
Bajaj Auto	4%
Pur Energy	4%
Hop Electric Mobility	2%

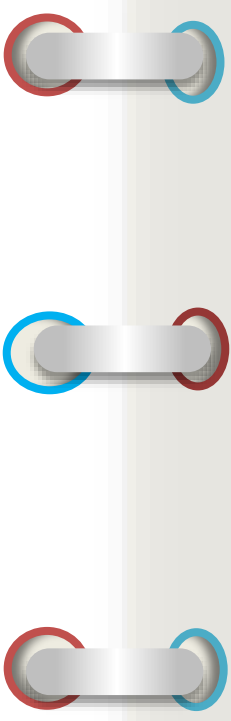
Top 10 Brands	% Share
Joy E-Bike	25%
Tvs Iqube Electric	21%
Ola Electric Scooter	8%
Komaki Flora	7%
Ampere Primus	6%
Ather 450 X	4%
Chetak E Scooters	4%
Hero Vida V1	3%
Hop Electric Bikes	2%
Pure Etryst 350	2%

- **Wardwizard Solution India** was the top advertiser with **26%** share of EV ad insertions followed by **TVS Motor Company** with **21%** share.
- **Joy E-Bike (25%)** was the leading brand in the **EV Segment** during Jan-Mar'23 with **25%** of ad insertions.

### Overall Two Wheelers Category

- **TVS Motor Company** led the advertisers' list with **47%** share. **Wardwizard Solution India**, **Ola Electric Mobility** and **Klb Komaki** were the EV companies among the Top 10 advertisers.
- **TVS's Raider** and **Radeon** were the Top 2 brands in overall Two Wheelers' advertising. **Joy E-Bike** was the only EV among the Top 10.

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**For any queries write to:** [taminsights@tamindia.com](mailto:taminsights@tamindia.com)

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