

TAM AdEx

OVERVIEW OF ADVERTISING BY THE CATEGORY

CONSUMER DURABLES / HOME APPLIANCES

MEDIA : TV, PRINT, RADIO & DIGITAL

PERIOD: Jan-Jun'23



Television

1. Ad Volumes of **Consumer Durables/Home Appliances** category on TV surged by **3 Times** during Jan-Jun'23 compared to Jan-Jun'21.
TTK Prestige India was the leading advertiser with **39%** share of category ad volumes.

2. **Prestige Range** was the leading Brand of **Consumer Durables/Home Appliances** category in Jan-Jun'23.
Consumer Durables/Home Appliances category advertised maximum on **GEC** genre (**43%**) during Jan-Jun'23.

Print

3. In Print Medium, **Consumer Durables/Home Appliances** category witnessed a growth of **38%** in Jan-Jun'23 over Jan-Jun'21.
TTK Prestige India & Stovekraft together contributed **72%** share of category ad space in Jan-Jun'23.

4. Publications with **Hindi** language topped with **38%** share of category ad space. The top 5 Publication languages together added **85%** share.
South Zone secured **1st** position for **Consumer Durables/Home Appliances** advertising with **32%** share in Print during Jan-Jun'23.

Radio

5. Consumer Durables/Home Appliances category observed growth by **2.4 Times** in Jan-Jun'23 compared to Jan-Jun'21.
Havells India solely added **75%** share of category ad volumes in Jan-Jun'23.

6. **Uttar Pradesh** was the leading state with **19%** share of category ad volumes followed by **Maharashtra** with **15%** share during Jan-Jun'23.
On Radio, **Afternoon** time band (40%) was preferred for category advertising in Jan-Jun'23.

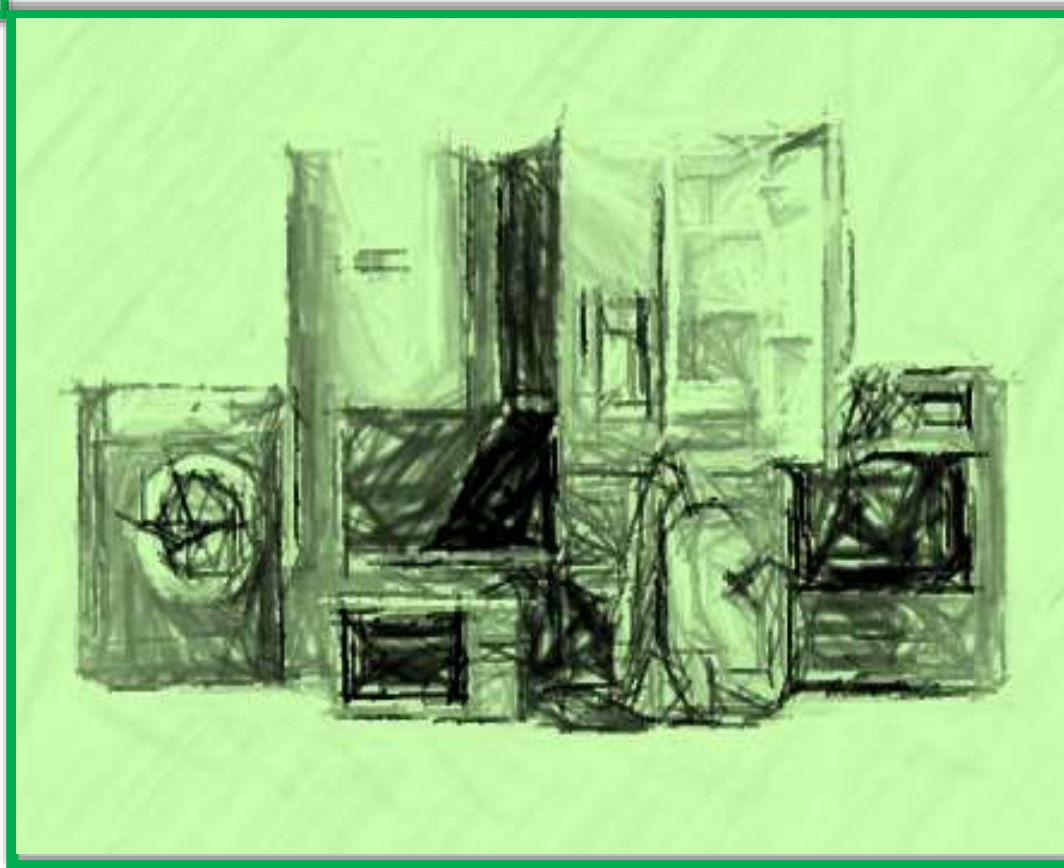
Digital

7. Category ad impressions during both Jan-Jun'22 and Jan-Jun'23 witnessed significant increase of **2.6 times** and **84%** respectively, compared to Jan-Jun'21.
Samsung India Electronics was the leading advertiser on Digital medium with **46%** share of ad impressions in Jan-Jun'23.

8. **Programmatic** transaction method secured **1st** rank with **72%** share of **Consumer Durables/Home Appliances** ad impressions during Jan-Jun'23.

01

TV

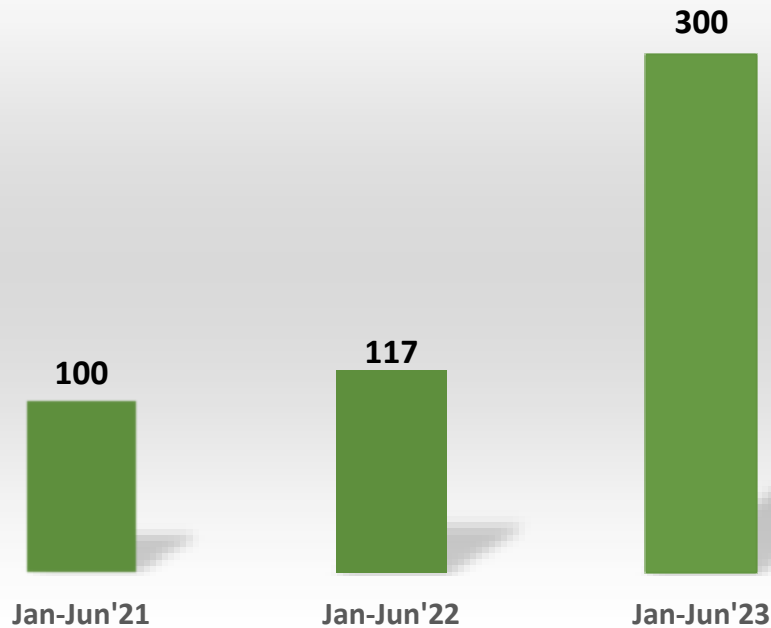


Switch ON Data Monetization

Note: Figures are based on Secondages for TV; Commercial ads only; excluding promos and social ads

Period : Jan-Jun'21-23

Indexed Growth in Ad Volumes



Index: Jan-Jun'21=100

- In Jan-Jun'23, Ad Volumes of **Consumer Durables/Home Appliances** category on Television witnessed a massive growth of **3 Times** compared to Jan-Jun'21 and **2.5 Times** compared to Jan-Jun'22.
- Jan-Jun'22 observed growth of **17%** over Jan-Jun'21.

Top 10 Advertisers of Consumer Durables/Home Appliances on TV

Top 10 Advertisers	% Share
TTK Prestige India	39%
Franke Faber India	19%
Hawkins Cookers	18%
Philips Domestic Appliances India	11%
Wonderchef Home Appliances	7%
Kottaram Trading Company	2%
Sowbaghya	2%
Everest Stabilizers	1%
Bajoria Appliances	1%
Anna Aluminium Company	1%

- **TTK Prestige India** and **Franke Faber India** together accounted for **58%** of the **Consumer Durables/Home Appliances'** advertising share.
- **TTK Prestige India** was on **1st** position with **39%** share of category ad volumes in H1'23.
- **Hawkins Cookers, Kottaram Trading Company & Bajoria Appliances** were the exclusive advertisers among the top 10 of H1'23 over H1'22.

Top 10 Brands of Consumer Durables/Home Appliances on TV

Top 10 Brands

Prestige Range
Faber Kitchen Appliances
Hawkins Range
Philips Kitchen Appliances
Wonderchef Products
Nolta
Sowbaghya Home Appliances
Everest Home Appliances
Kutchina Home Appliances
Chakson Anna Aluminium

- **Prestige Range** and **Faber Kitchen Appliances** together contributed **58%** share of ad volumes on TV for **Consumer Durables/Home Appliances** category.
- **Prestige Range** ascended to **1st** position with **39%** share of ad volumes in Jan-Jun'23 compared to its **4th** position during Jan-Jun'22.

Preferred Channel Genres on TV : Consumer Durables/Home Appliances

Channel Genres	% Share
GEC	43%
Movies	23%
News	19%
Lifestyle	9%
Kids	1%
Others (5)	5%

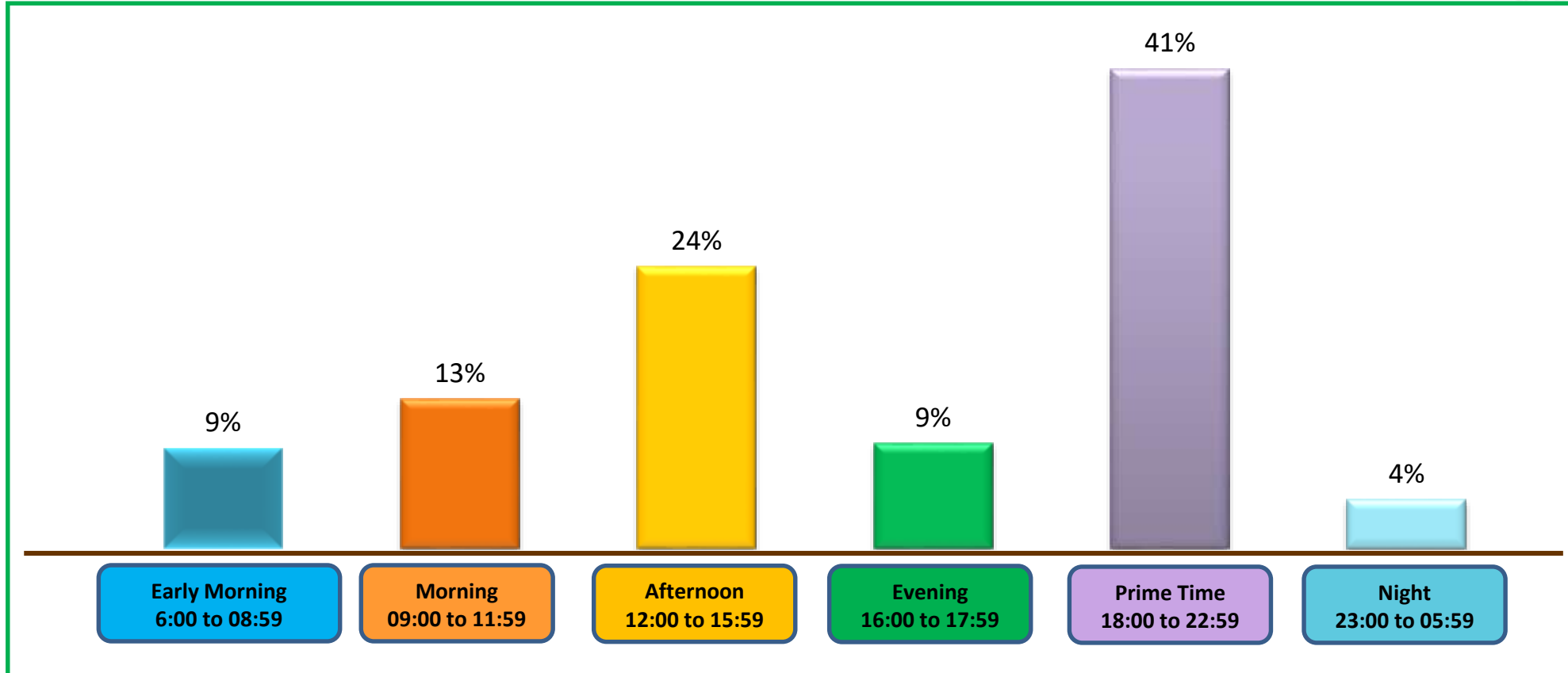
- Top 2 channel genres on TV i.e. **GEC** and **Movies** collectively added **66%** of ad volumes share for **Consumer Durables/Home Appliances** category during Jan-Jun'23.
- The Top 5 genres had **95%** share of category ad volumes.

Preferred Program Genres on TV: Consumer Durables/Home Appliances

Program Genres	% Share
Drama/Soap	27%
Feature Films	25%
News Bulletin	15%
Cookery	10%
Channel Presentation/Promotion	3%
Action/Thriller	3%
Religious/Devotional/Astrology	2%
Cartoons/Animation	2%
Comedies	2%
Music Shows/Songs	2%

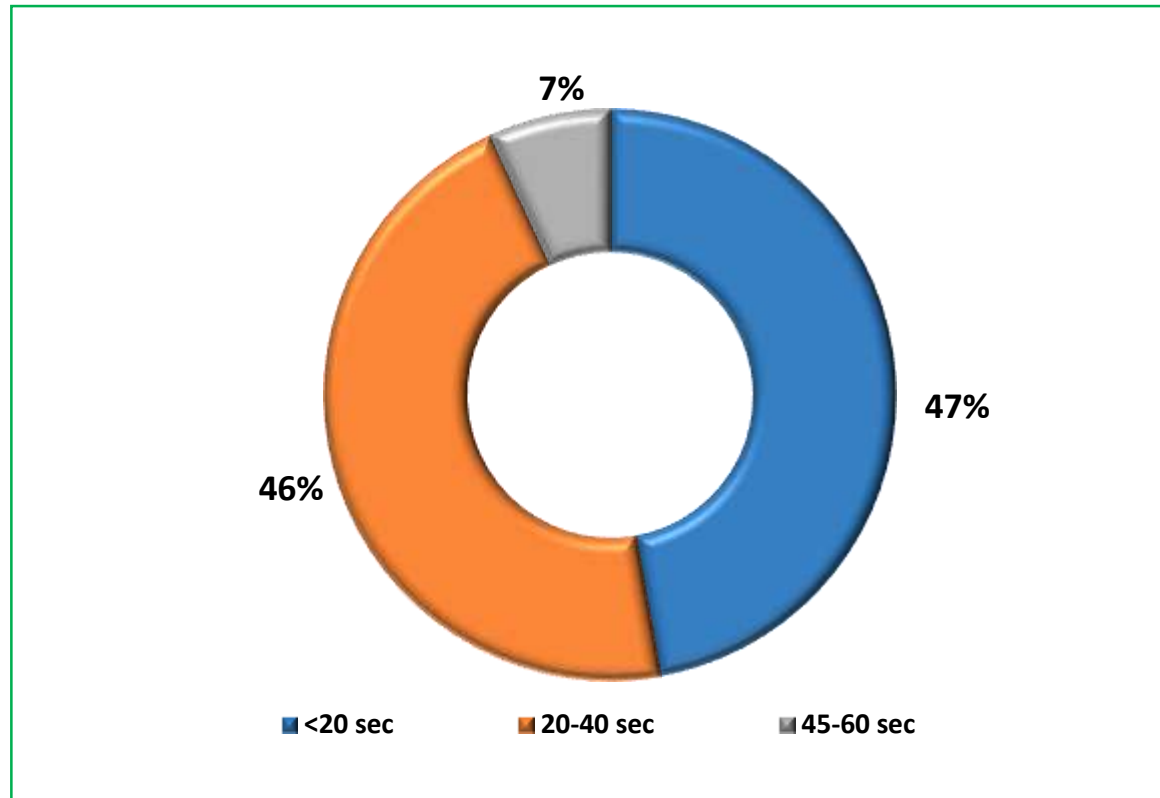
- **Drama Soap** was the most preferred program genre to promote **Consumer Durables/Home Appliances'** brands on Television.
- Top 2 program genres i.e. **Drama Soap** and **Feature Films** together added **52%** of the total ad volume share of the category on TV.

Time band analysis for Consumer Durables/Home Appliances advertising on TV



- **Prime Time** was the most preferred time-band on TV followed by **Afternoon** time-band.
- **Prime Time, Afternoon & Morning** time bands together accounted for **78%** share of ad volumes.

Preference of ad size by advertisers of Consumer Durables/Home Appliances on TV

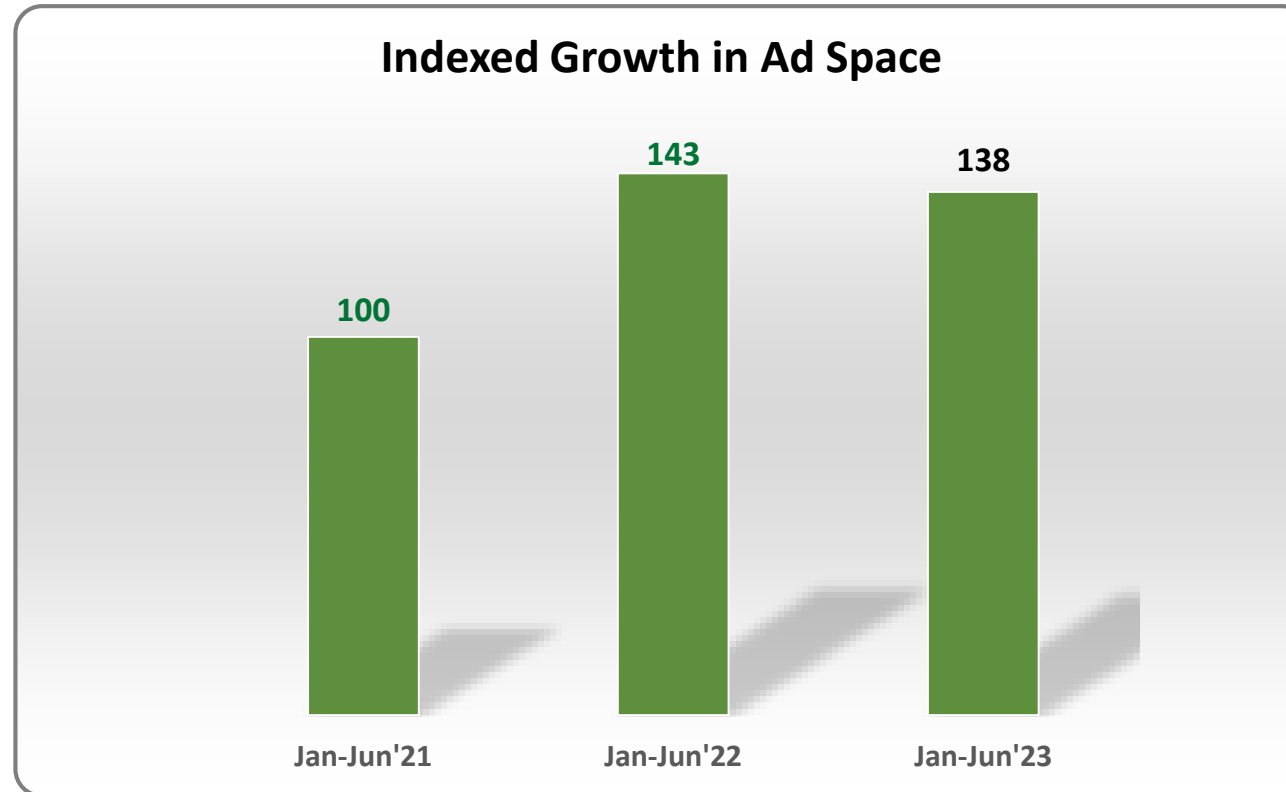


- Advertisers preferred **<20 secs** and **20-40 secs** ad sizes almost equally on TV.
- **< 20** seconds and **20-40** seconds ads together covered **93%** share of ad volumes during Jan-Jun'23.

02

Print





Index: Jan-Jun'21=100

- Print ad space for **Consumer Durables/Home Appliances** increased in both Jan-Jun'22 and Jan-Jun'23 by **43%** & **38%** respectively compared to Jan-Jun'21 whereas, ad space in Jan-Jun'23 had decreased by **3%** compared to Jan-Jun'22.

Top 10 Advertisers of Consumer Durables/Home Appliances in Print

Top 10 Advertisers	% Share
TTK Prestige India	37%
Stovekraft	26%
Franke Faber India	9%
Butterfly Gandhimathi Appliances	4%
Sterne India	2%
Whirlpool Of India Limited	2%
Philips Domestic Appliances India	2%
BSH Home Appliances	2%
Glen Appliances	1%
Oplus Mobitech India	1%

- **TTK Prestige India** retained its 1st position with **37%** share of ad space in Jan-Jun'23 compared to Jan-Jun'22.
- **Sterne India** and **Philips Domestic Appliances India** were the exclusive advertisers present in the top 10 list during Jan-Jun'23 over Jan-Jun'22.
- The top 10 advertisers covered **86%** share of ad space in Print medium during Jan-Jun'23.

Top 10 Brands of Consumer Durables/Home Appliances in Print

Top 10 Brands

Prestige Range
Pigeon Home Appliances
Faber Kitchen Appliances
Butterfly Home Appliances
NU Range Of Product
Whirlpool Durable Range
Philips Home Appliances
Bosch Home Appliances
Gilma Home Appliances
Glen Appliances

- During Jan-Jun'23, the top 10 brands collectively added **85%** share of category ad space.
- **Prestige Range** was **1st** with **37%** share of ad space in Jan-Jun'23.
- **NU Range of Product** and **Philips Home Appliances** were the exclusive brands present in the top 10 during Jan-Jun'23 compared to Jan-Jun'22.

Publication Language	% Share
Hindi	38%
English	30%
Marathi	6%
Kannada	5%
Malayalam	5%
Others (8)	15%

- **Hindi** was the most preferred language with **38%** share of ad space. The top 5 Publication languages together added **85%** share of category's ad space.

Zone wise Advertising share of Consumer Durables/Home Appliances in Print



Zone	% Share
South Zone	32%
North Zone	30%
West Zone	23%
East Zone	14%

Top 2 Cities - South Zone
Bangalore
Chennai

Top 2 Cities - North Zone
New Delhi
Chandigarh

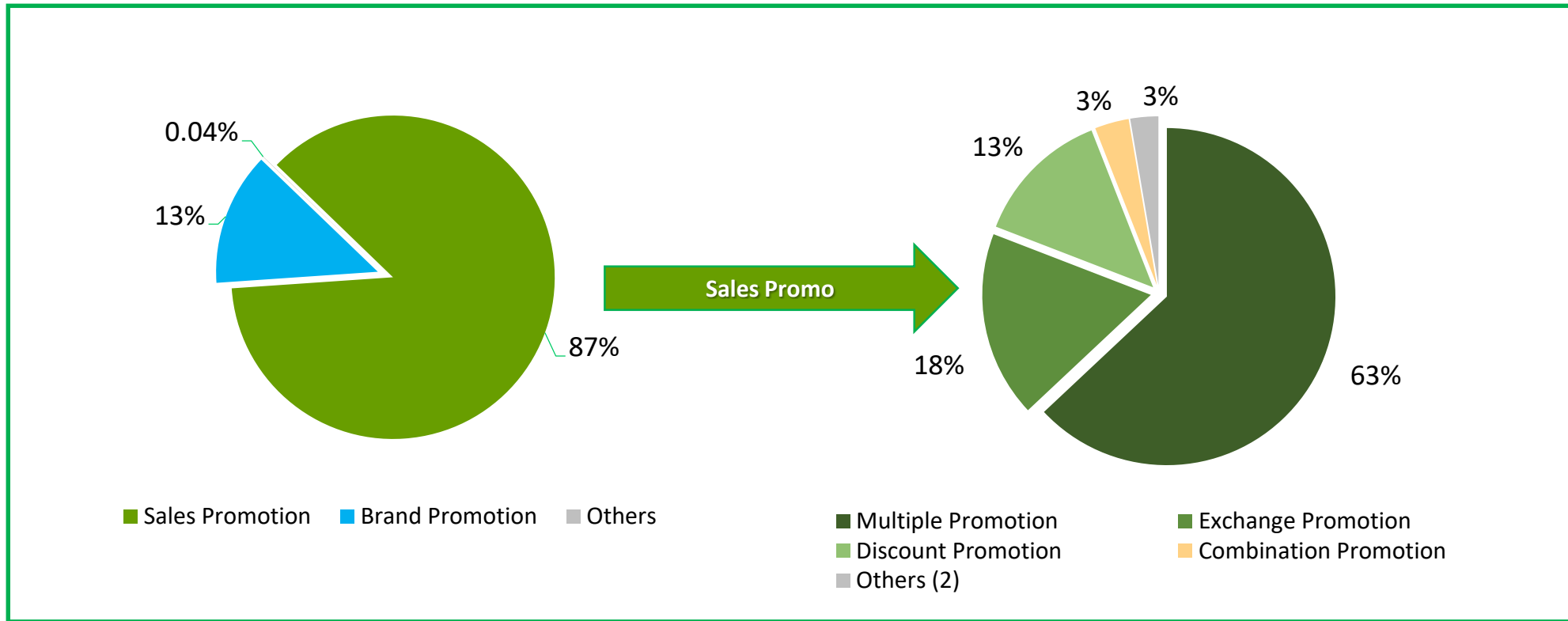
Top 2 Cities - West Zone
Mumbai
Aurangabad

Top 2 Cities - East Zone
Kolkata
Patna

- Among 4 zones, **South Zone** was the leading territory for **Consumer Durables/Home Appliances** advertising with **32%** share in Print closely followed by **North Zone** during Jan-Jun'23.
- New Delhi & Mumbai** were Top 2 cities in Pan India for the category advertising in Print.



Advertising Promotions of Consumer Durables/Home Appliances in Print



- **87%** share of Print ad space for **Consumer Durables/Home Appliances** category was with promotional offers during Jan-Jun'23.
- Among Sales Promotions, **Multiple Promotion** occupied **63%** share of ad space followed by **Exchange Promotion** with **18%** share during Jan-Jun'23.

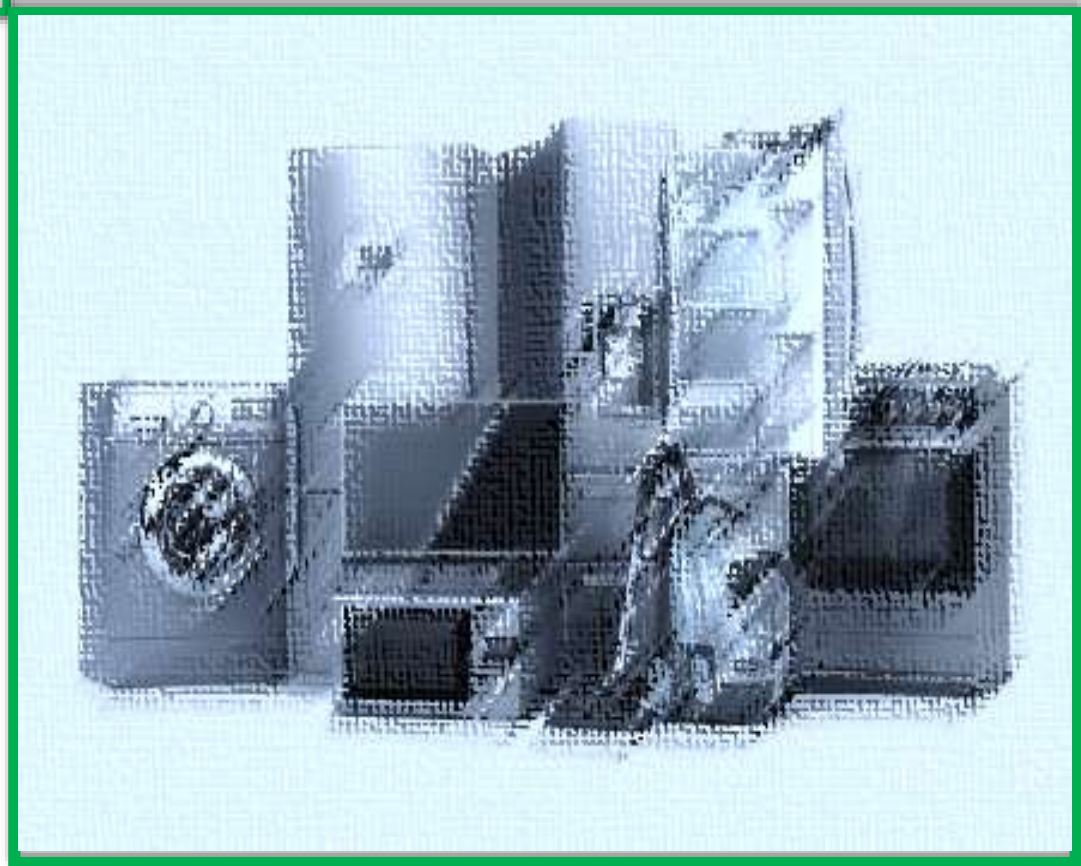
Top Advertisers of Sales Promotion for Consumer Durables/Home Appliances in Print

Top 10 Advertisers of Sales Promotion	% Share
TTK Prestige India	43%
Stovekraft	29%
Franke Faber India	6%
Butterfly Gandhimathi Appliances	4%
Philips Domestic Appliances India	2%
BSH Home Appliances	2%
Glen Appliances	1%
Oplus Mobitech India	1%
Blowhot Kitchen Appliances	1%
Sony India	1%

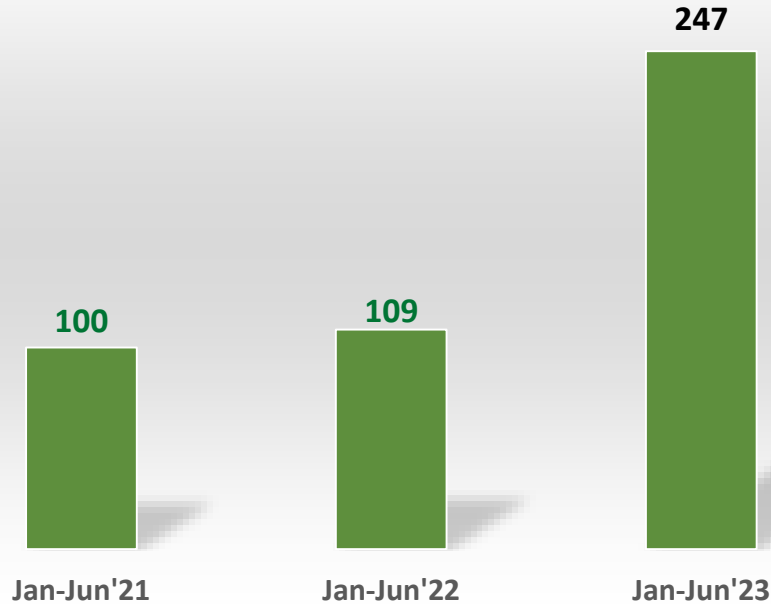
- Among the advertisers using promotional offers, **TTK Prestige India** was **1st** with **43%** share of ad space during Jan-Jun'23.

03

Radio



Indexed Growth in Ad Volumes



Index: Jan-Jun'21=100

- On Radio, a growth of **9%** and **2.4 times** in category ad volumes was registered during Jan-Jun'22 and Jan-Jun'23 respectively compared to Jan-Jun'21.
- Compared to Jan-Jun'22, Ad volumes in Jan-Jun'23 increased by **2.2 Times**.

Top 10 Advertisers of Consumer Durables/Home Appliances on Radio

Top 10 Advertisers	% Share
Havells India	75%
Samsung India Electronics	6%
LG Electronics India	6%
IFB Industries	3%
Whirlpool Of India	2%
Panasonic India	2%
Godrej & Boyce Manufacturing Company	1%
Kottaram Trading Company	1%
Sony India	1%
BSH Home Appliances	1%

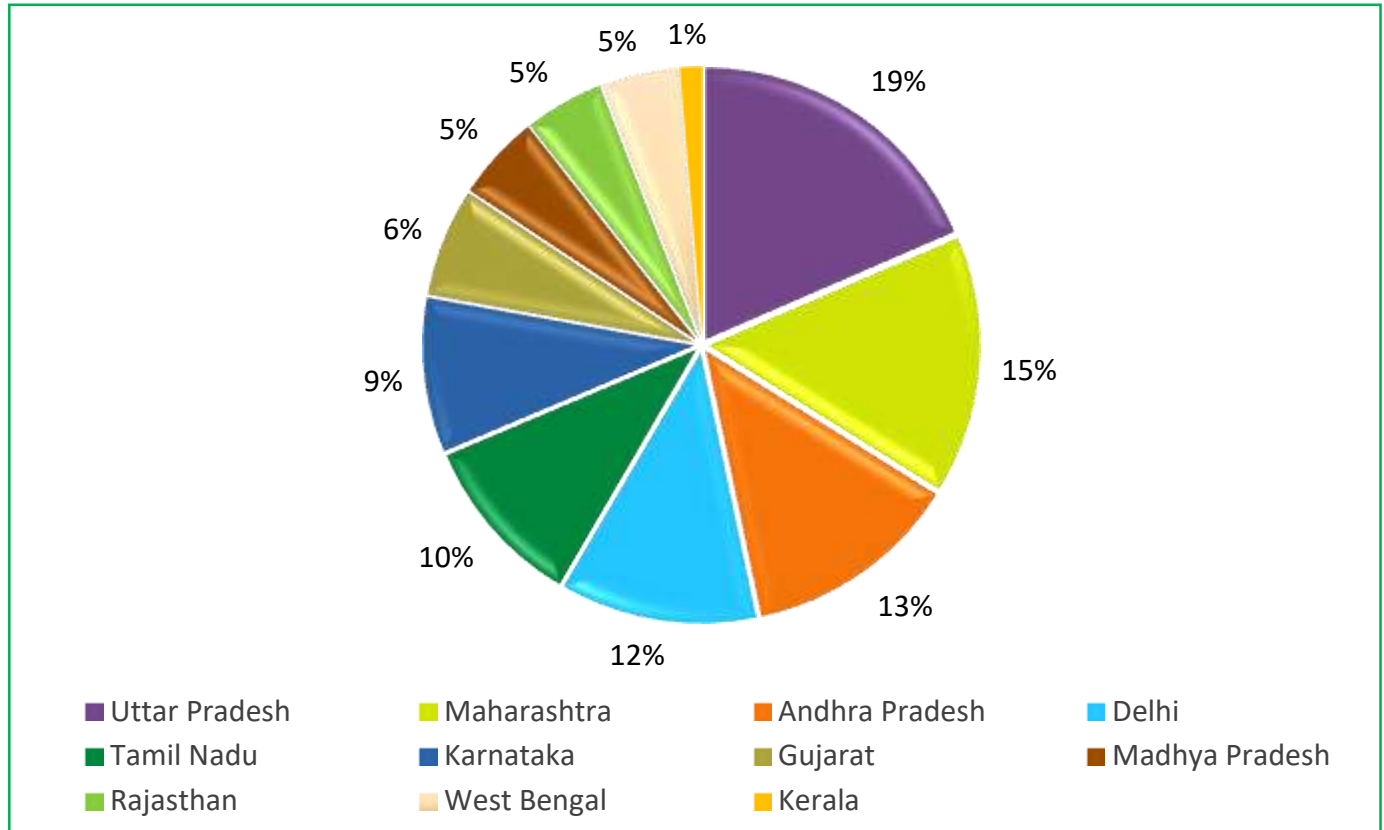
- **Havells India** solely added **75%** share of category ad volumes in Jan-Jun'23.
- **Godrej & Boyce Manufacturing Company** and **Kottaram Trading Company** were the exclusive advertisers present in the top 10 list during Jan-Jun'23 compared to Jan-Jun'22.

Top 10 Brands of Consumer Durables/Home Appliances on Radio

Top 10 Brands
Lloyd Durable Range
Lloyd Ac/Refrigerator
LG Home Appliances
Samsung Durable Range
IFB Durable Range
Whirlpool Durable Range
Panasonic Brand Shop
Samsung Experience Store
Godrej Home Appliances
Nolta

- The top 2 brands together covered **75%** share of ad volumes in Jan-Jun'23.
- **Lloyd Durable Range** was **1st** in Jan-Jun'23 with **41%** share of category ad volumes on Radio.

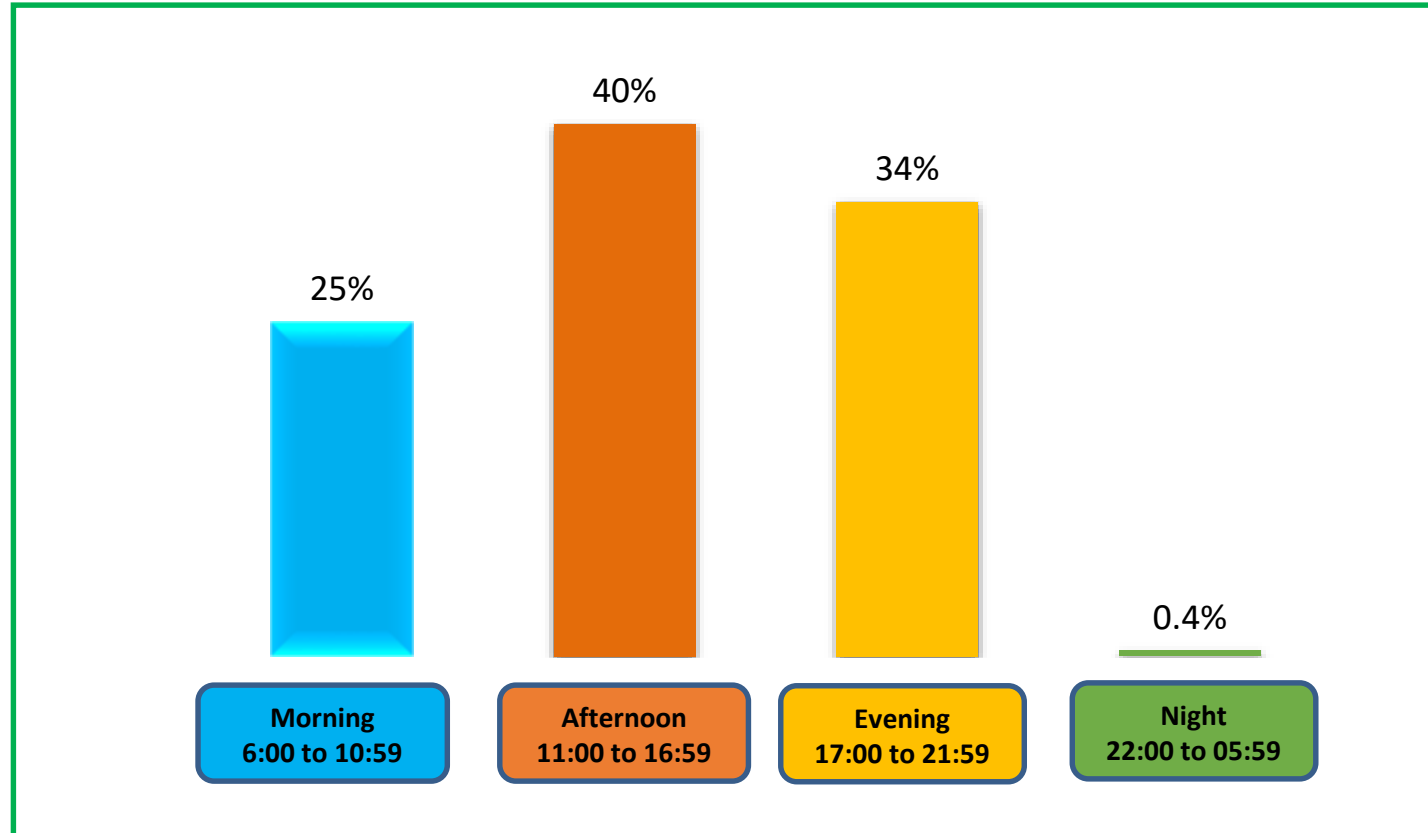
State-wise share of Consumer Durables/Home Appliances advertising on Radio



- The Top 3 states occupied **47%** advertising share of ad pie for the **Consumer Durables/Home Appliances** category.
- **Uttar Pradesh** topped with **19%** share of ad volumes in Jan-Jun'23.



Time band analysis for Consumer Durables/Home Appliances advertising on Radio



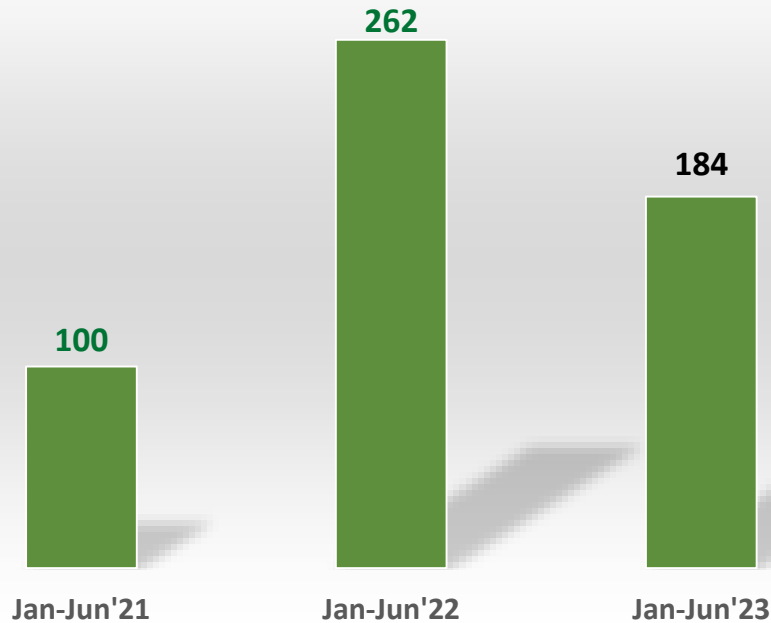
- Advertising for **Consumer Durables/Home Appliances** category was preferred in **Afternoon** and **Evening** time-bands on Radio.
- **Afternoon** and **Evening** time bands together covered **74%** share of ad volumes in Jan-Jun'23.

04

Digital



Indexed Growth in Ad Impressions



Index: Jan-Jun'21=100

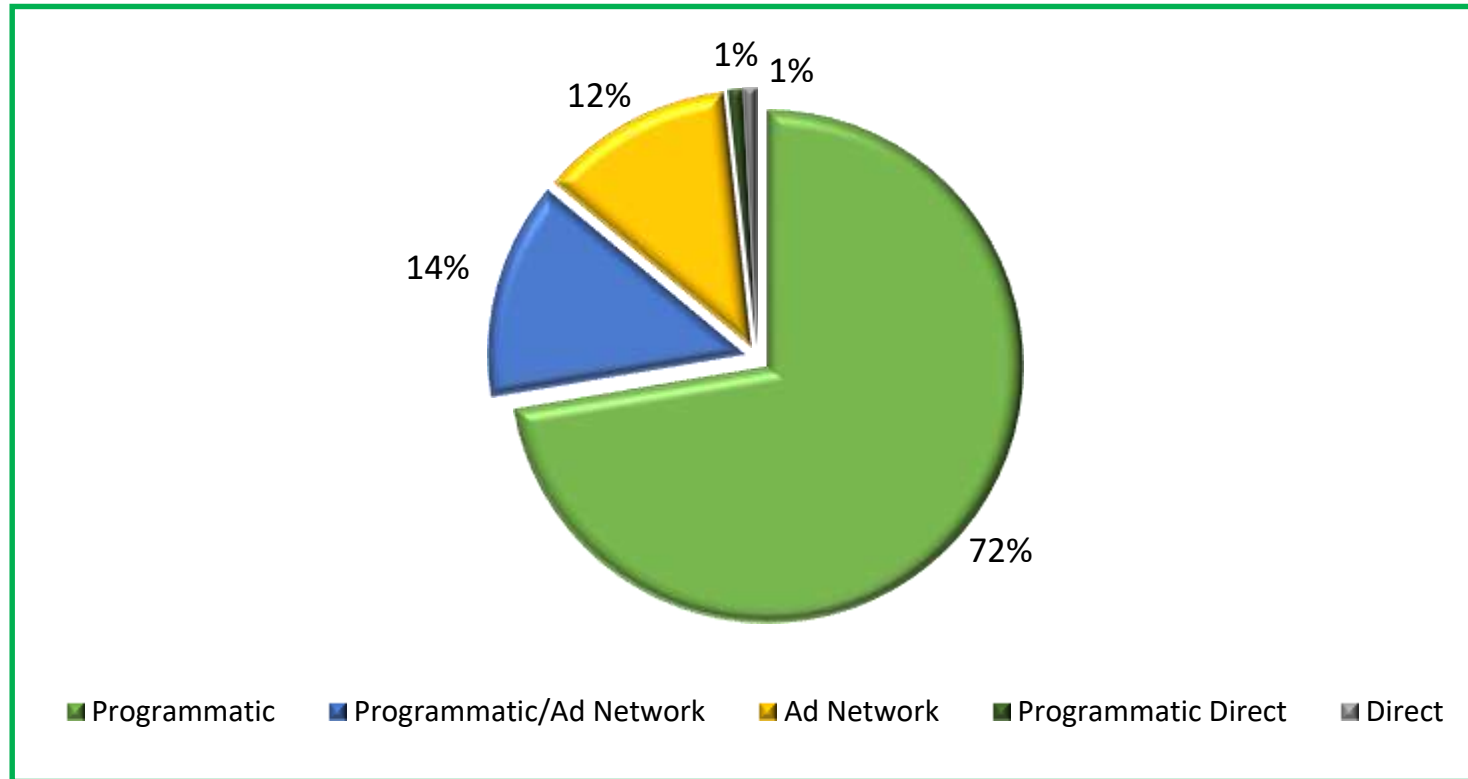
- Ad impressions during both Jan-Jun'22 and Jan-Jun'23 witnessed significant increase of **2.6 times** and **84%** respectively compared to Jan-Jun'21 whereas, ad impressions in Jan-Jun'23 decreased by **30%** compared to Jan-Jun'22.

Top 10 Advertisers of Consumer Durables/Home Appliances on Digital

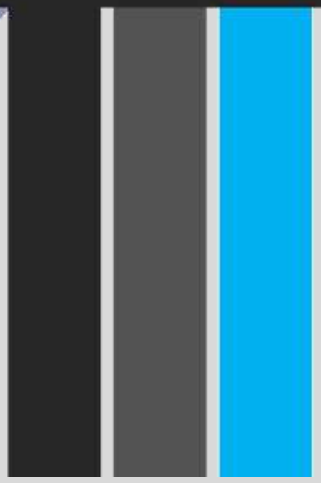
Top 10 Advertisers	% Share
Samsung India Electronics	46%
Electrolux Kelvinator	12%
LG Electronics India	11%
Xiaomi Technology India	6%
Haier Appliances	4%
Oplus Mobitech India	4%
Butterfly Gandhimathi Appliances	2%
Usha International	2%
Sony India	2%
Sterne India	2%

- **Samsung India Electronics** was on top with **46%** share of category ad impressions in Jan-Jun'23.
- The top 2 advertisers collectively added **58%** share of ad impressions in Jan-Jun'23.
- **LG Electronics India, Xiaomi Technology India, Haier Appliances & Oplus Mobitech India** were the new entrants in the top 10 advertisers in H1'23.

Transaction Methods of Digital Advertising in Consumer Durables/Home Appliances



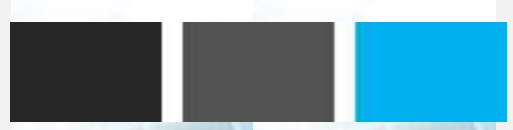
- **Programmatic** transaction method was the most utilized for **Consumer Durables/Home Appliances** ads on Digital solely contributing **72%** share of impressions.



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