



Quarterly Report

RADIO ADVERTISING (Jul-Sept'23)



AdEx
India
Country's Ad Analytics Powerhouse

Source: **AdEx India**, A Division of **TAM Media Research**

01

Ad Volumes in Jul-Sept'23 witnessed growth of 6% compared to Jan-Mar'23.

02

Services was the leading sector on Radio Advertising with 34% share of ad volumes in Jul-Sept'23.

03

Properties/Real Estates retained its 1st position with 18% share of ad volumes during Jul-Sept'23.

04

Kedia Homes was the leading advertiser during Jul-Sept'23.

05

Top 10 brands during Apr-Jun'23 and Jul-Sept'23 contributed 10% share of ad volumes respectively.

06

In terms of growth %, Computer Printers category witnessed highest growth % among the Top 10 i.e. 180 Times in Jul-Sept'23.

07

3k+ exclusive brands were present on Radio Advertising during Jul-Sept'23.

08

Gujarat was the leading state with 20% share of Ad volumes on Radio followed by Maharashtra with 17% share.

09

Jaipur retained its 1st position during Jul-Sept'23 compared to Apr-Jun'23.

10

Evening was the most preferred time-band on Radio followed by Morning and Afternoon time-bands.

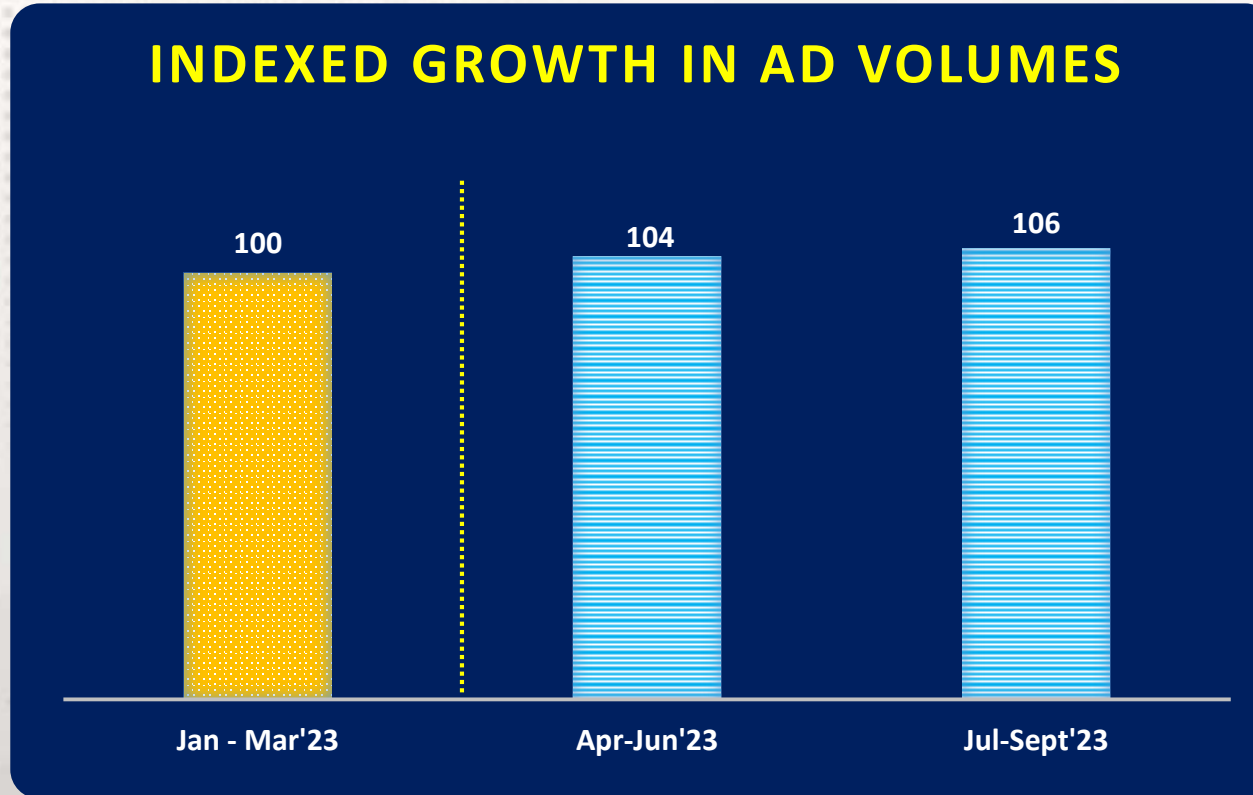


110
Radio Stations

TAM AdEx monitors more than 110 Radio Stations (In association with RCS India)

This section mainly focuses on understanding the advertising trends compared to past years: Monthly Trends, Top Spenders (Categories , Advertisers & Brands), City & State contribution on Radio Ads.

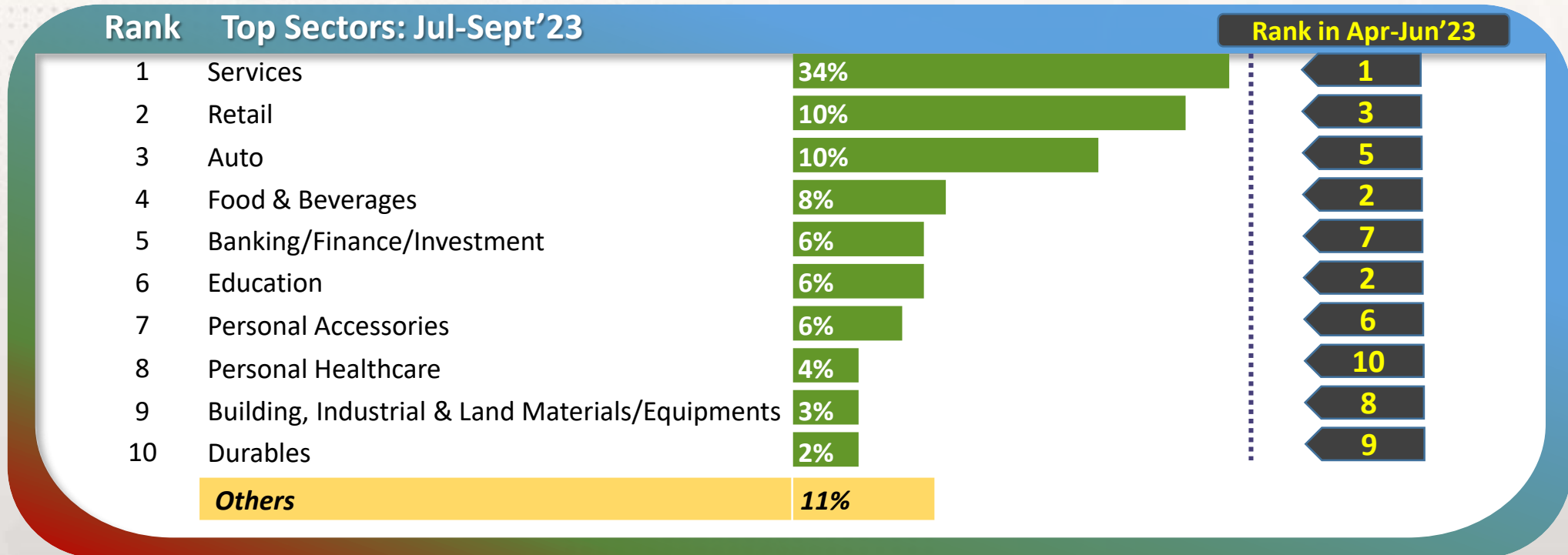
Indexed Ad Volume Growth in Jul-Sept'23 and Apr-Jun'23 over Jan-Mar'23



Index: Jan-Mar'23= 100

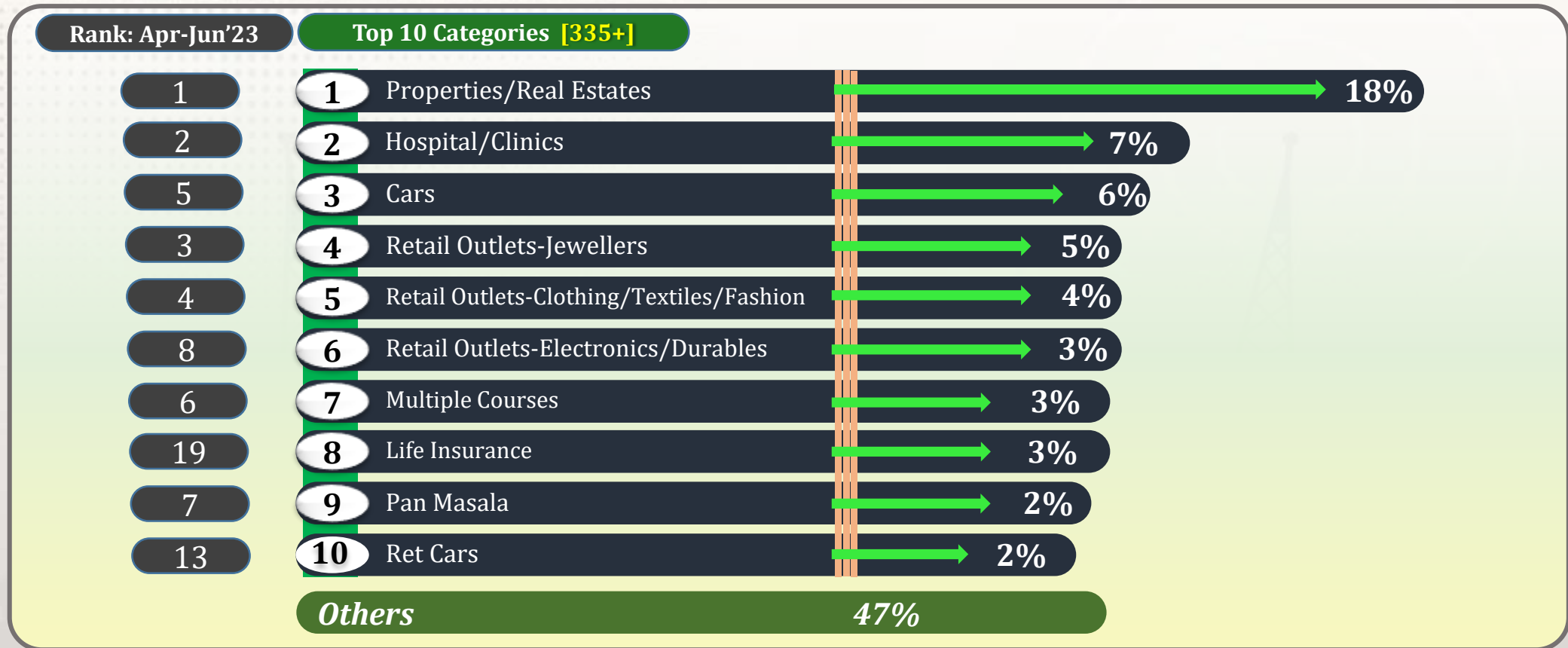
- Ad Volumes during Apr-Jun'23 and Jul-Sept'23 have witnessed **growth** of **4%** and **6%** respectively compared to Jan-Mar'23.
- Also, Jul-Sept'23 observed **growth** in ad volumes by **7%** on **Radio Advertising** compared to Jul-Sept'22.

Leading Sectors: Services sector retained its 1st position in Jul-Sept'23



- **Services** Sector retained its 1st position with 34% share of ad volumes during Jul-Sept'23 over Apr-Jun'23 on Radio Advertising.
- Top 10 sectors collectively added 89% share of ad volumes in Jul-Sept'23.
- **Education** Sector descended to 6th position with 6% share of ad volumes compared to 2nd position in Apr-Jun'23.

Leading Categories : Properties/Real Estates was the leading Category in Jul-Sept'23



- **Properties/Real Estates** and **Hospital/Clinics** retained their 1st and 2nd positions during Jul-Sept'23 over Apr-Jun'23 on **Radio Advertising**.
- **Life Insurance** and **Ret Cars** were new entrants in the top 10 list of categories in Jul-Sept'23 compared to Apr-Jun'23.
- The top 10 categories together accounted for **53%** share of ad volumes on **Radio Advertising** during Jul-Sept'23.

Leading Advertisers: Kedia Homes retained its 1st position in Jul-Sept'23

Total Advertisers: 4,390+

Leading Advertisers: Jan-Mar'23

LIC Of India
LIC Housing Finance
Maruti Suzuki India
HDFC Ergo General Insurance Company
Vishnu Packaging
SBI (State Bank Of India)
Reliance Retail
Kedia Homes
Indian Oil Corporation
Nissan Motor Corporation

Total Advertisers: 4,020+

Leading Advertisers: Apr-Jun'23

Kedia Homes
Maruti Suzuki India
Vishnu Packaging
Indian Oil Corporation
Patanjali Wellness
LIC Of India
SBS Biotech
Alishan
Reliance Retail
GCMMF (Gujarat Coop Milk Mkt Fed)

Total Advertisers: 4,270+

Leading Advertisers: Jul-Sept'23

Kedia Homes
LIC Of India
Maruti Suzuki India
Vishnu Packaging
SBS Biotech
Reliance Retail
Union Bank Of India
Patanjali Wellness
Patanjali Ayurved
Tata Motors

- During Jul-Sept'23, the top 10 advertisers together covered **15%** share of ad volumes on **Radio Advertising**.
- **LIC of India** ascended to **2nd** position in Jul-Sept'23 compared to its **6th** position in Apr-Jun'23.
- **Union Bank of India**, **Patanjali Ayurved** and **Tata Motors** entered the top 10 list of advertisers in Jul-Sept'23 over Apr-Jun'23.
- **2.9k+ exclusive advertisers** were present during Jul-Sept'23 compared to Apr-Jun'23.

Leading Brands: Kedia Sezasthan was the leading brand in Jul-Sept'23

Total Brands: 5370+

Leading Brands: Jan-Mar'23 (11%)

LIC Housing Finance
HDFC Ergo Health Insurance
Vimal Pan Masala
Kedia Sezasthan
Nissan Magnite
LIC
LIC Dhan Varsha
SBI (State Bank Of India)
Himalaya Ashvagandha
Dava India

Total Brands: 4875+

Leading Brands: Apr-Jun'23 (10%)

Kedia Sezasthan
Vimal Pan Masala
Patanjali Wellness
Alishan
Vadilal Ice Cream
Uttarakhand Tourism
IOC XP 95
IOC Servo 4T Xtra
Pfizer
FIITJEE

Total Brands: 5275+

Leading Brands: Jul-Sep'23 (10%)

Kedia Sezasthan
Vimal Pan Masala
LIC Dhan Vriddhi
Patanjali Wellness
Reliance Digital
LIC
Magics Hair Care
Alishan
Brother Printer
Myn App

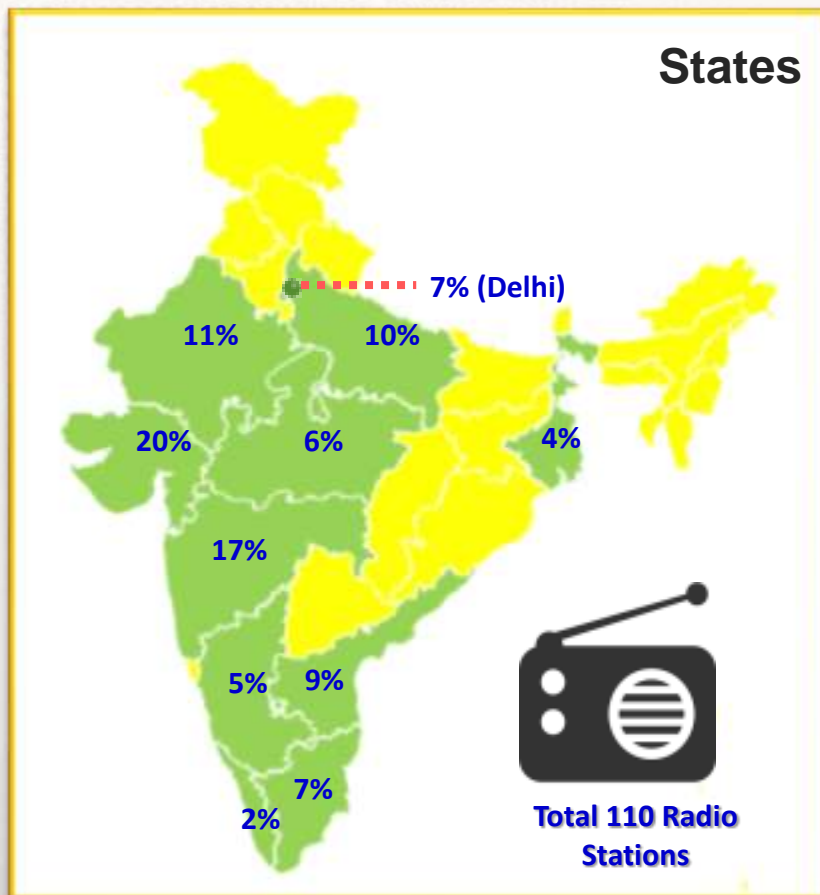
- **Kedia Sezasthan** and **Vimal Pan Masala** retained their 1st and 2nd positions in Jul-Sept'23 over Apr-Jun'23 on **Radio Advertising**.
- Out of the top 10 brands present in Jul-Sept'23, 2 of them belonged to **Life Insurance Corporation of India**.
- **Magics Hair Care** was an exclusive brand that entered the top 10 brand list and secured 7th position in Jul-Sept'23 over Apr-Jun'23.

Top Growing Categories : 160+ Categories registered Positive Growth

Rank	Top Growing Categories (Jul-Sept'23) (based on highest increase in Ad Volumes)	Growth
1	Properties/Real Estates	25%
2	Cars	55%
3	Life Insurance	126%
4	Retail Outlets-Electronics/Durables	38%
5	Computer Printers	180 Times
6	Multiple Loans	15 Times
7	Ecom-Wallets	9 Times
8	Rubs And Balms	7 Times
9	Digestives	46%
10	Educational Financial Courses	22 Times

- **Properties/Real Estates** among categories witnessed highest increase in Ad secondages with growth of **25%** followed by **Cars** with **55%** growth during Jul-Sept'23 compared to Apr-Jun'23.
- In terms of growth %, **Computer Printers** category witnessed highest growth % among the Top 10 i.e. **180 times** in Jul-Sept'23.

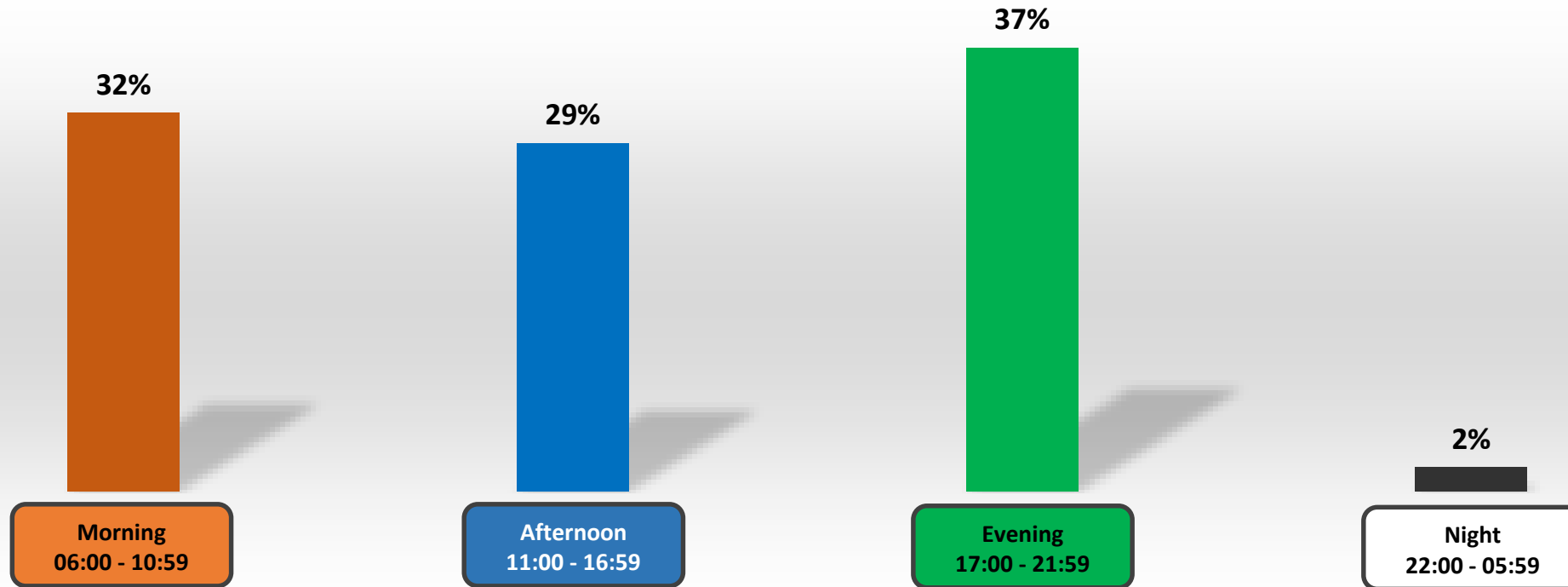
Leading States and Cities on Radio Advertising during Jul-Sept'23



Rank	Top Cities (Jul-Sept'23)
1	Jaipur
2	Surat
3	New Delhi
4	Hyderabad
5	Nagpur
6	Pune
7	Ahmedabad
8	Vadodara
9	Indore
10	Lucknow

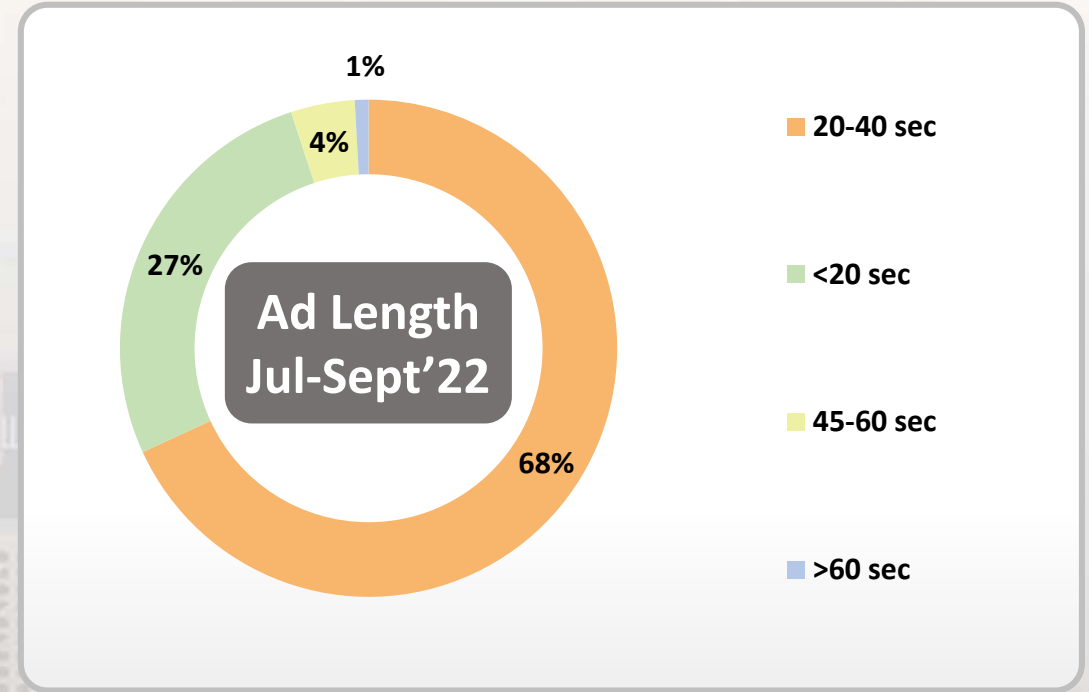
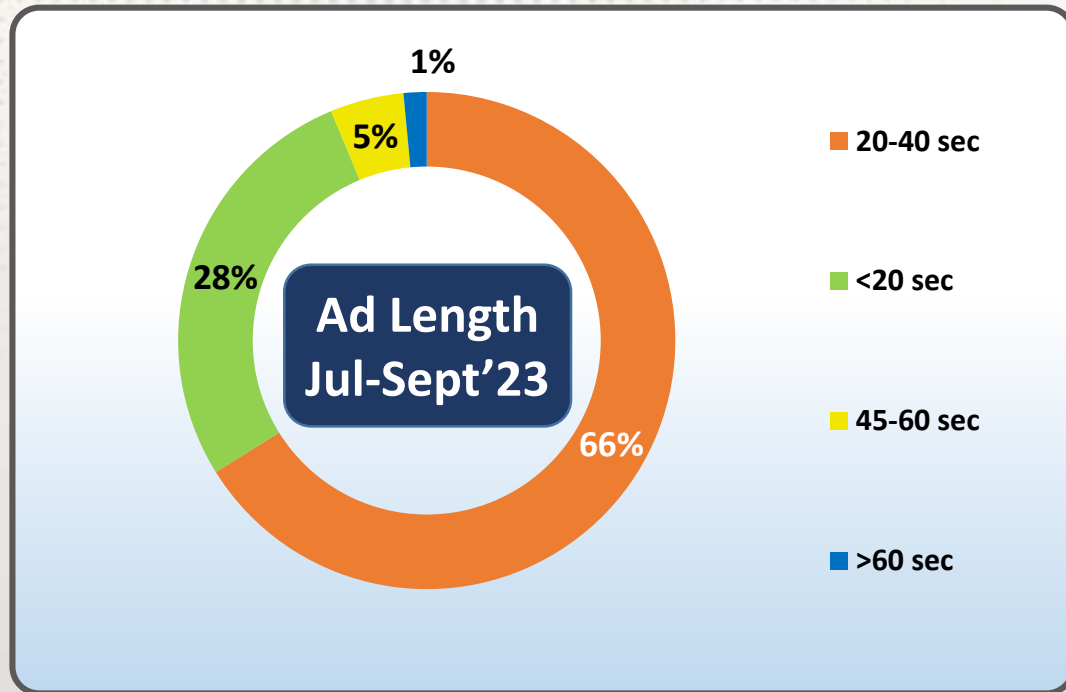
- Compared to Apr-Jun'23, **Gujarat** and **Maharashtra** retained their **1st** and **2nd** positions with **20%** and **17%** share of ad volumes respectively in Jul-Sept'23.
- Top 5 States together contributed **67%** share of ad volumes in Jul-Sept'23.
- Jaipur** retained its **1st** position with **11%** share of ad volumes in Jul-Sept'23 compared to Apr-Jun'23. Also, the top 10 cities together covered **70%** share of ad volumes in Jul-Sept'23.

Advertising share by Time Bands on Radio



- **Evening** was the most preferred time-band on **Radio** followed by **Morning** and **Afternoon** time-bands on **Radio Advertising**.
- **Evening & Morning** time bands together added **69%** share of ad volumes.

Ad Size on Radio: Jul-Sept'23 and Jul-Sept'22



- Ad Commercials with **20-40 seconds** was most preferred for advertising on **Radio** during both the Periods Jul-Sept'23 & Jul-Sept'22.
- Together, **20-40 seconds** and **<20 seconds** ad size added **94%** share of ad volumes on **Radio Advertising**.

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