



Half Yearly Report for Advertising in

BANKING FINANCE INVESTMENTS (BFSI)

Media: TV, Print, Radio & Digital
Period: Jan-Jun'24



Source: AdEx India, A division of TAM Media Research

Television

1.

BFSI sector's ad volumes on television **increased** by **19%** in during Jan-Jun'24 compared to Jan-Jun'22. Rise was **14%** when compared to Jan-Jun'23.

Life Insurance & Mortgage Loans categories retained their 1st & 2nd positions in Jan-Jun'24 over Jan-Jun'23.

2.

LIC of India & Muthoot Financial Enterprises retained their 1st & 2nd positions in advertiser during H1'24 over H1'23.

News Channel Genre was most preferred by **BFSI** players in Jan-Jun'24.

Print

3.

BFSI sector's ad volumes on Print **increased** by **27%** in during Jan-Jun'24 compared to Jan-Jun'22. Increase was **37%** when compared to Jan-Jun'23.

Life Insurance category retained its 1st position in H1'24 over H1'23.

4.

Bonds & Credit Cards categories were the new entrants in the top 10 list during H1'24 over H1'23.

South Zone secured 1st position in **BFSI** advertising with **34%** share.

Radio

5.

Index ad volume growth of **BFSI** sector witnessed increase of **30%** during Jan-Jun'24 compared to Jan-Jun'22. **2%** drop seen during Jan-Jun'24 compared to Jan-Jun'23.

Life Insurance dominates the Category list with **31%** of the total **BFSI** ad volumes.

6.

Maharashtra was the leading state for advertising on Radio with **20%** share of the sector's ad volumes in Jan-Jun'24.

Advertising for **BFSI** was preferred in **Evening** and **Morning** time-band on Radio.

Digital

7.

On Digital medium, ad impressions observed Increase by **74%** during the H1'24 compared to H1'22. Increase was **17%** when compared to H1'23.

Securities/Sharebroking Organization category ascended to **1st** position in H1'24 with **20%** share of ad impressions compared to **4th** rank in H1'23.

8.

Top 10 Advertisers collectively added **50%** share of ad impressions during H1'24 with **Bajaj Finserv** leading the list.

Programmatic was the leading transaction method for Digital advertising of **BFSI** sector in Jan-Jun'24 solely covering **80%** share.

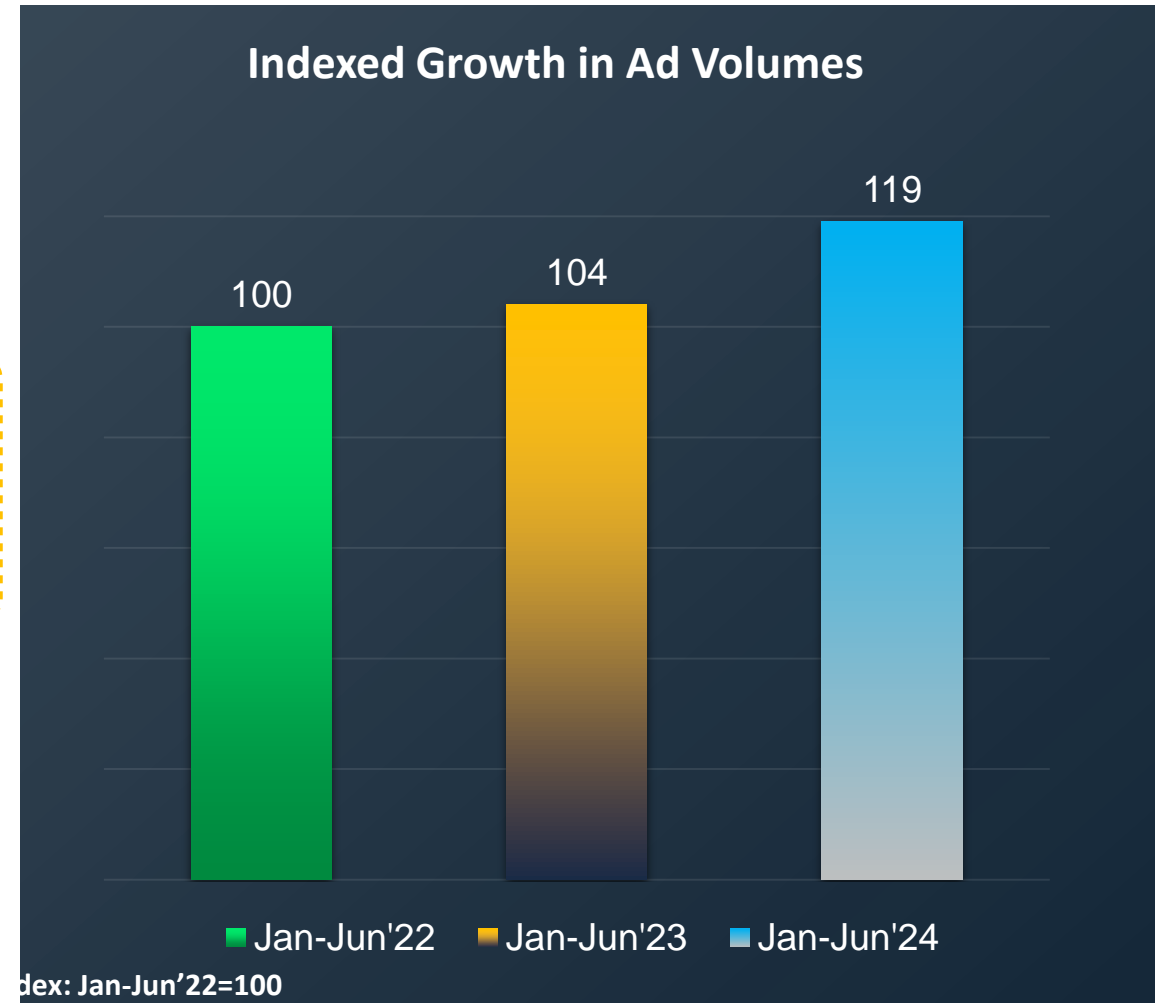
01

TV



Ad Volumes' Trend for BFSI on TV

BFSI sector's ad volumes on television **increased** by **19%** in during Jan-Jun'24 compared to Jan-Jun'22. Rise was **14%** when compared to Jan-Jun'23.



Top 10 Categories and Advertisers of BFSI sector on TV

Top 10 Categories	% Share
Life Insurance	26%
Mortgage Loans	18%
Corporate-Financial Institute	11%
Mutual Funds	7%
Health/Accidents General Insurance	6%
Securities/Sharebroking Organization	6%
Banking-Services & Products	5%
Credit Cards	4%
Housing/Construction Loans	4%
Retail Banking	4%

Top 10 Advertisers	% Share
LIC of India	15%
Muthoot Financial Enterprises	8%
Amfi (Asso Of Mutual Funds In India)	7%
SBI Life Insurance Company	4%
National Payments Corp Of Ind	4%
Visa Intl Service Asso	4%
Piramal Capital & Housing Finance	3%
Tata Aig General Insurance Cmp	3%
IIFL Finance	3%
ICI Fincorp	3%

- The top 10 categories together accounted for **89%** share of ad volumes in TV during Jan-Jun'24.
- **Life Insurance & Mortgage Loans** retained their **1st & 2nd** positions in Jan-Jun'24 over Jan-Jun'23.
- **National Payments Corp. of India & Tata Aig General Insurance Company** were the new entrants in the top 10 list of Advertisers in Jan-Jun'24 compared to Jan-Jun'23.
- During Jan-Jun'24, the top 10 advertisers accounted for **54%** of total ad volumes.
- **LIC of India & Muthoot Financial Enterprises** retained their **1st & 2nd** positions in advertiser during H1'24 over H1'23.

Top 10 Brands of BFSI sector on TV

Top 10 Brands

Muthoot Fin Loan Against Gold	8%
AMFI (Asso Of Mutual Funds In India)	7%
SBI Life	4%
Visa Card	4%
National Payments Corp Of Ind	3%
Tata Aig Health Insurance	3%
IIFL Finance Gold Loan	3%
LIC Jeevan Akshay 7/Jeevan Shanti	3%
Share.Market	3%
LIC New Pension Plus	2%

- Top 10 Brands accounted for **39%** share of ad volumes in H1'24 with **Muthoot Finance Loan Against Gold** leading the list.
- **National Payments Corp. of India & Share.Market** were exclusive brands during Jan-Jun'24 over Jan-Jun'23.
- **Tata AIG Health Insurance** was the new entrant in the top 10 list of Brands during Jan-Jun'24.

Most Preferred Channel Genres by BFSI advertisers on TV

Channel Genres	% Share
News	67%
Movies	15%
GEC	12%
Sports	3%
Music	2%
Other (6)	1%

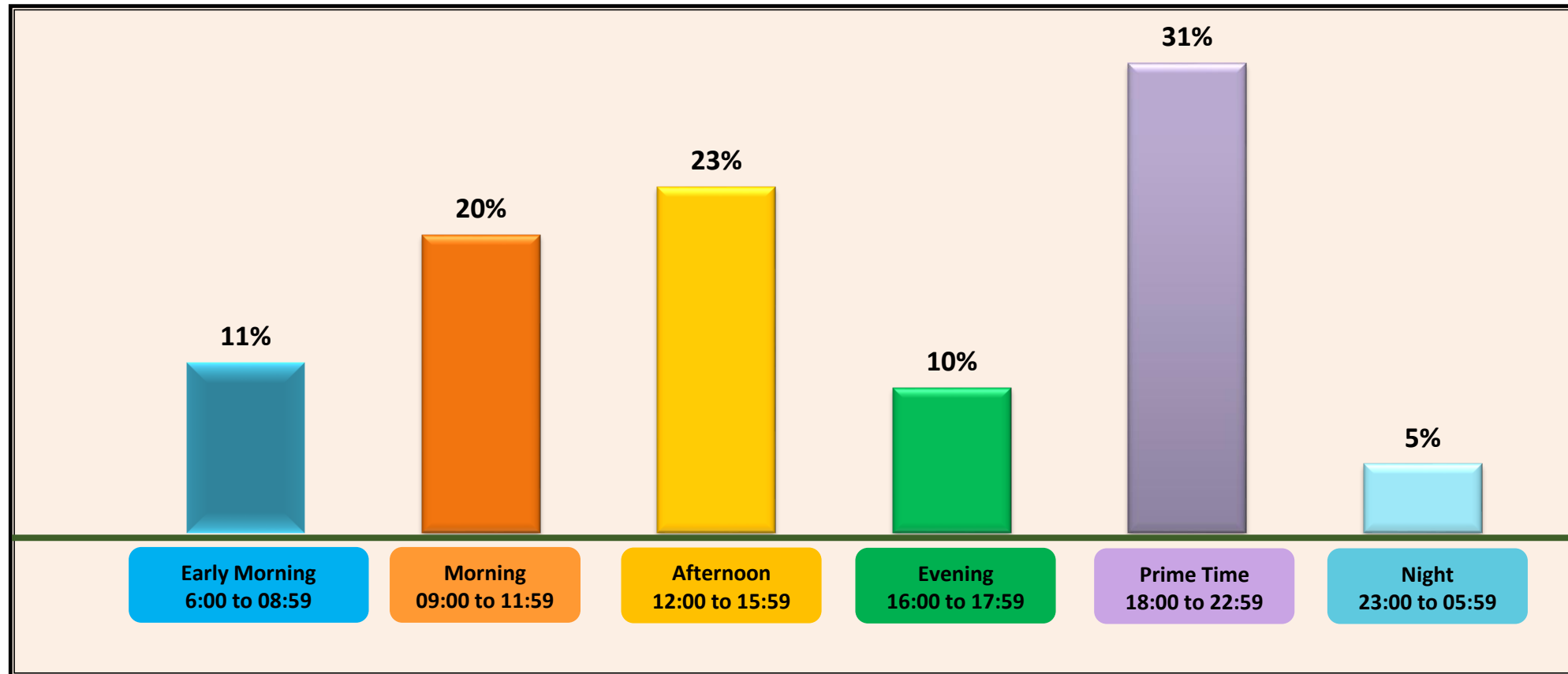
- Top 3 TV channel genres accounted for **94%** of ad volumes share for BFSI sector during H1'24.
- **News** Channel Genre was most preferred by BFSI players in Jan-Jun'24.

Most Preferred Program Genres by BFSI advertisers on TV

Top 10 Program Genres	% Share
News Bulletin	48%
Feature Films	15%
Business Program	9%
Drama/soap	6%
Interviews/portraits/discussio	4%
Cricket	2%
Reviews/reports	2%
Religious/devotional/astrology	2%
Film Songs	1%
Music Shows/songs	1%

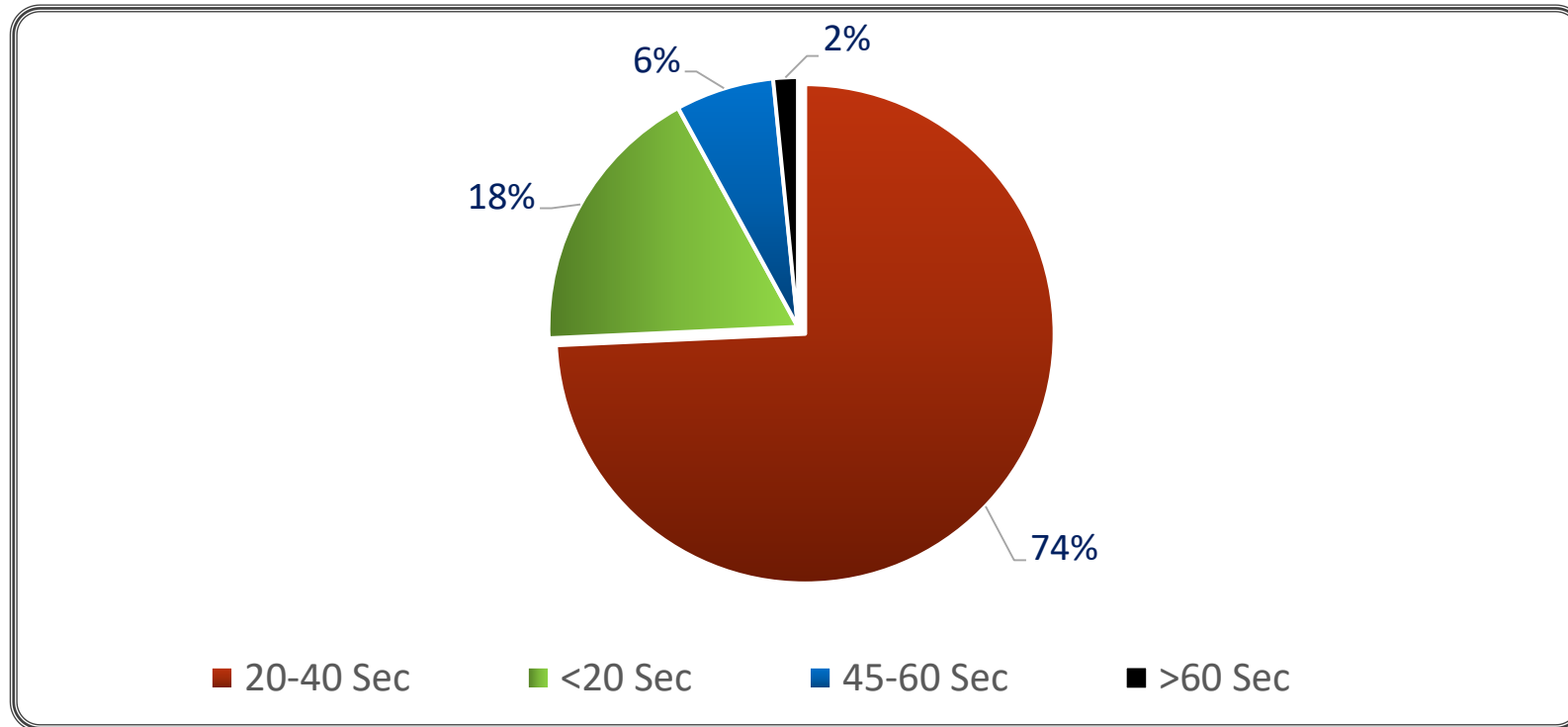
- **News Bulletin**, the most preferred program genre to promote brands in BFSI sector on Television.
- Top 2 program genres i.e. **News Bulletin** and **Feature Films** together added **63%** of the sector's ad volumes.

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 **74%** share.

Preference of ad size by advertisers of BFSI sector on TV



- Advertisers of BFSI sector preferred **20 - 40 sec** ad size on TV during H1'24.
- **20-40 seconds** and **<20 seconds** ads together covered **92%** share.

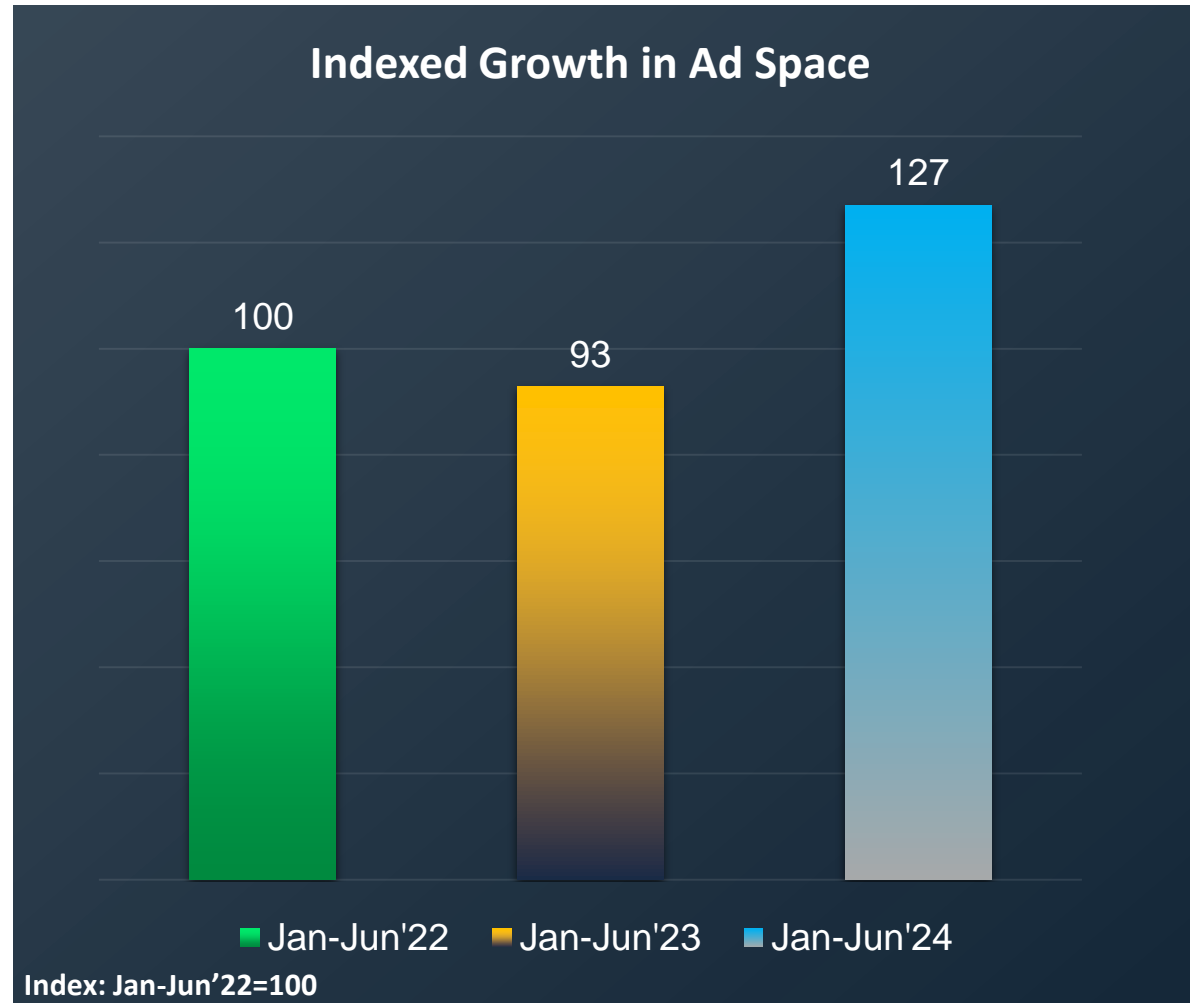
02

Print



Ad Space for BFSI Sector in Print

BFSI sector's ad volumes on Print **increased** by **27%** in during Jan-Jun'24 compared to Jan-Jun'22. Increase was **37%** when compared to Jan-Jun'23.



Switch On Data Monetisation

Note: Figures are based on Ad Space for Print; excluding house ads, promos and social ads

Period : Jan-Jun'24 compared to Jan-Jun'23

Top 10 Categories and Advertisers of BFSI in Print

Top 10 Categories

Top 10 Categories	% Share
Life Insurance	12%
Corporate-Financial Institute	7%
Mutual Funds	7%
Balance Sheet	6%
Banking-Services & Products	6%
Bonds	2%
Mortgage Loans	2%
Credit Cards	1%
Retail Banking	1%
Corporate-NBFCS	1%

Top 10 Advertisers

Top 10 Advertisers	% Share
LIC of India	12%
National Payments Corporation of India	6%
SBI (State Bank Of India)	3%
Union Bank Of India	2%
AMFI (Asso. of Mutual Funds In India)	2%
Aadhar Housing Finance	2%
Canara Bank	2%
Indiabulls Housing Finance	1%
SBI Funds Management	1%
Nippon Life India Asset Mgmt	1%

- **Life Insurance** retained its 1st position in H1'24 over H1'23.
- **Bonds & Credit Cards** were the new entrants in the top 10 list of categories during H1'24 over H1'23.
- During H1'24, the top 10 categories together added **47%** share of ad space.
- **LIC of India** retained its 1st position among advertisers in Jan-Jun'24 with **12%** share of ad space.
- In Print Medium, the top 10 advertisers of **BFSI Sector** together added **31%** share of ad space in Jan-Jun'24.

Top 10 Brands of BFSI in Print

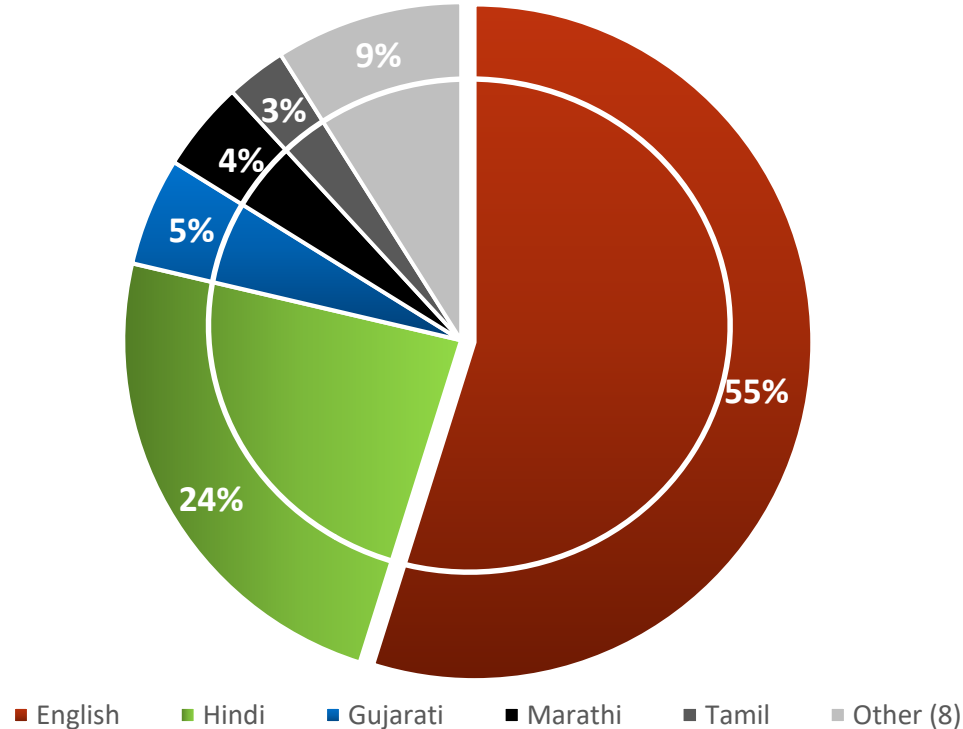
Top 10 Brands

LIC Jeevan Utsav	4%
LIC	3%
Bhim App	2%
NPCI-UPI	2%
SBI (State Bank Of India)	2%
AMFI (Asso Of Mutual Funds In India)	2%
Aadhar Housing Finance-Ipo	1%
Indiabulls Housing Finance-Ipo	1%
LIC Index Plus	1%
Bharti Hexacom-Ipo	1%

- Out of the top 10 brands in H1'24, **3** of them belonged to **LIC of India**.
- The top 10 brands accounted for **20%** share of the total ad space in Print.
- Aside from LIC, NPCI-UPI, and SBI (State Bank of India), all other brands in the Top 10 list were exclusive to the January to June 2024 period when compared to January to June 2023.

Newspaper: Publication Language & Genre for BFSI in Print

Publication Languages



Publication Genres

Publication Genre	% Share
Business/Finance/Economy	50%
General Interest	50%

- **English** language has the highest share of ad space, i.e., **55%**. The Top 5 Publication languages together added **91%** share of **sector's** ad space.
- **Business/Finance/Economy** and **General Interest** each contributed a 50% share to BFSI advertising during Jan to June 2024.

Zone wise Advertising share of BFSI Sector in Print

Zone	% Share
South Zone	34%
North Zone	28%
West Zone	25%
East Zone	13%

Top 2 Cities - South Zone

Chennai
Bangalore

Top 2 Cities - North Zone

New Delhi
Chandigarh

Top 2 Cities - West Zone

Mumbai
Ahmedabad

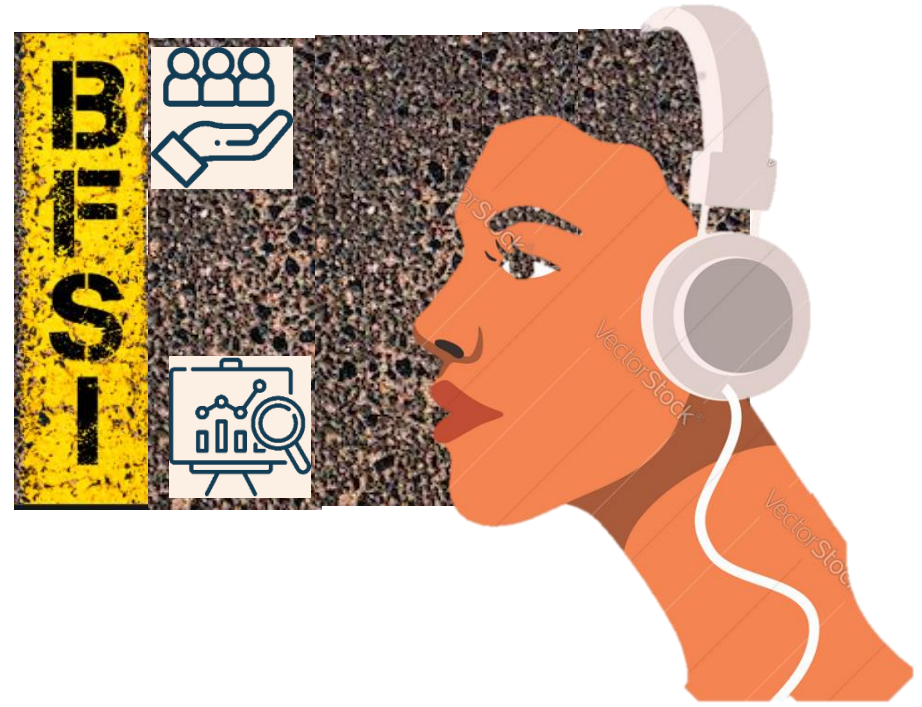
Top 2 Cities - East Zone

Kolkata
Patna

- **South Zone** was the leading territory with **34%** share of **BFSI** advertising in Print in Jan-Jun'24.
- **Chennai & New Delhi** were top cities in **South Zone** and **North Zone** respectively.

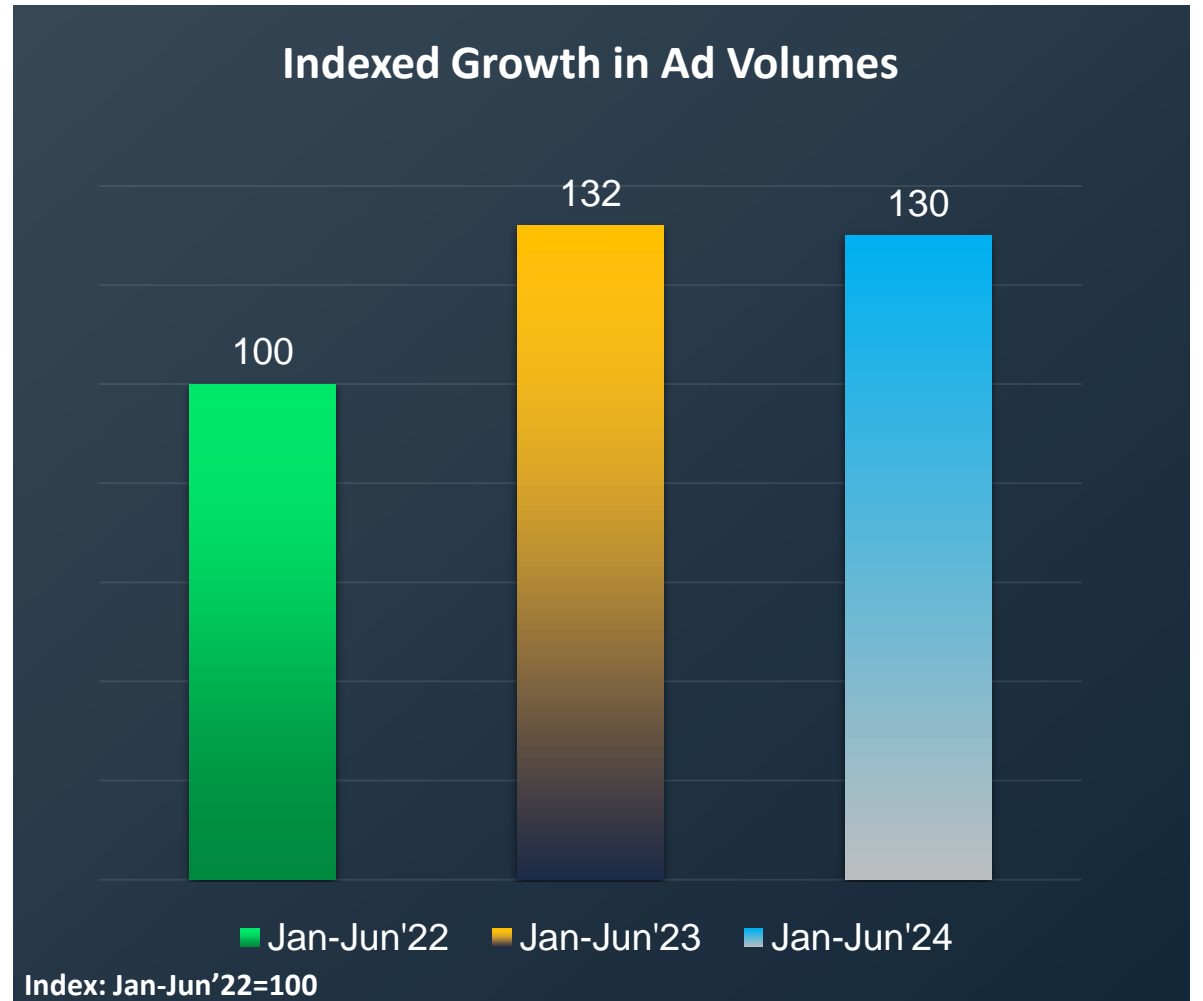
03

RADIO



Ad Volumes' Trend for BFSI Sector on Radio

Index ad volume growth of **BFSI** sector witnessed increase of **30%** during Jan-Jun'24 compared to Jan-Jun'22. **2%** drop seen during Jan-Jun'24 compared to Jan-Jun'23.



Top 10 BFSI Categories and Advertisers on Radio

Top 10 Categories

Top 10 Categories	% Share
Life Insurance	31%
Housing/Construction Loans	19%
Mortgage Loans	14%
Automobile General Insurance	8%
Banking-Services & Products	6%
Retail Banking	3%
Multiple Loans	3%
Personal/Professional Loans	2%
Health/Accidents General Insurance	2%
Corporate-Financial Institute	2%

Top 10 Advertisers

Top 10 Advertisers	% Share
LIC of India	27%
LIC Housing Finance	15%
Acko General Insurance	8%
Union Bank Of India	7%
Manappuram Finance	6%
SBI (State Bank Of India)	5%
Punjab National Bank	3%
Bank of Baroda	3%
National Payments Corp. of India	2%
AU Small Finance Bank	2%

- **Life Insurance** dominates the Category list with **31%** of the total **BFSI** ad volumes. Top 10 categories added **91%** ad volume share of sector on Radio.
- The **Top 2** Advertisers retained their respective positions in Jan-Jun'24 compared to Jan-Jun'23.
- Top 10 Advertisers added **78%** share of ad volumes during H1'24, among which **LIC of India** was the leading advertiser.



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Top 10 Brands of BFSI on Radio

Top 10 Brands

LIC Housing Finance	15%
LIC Jeevan Utsav	10%
Acko General Auto Insurance	8%
Manappuram Loan Against Gold	6%
LIC	3%
UBI Loan Against Gold	3%
LIC Jeevan Shanti	3%
LIC Index Plus	2%
National Payments Corp Of Ind	2%
LIC Jeevan Labh	2%

- Top 10 Brands accounted for **54%** share of ad volumes in the Jan-Jun'24, in which **LIC Housing Finance** retained its 1st position.
- **6** out of Top 10 brands belonged to **LIC of India** during H1'24.
- **Lic Jeevan Utsav, Acko General Auto Insurance & Lic Index Plus** were exclusive brands present in the top 10 list in H1'24 over H1'23.

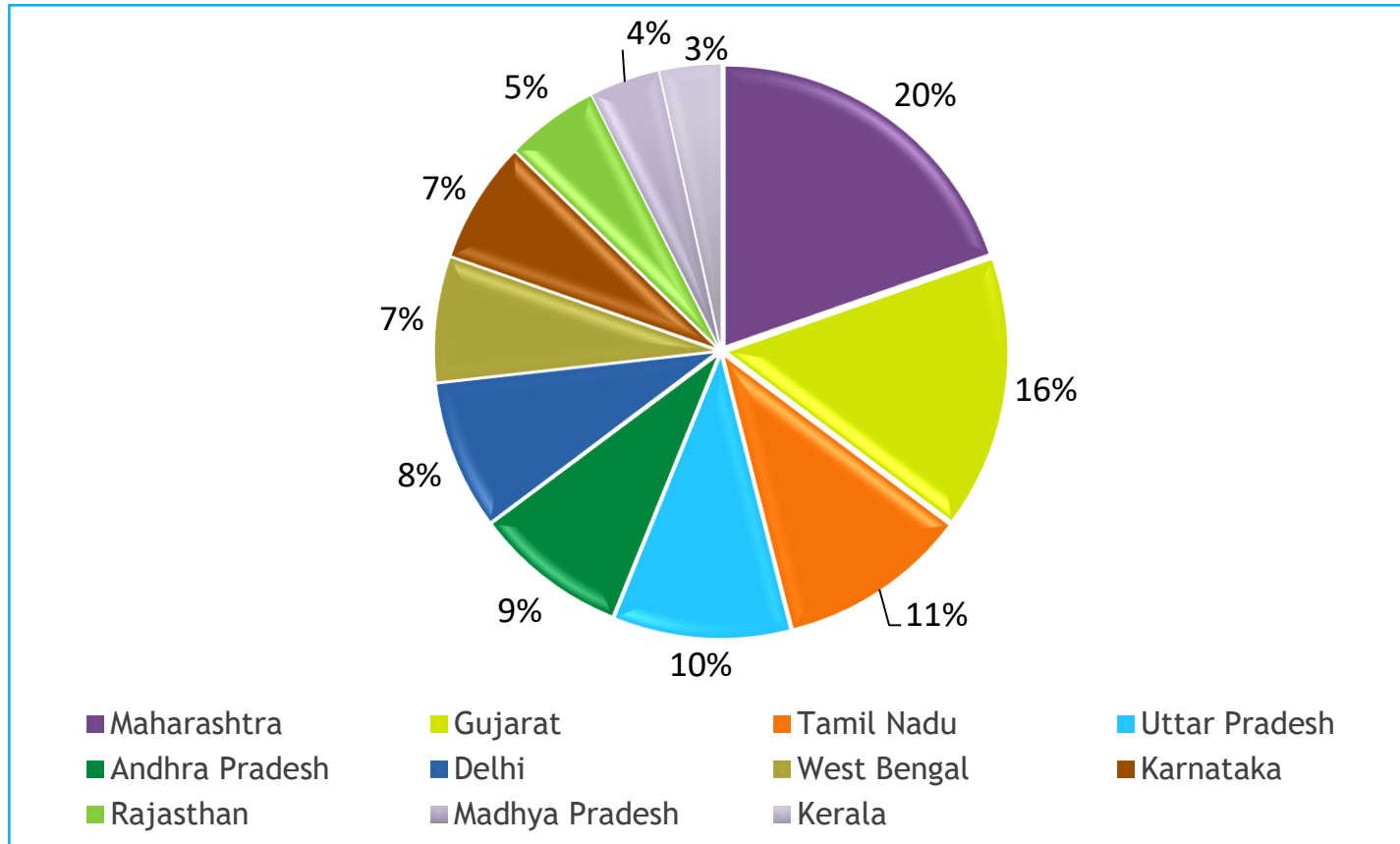


Switch ON Data Monetisation

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

Period : Jan-Jun'23 and Jan-Jun'24

State-wise share of BFSI advertising on Radio

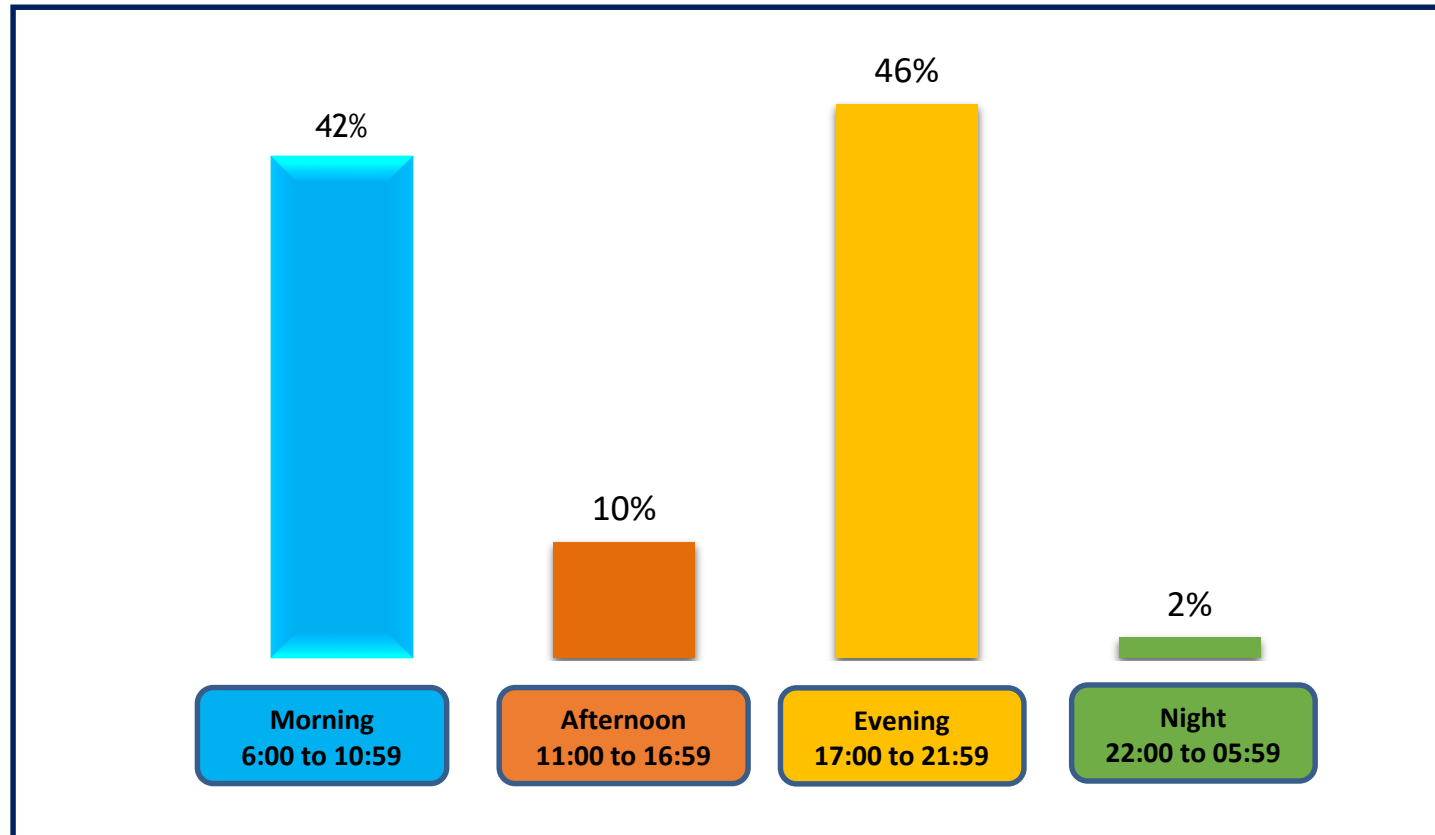


- The Top 3 states occupied **46%** share of Ad Volumes for the BFSI sector.
- **Maharashtra** was the leading state for advertising on Radio with **20%** share of the sector's ad volumes in Jan-Jun'24.



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Time Band analysis for BFSI advertising on Radio



- Advertising for BFSI was preferred in **Evening** closely followed by **Morning** time-band on Radio.
- **89%** share of the BFSI Ad Volumes were in **Evening** and **Morning** time-bands in Jan-Jun'24.

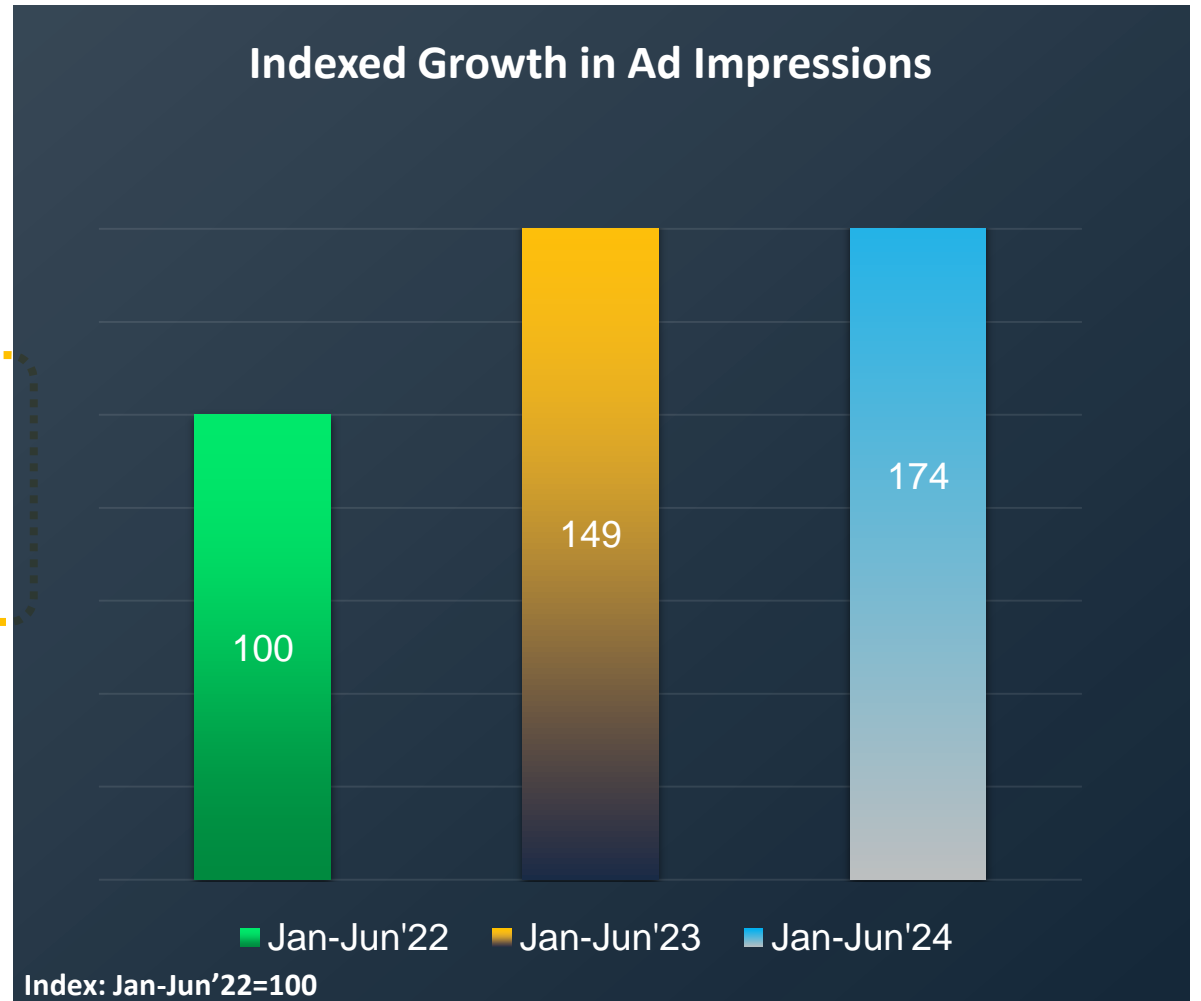
04

Digital



Ad Impressions Trend for BFSI Sector on Digital

On Digital medium, ad impressions observed Increase by **74%** during the H1'24 compared to H1'22. Increase was **17%** when compared to H1'23.



Top 10 Categories and Advertisers of BFSI on Digital

Top 10 Categories

Top 10 Categories	% Share
Securities/Sharebroking Organization	20%
Corporate-Financial Institute	19%
Life Insurance	18%
Banking-Services & Products	18%
Mutual Funds	7%
Credit Cards	6%
Housing/Construction Loans	4%
Automobile General Insurance	1%
ATM Services/Debit Cards	1%
Retail Banking	1%

Top 10 Advertisers

Top 10 Advertisers	% Share
Bajaj Finserv	9%
Life Insurance Corp. of India	5%
ICICI Bank	5%
ICICI Prudential Life Insurance Co.	5%
National Payments Corp of India	5%
Max Life Insurance Co.	4%
IDFC First Bank	4%
Angel Broking	4%
AMFI (Asso. of Mutual Funds in India)	4%
Kotak Securities	4%

- **Securities/Sharebroking Organization** ascended to 1st position in H1'24 with **20%** share of ad impressions compared to 4th rank in H1'23. Also, the top 10 categories together accounted for **96%** share of ad impressions.
- **ATM Services/Debit Cards** was the new entrant in the top 10 list of categories during Jan-Jun'24.
- Top 10 Advertisers collectively added **50%** share of ad impressions during H1'24 with **Bajaj Finserv** leading the list.

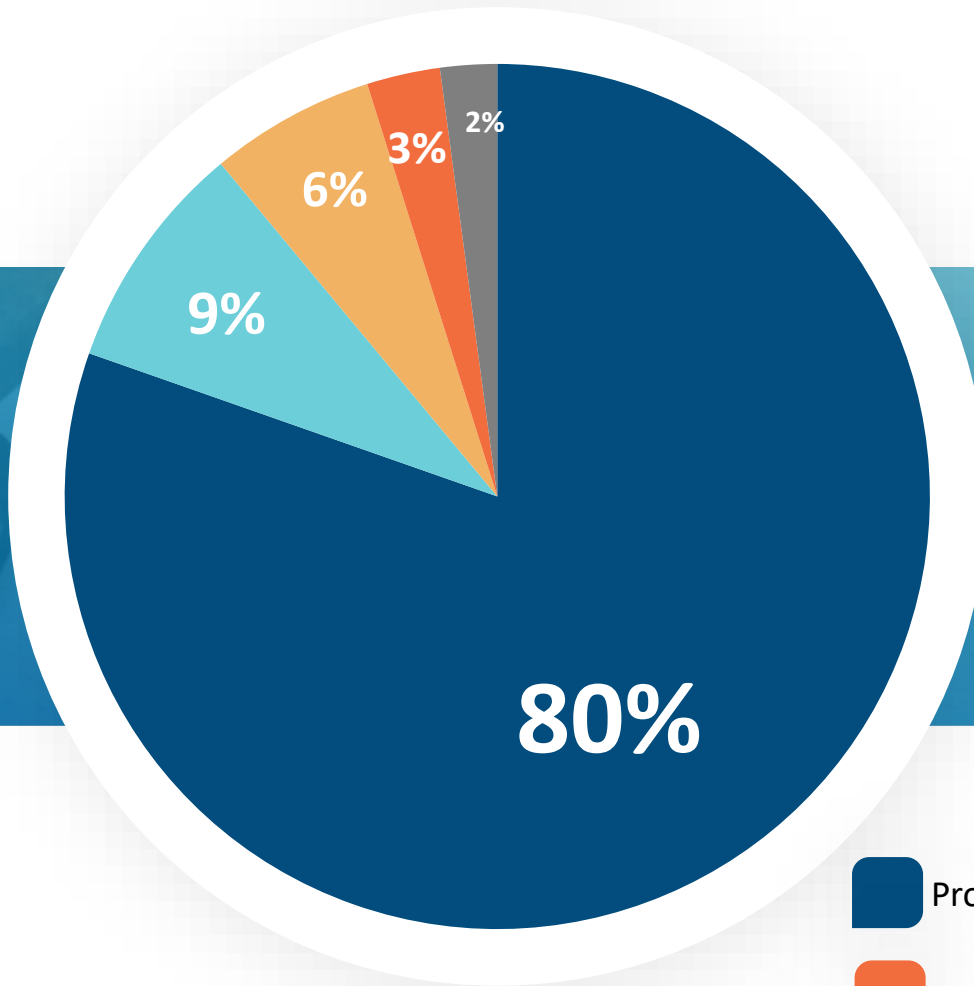
Top 10 Brands of BFSI on Digital

Top 10 Brands

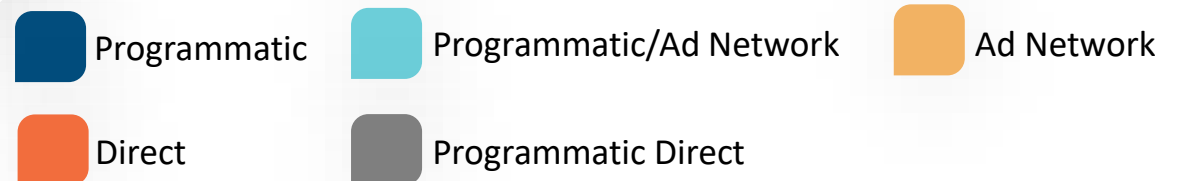
Bajaj Finserv	9%
UPI Chalega	4%
Max Life Insurance	4%
ICICI Bank	4%
AMFI (Asso Of Mutual Funds In India)	4%
IDFC First Bank	4%
Angel One	4%
ICICI Prudential Life Insurance	4%
Olymp Trade App	4%
Kotak Securities	4%

- Top 10 Brands accounted for **45%** share of ad impressions in Jan-Jun'24.
- **Bajaj Finserv** secured the **1st** position with **9%** share of ad impressions in H1'24 over H1'23.

Transaction Methods of Digital Advertising in BFSI Sector



■ **Programmatic** was the leading transaction method for Digital advertising of **BFSI** sector in Jan-Jun'24 solely covering **80%** share.



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