



## Quarterly Report for Advertising in

# BANKING FINANCE INVESTMENTS (BFSI)

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



Source: AdEx India, A division of TAM Media Research

## Television

**1.** BFSI Sector witnessed **growth** during Jan-Sep'24 by **6%** over Jan-Sep'23 for TV Medium.  
**Life Insurance** and **Mortgage Loans** retained their **1<sup>st</sup>** and **2<sup>nd</sup>** positions in Jan-Sep'24 compared to Jan-Sep'23.

**2.** Compared to Jan-Sep'24, **Life Insurance Corp Of India** retained its **1<sup>st</sup>** position with **14%** share of ad volumes on **TV** for **BFSI Sector** during Jan-Sep'23.  
**News (68%)** was the top channel genre followed by **Movies (14%)** in Jan-Sep'24.

## Print

**3.** BFSI Sector witnessed **growth** during Jan-Sep'24 by **31%** over Jan-Sep'23 in Print Medium.  
During Jan-Sep'24, **Life Insurance, Banking-Services & Products** and **Mutual Funds** category retained its positions compared to Jan-Sep'23.

**4.** On **Print Advertising**, **Life Insurance Corporation of India** retained its **1<sup>st</sup>** position during Jan-Sep'24 over Jan-Sep'23.  
**South Zone** was the leading territory with **33%** share of BFSI advertising in Print in Jan-Sep'24.

### Radio

- 5.** In Radio medium **BFSI Sector** witnessed **growth** during Jan-Sep'24 by **25%** over Jan-Sep'23.
- The top 10 advertisers together contributed **76%** share of ad volumes in Jan-Sep'24.

- 6.** Compared to Jan-Sep'23, **Maharashtra** was on **1<sup>st</sup>** position on **Radio** Advertising with **18%** share of ad volumes in Jan-Sep'24.
- Advertising for BFSI was preferred in **Evening** closely followed by **Morning** time-band on Radio..

### Digital

- 7.** On **Digital** medium, ad impressions observed almost same growth during Jan-Sep'24 compared to Jan-Sep'23.
- During Jan-Sep'24, **Securities/Sharebroking Organization** on **1<sup>st</sup>** positions with **19%** share of ad impressions compared to Jan-Sep'23.

- 8.** During Jan-Sep'24, **5 brands** were a new entrants in the top 10 brand list compared to Jan-Sep'23.
- Programmatic** was the leading transaction method for Digital advertising of **BFSI** sector in Jan-Sep'24 with **80%** of share.

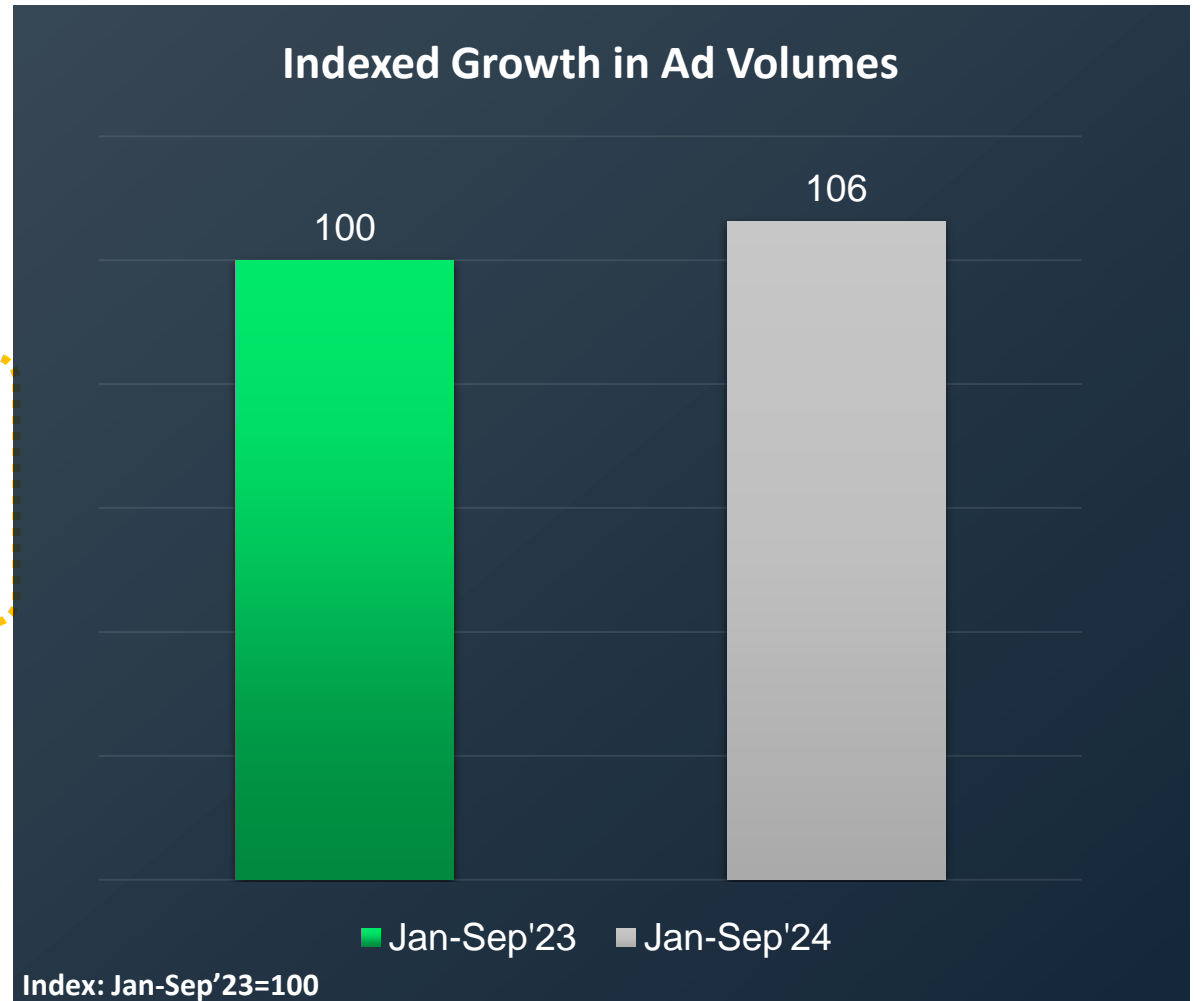
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TV



# Ad Volumes' Trend for BFSI on TV

- **BFSI Sector** witnessed **growth** during Jan-Sep'24 by **6%** over Jan-Sep'23 for TV Medium.



Switch On Data Monetisation

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

Period : Jan-Sep'24 over Jan-Sep'23

# Top 10 Categories of BFSI sector on TV

Jan-Sep'23	Top 10 Categories	% Share
1	Life Insurance	24%
2	Mortgage Loans	18%
4	Corporate-Financial Institute	9%
9	Mutual Funds	7%
10	Securities/Sharebroking Organization	6%
6	Health/Accidents General Insurance	6%
3	Banking-Services & Products	5%
8	Retail Banking	5%
5	Credit Cards	4%
7	Housing/Construction Loans	3%

- **Life Insurance** and **Mortgage Loans** retained their **1<sup>st</sup>** and **2<sup>nd</sup>** positions in Jan-Sep'24 compared to Jan-Sep'23.
- The top 10 categories collectively added **87%** share of ad volumes on TV for **BFSI Sector**.

# Top 10 Advertisers of BFSI sector on TV

Total Advertisers: 342

## Leading Advertisers: Jan-Sep'24

Life Insurance Corp Of India
Muthoot Financial Enterprises
Amfi (Asso Of Mutual Funds In India)
Visa Intl Service Asso
SBI (State Bank Of India)
SBI Life Insurance Company
Hdfc Standard Life Insu Co
National Payments Corp Of India
Piramal Capital & Housing Finance
Tata Aig General Insurance Cmp

Total Advertisers: 318

## Leading Advertisers: Jan-Sep'23

Life Insurance Corp Of India
Muthoot Financial Enterprises
IIFL Finance
AMFI (Asso Of Mutual Funds In India)
Piramal Capital & Housing Finance
National Payments Corp Of India
Shriram Life Insurance Co
Visa Intl Service Asso
HDFC Standard Life Insu Co
Bandhan Bank

- Compared to Jan-Sep'24, **Life Insurance Corp Of India** retained its 1<sup>st</sup> position with **14%** share of ad volumes on **TV** for **BFSI Sector** during Jan-Sep'23.
- SBI (State Bank Of India)**, **SBI Life Insurance Company** and **Tata Aig General Insurance Cmp** were new entrants in the top 10 advertisers list during Jan-Sep'24 over Jan-Sep'23.
- Together, the top 10 advertisers added **48%** share of ad volumes on **TV Advertising** for **BFSI Sector** during Jan-Sep'24.

# Top 10 Brands of BFSI sector on TV

Total Brands: 531

## Leading Brands: Jan-Sep'24

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

Total Brands: 486

## Leading Brands: Jan-Sep'23

Muthoot Fin Loan Against Gold
IIFL Finance Gold Loan
AMFI (Asso Of Mutual Funds In India)
LIC Jeevan Akshay 7/Jeevan Shanti
Visa Card
LIC New Pension Plus
Bandhan Bank
Piramal Finance Home Loan
UPI Chalega
SBI Life

- **Muthoot Fin Loan Against Gold** retained its 1<sup>st</sup> position with 10% share of ad volumes in Jan-Sep'24 over Jan-Sep'23 for BFSI Sector.
- **Lic Jeevan Utsav, National Payments Corp Of India** and **Share.Market** were the only new entrants present in the top 10 brand list of Jan-Sep'24 over Jan-Sep'23 .
- Also, there were 9 exclusive brands present in the top 10 brand list during Jan-Sep'24 compared to Jan-Sep'24.



# Most Preferred Channel Genres by BFSI advertisers on TV

Channel Genres	% Share
News	68%
Movies	14%
GEC	12%
Sports	3%
Music	2%
Others (6)	1%

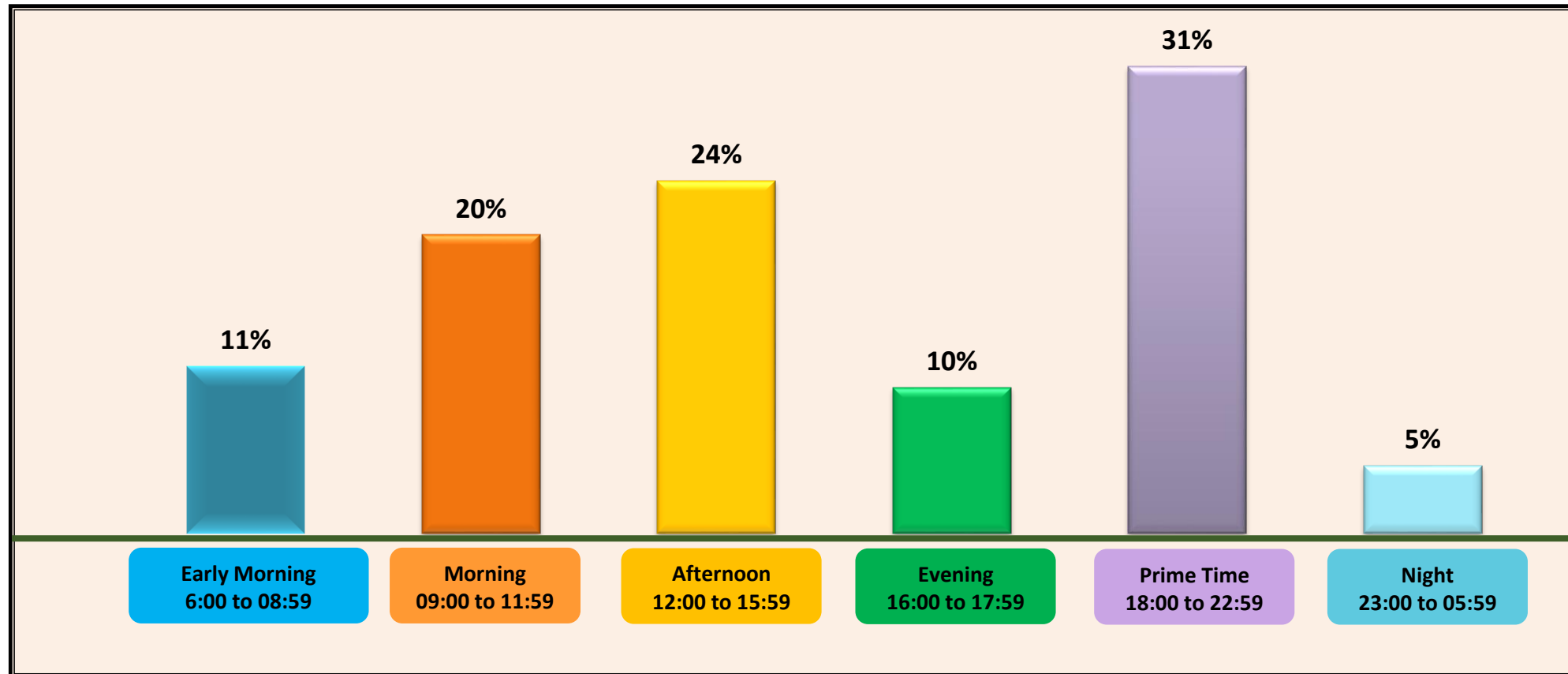
- Top 2 TV channel genres accounted for **82%** of ad volumes share for **BFSI Sector** during Jan-Sep'24.
- **News** Channel Genre was most preferred by **BFSI** players in Jan-Sep'24.

# Most Preferred Program Genres by BFSI advertisers on TV

Top 10 Program Genres	% Share
News Bulletin	48%
Feature Films	14%
Business Program	10%
Drama/Soap	6%
Interviews/Portraits/Discussion	4%
Cricket	2%
Reviews/Reports	2%
Religious/Devotional/Astrology	2%
Music Shows/Songs	1%
Action/Thriller	1%

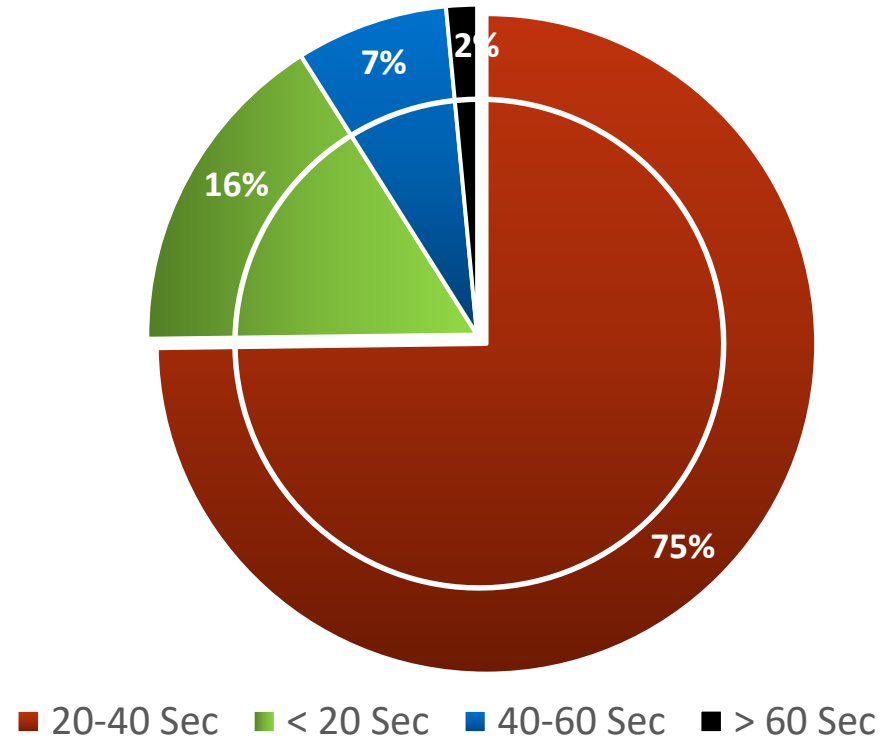
- **News Bulletin**, the most preferred program genre to promote brands in BFSI sector on Television.
- Top 2 program genres i.e. **News Bulletin** and **Feature Films** together added 62% of the sector's ad volumes.

# 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 **75%** 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 Jan-Sep'24.
- **20-40 seconds** and **<20 seconds** ads together covered **91%** share of ad volumes on TV for **BFSI Sector**.

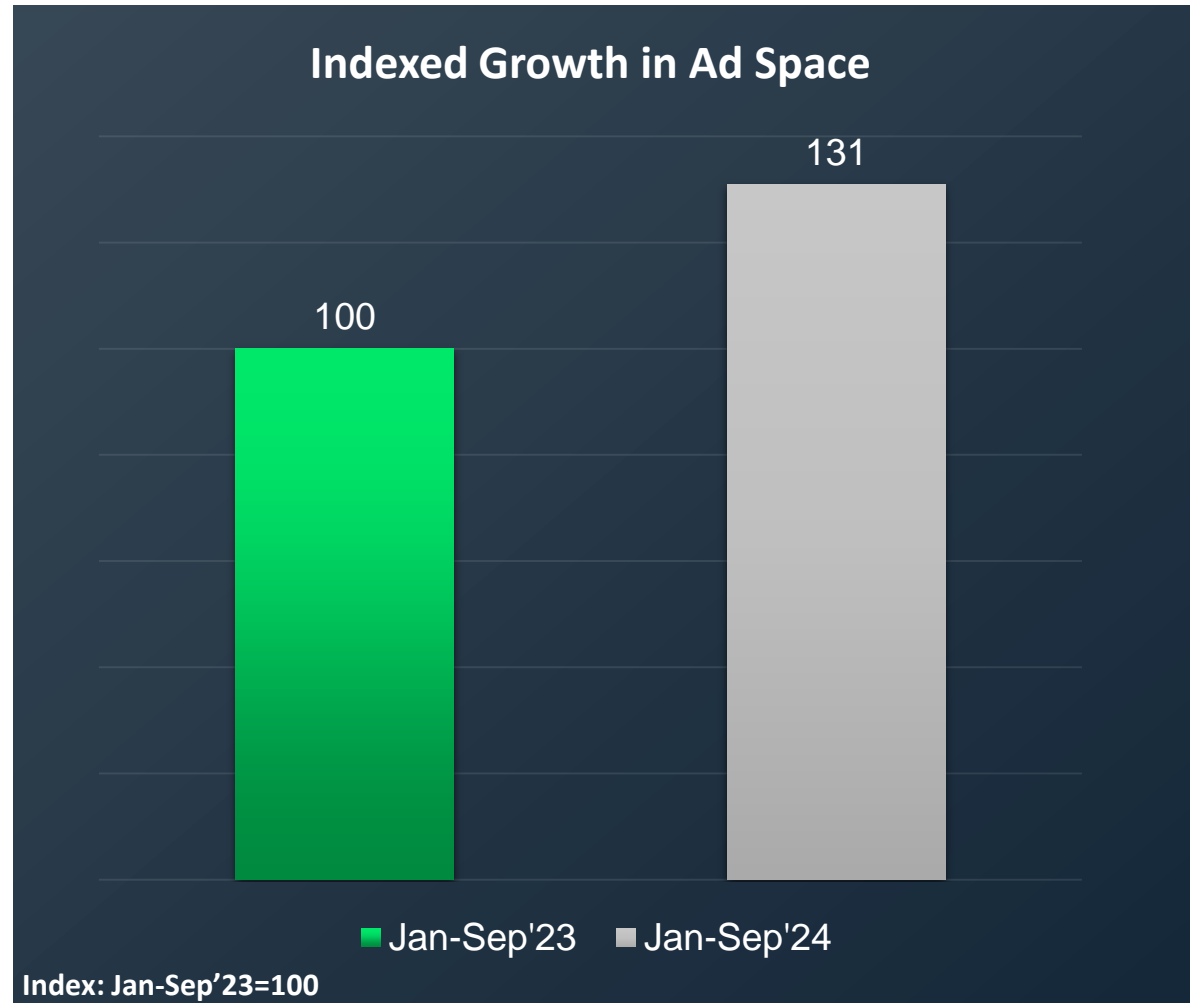
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# Print



# Ad Space for BFSI Sector in Print

- **BFSI Sector** witnessed **growth** during Jan-Sep'24 by **31%** over Jan-Sep'23 in Print Medium.



# Top 10 Categories of BFSI sector on Print

Jan-Sep'23	Top 10 Categories	% Share
2	Life Insurance	11%
3	Banking-Services & Products	7%
4	Mutual Funds	6%
8	Corporate-Financial Institute	5%
5	Balance Sheet	5%
7	Fixed Deposits	2%
11	Bonds	2%
9	Mortgage Loans	2%
12	Corporate-NBFCS	1%
13	Credit Cards	1%

- During Jan-Sep'24, **Life Insurance**, **Banking-Services & Products** and **Mutual Funds** category retained its positions compared to Jan-Sep'23.
- **Corporate-Financial Institute** ascended to 5<sup>th</sup> position with 5% share of ad space compared to its 8<sup>th</sup> position in Jan-Sep'23..
- **Bonds**, **Corporate-NBFCS** and **Credit Cards** were the only new entrants in the top 10 category list during Jan-Sep'24 over Jan-Sep'23.
- The top 10 categories together accounted for **42%** share of ad space in Jan-Sep'24.

# Top 10 Advertisers of BFSI sector on Print

Total Advertisers: 3934

## Leading Advertisers: Jan-Sep'24

Life Insurance Corp Of India
National Payments Corp Of India
SBI (State Bank Of India)
Union Bank Of India
AMFI (Asso Of Mutual Funds In India)
SBI Funds Management
Canara Bank
Nippon Life India Asset Management
Aadhar Housing Finance
Muthoot Financial Enterprises

Total Advertisers: 4069

## Leading Advertisers: Jan-Sep'23

Life Insurance Corp Of India
SBI (State Bank Of India)
National Payments Corp Of India
Union Bank Of India
Muthoot Financial Enterprises
Housing Devel Finance Corp
HDFC Bank
Nippon Life India Asset Management
RR Kabel
Adani Enterprises

- On **Print Advertising**, **Life Insurance Corporation of India** retained its **1<sup>st</sup>** position during Jan-Sep'24 over Jan-Sep'23.
- During Jan-Sep'24, there were **3** new entrants present in the top 10 advertiser list compared to Jan-Sep'24. Also, there was **exclusive** advertiser (**AMFI (Asso Of Mutual Funds In India)**) present in the same list during Jan-Sep'24 over Jan-Sep'24.
- The top 10 advertisers together covered **26%** share of ad space in Jan-Sep'24.



# Top 10 Brands of BFSI sector on Print

Total Brands: 5278

## Leading Brands: Jan-Sep'24

LIC
LIC Jeevan Utsav
Bhim App
AMFI (Asso Of Mutual Funds In India)
NPCI-UPI
SBI (State Bank Of India)
Nippon India Mutual Fund
Aadhar Housing Finance-IPO
Muthoot Fin Loan Against Gold
P N Gadgil & Jewellers-IPO

Total Brands: 5427

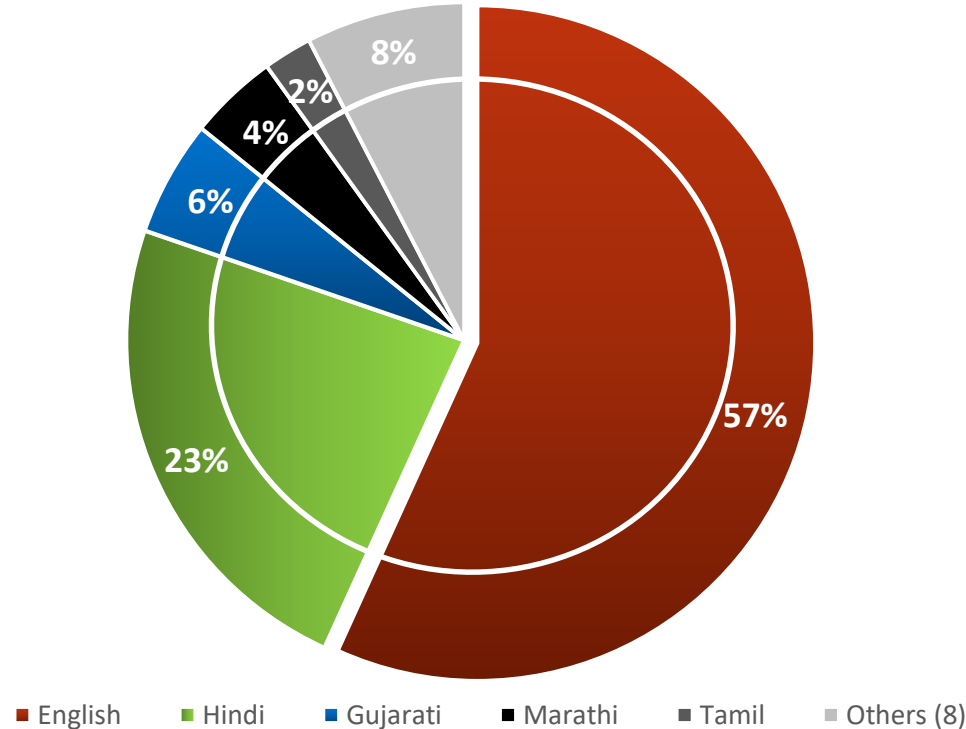
## Leading Brands: Jan-Sep'23

LIC
LIC New Jeevan Shanti
NPCI-UPI
HDFC Home Loans
Muthoot Fin Loan Against Gold
LIC Dhan Varsha
HDFC Bank-Corporate
LIC Jeevan Akshay 7
RR Kabel-IPO
Nippon India Mutual Fund

- LIC maintained their 1<sup>st</sup> position in Jan-Sep'24 with 4% share of ad space compared Jan-Sep'23.
- During Jan-Sep'24, there was SBI (State Bank Of India) entrant and 5 exclusive brands present in the top 10 brand list compared to Jan-Sep'23.

# Newspaper: Publication Language & Genre of BFSI in Print

**Publication Languages**



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

Publication Genre	% Share
Business/Finance/Economy	53%
General Interest	47%

- **English** language has the highest share of ad space, i.e., **57%**. Also, the Top 5 Publication languages together added **92%** share of **sector's** ad space.
- **Business/Finance/Economy** dominates ad space in General Newspaper with **53%**.

# Zone wise Advertising share of BFSI Sector in Print

Zone	% Share
South Zone	33%
North Zone	28%
West Zone	26%
East Zone	13%

## Top 2 Cities - South Zone

Bangalore  
Chennai

## Top 2 Cities - North Zone

New Delhi  
Chandigarh

## Top 2 Cities - West Zone

Mumbai  
Ahmedabad

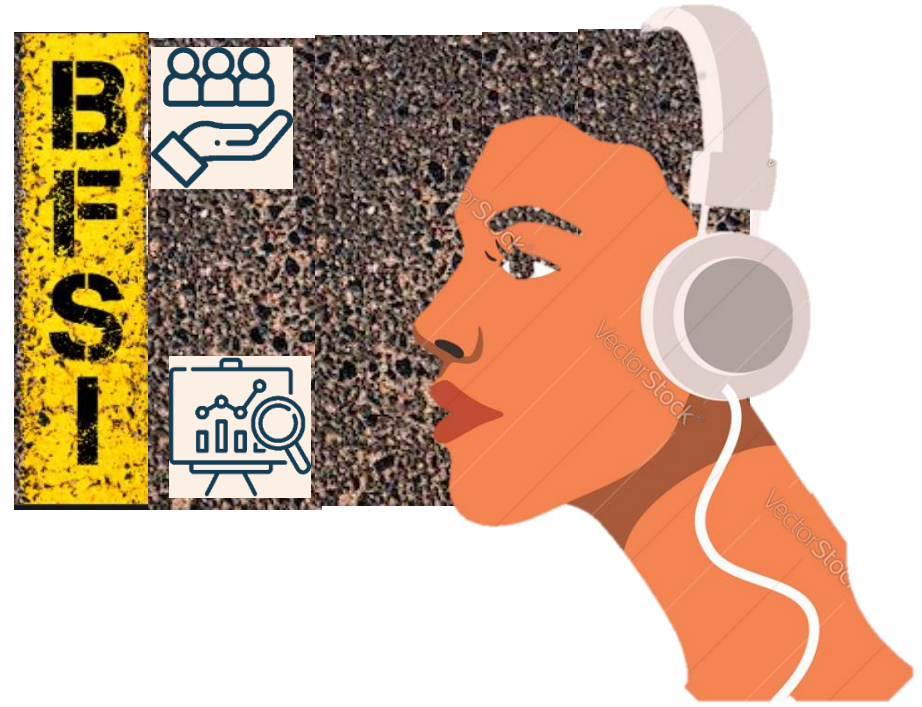
## Top 2 Cities - East Zone

Kolkata  
Patna

- **South Zone** was the leading territory with **33%** share of **BFSI** advertising in Print in Jan-Sep'24.
- **New Delhi & Kolkata** were top cities in **North Zone** and **East Zone** respectively. Also, they were the top two cities in PAN India during Jan-Sep'24.

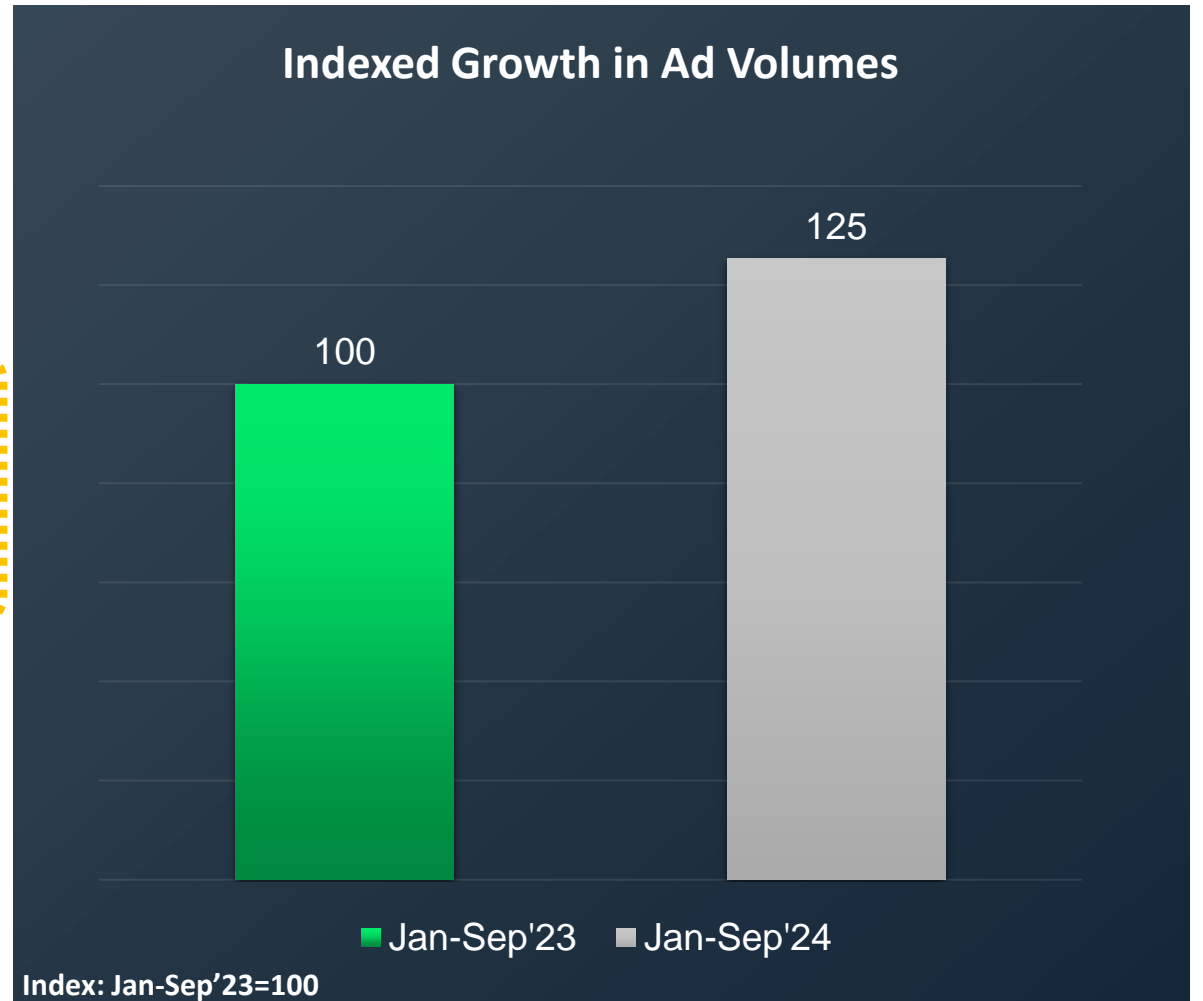
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# RADIO



# Ad Volumes' Trend for BFSI Sector on Radio

- In Radio medium **BFSI Sector** witnessed **growth** during Jan-Sep'24 by **25%** over Jan-Sep'23.



Switch On Data Monetization

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

Period : Jan-Sep'24 over Jan-Sep'23

# Top 10 Categories of BFSI sector on Radio

Jan-Sep'23	Top 10 Categories	% Share
1	Life Insurance	33%
2	Housing/Construction Loans	15%
5	Mortgage Loans	13%
9	Automobile General Insurance	6%
4	Banking-Services & Products	6%
8	Fixed Deposits	5%
19	Personal/Professional Loans	3%
6	Corporate-Financial Institute	2%
3	Health/Accidents General Insurance	2%
7	Multiple Loans	2%

- Compared to Jan-Sep'23, **Life Insurance** Category retained its **1<sup>st</sup>** position with **33%** share of ad volumes in Jan-Sep'24.
- Mortgage Loans** ascended to **3<sup>rd</sup>** position in Jan-Sep'24 compared to its **5<sup>th</sup>** position in Jan-Sep'23.
- Together, the top 10 categories added **88%** share of ad volumes in Jan-Sep'24 for **BFSI Sector**.
- Personal/Professional Loans** was the only new entrant in the top 10 category list during Jan-Sep'24 over Jan-Sep'23.

# Top 10 Advertisers of BFSI sector on Radio

Total Advertisers: 136

Leading Advertisers: Jan-Sep'24

Life Insurance Corp Of India
LIC Housing Finance
Union Bank Of India
SBI (State Bank Of India)
Acko General Insurance
Manappuram Finance
Bank Of Baroda
Punjab National Bank
SBI Life Insurance Company
National Payments Corp Of India

Total Advertisers: 133

Leading Advertisers: Jan-Sep'23

Life Insurance Corp Of India
LIC Housing Finance
SBI (State Bank Of India)
HDFC Ergo General Insu Co
Union Bank Of India
Bank Of Baroda
Punjab National Bank
National Payments Corp Of India
Cholamandalam Ms General Insurance Co
The Federal Bank

- **Life Insurance Corporation** of India retained its **1<sup>st</sup>** position with **29%** share of ad volumes in Jan-Sep'24 compared to Jan-Sep'23.
- During Jan-Sep'24, **3 advertisers** were a new entrants in the top 10 advertiser list Jan-Sep'24 compared Jan-Sep'23.
- The top 10 advertisers together contributed **76%** share of ad volumes in Jan-Sep'24.

# Top 10 Brands of BFSI sector on Radio

Total Brands: 357

## Leading Brands: Jan-Sep'24

LIC Housing Finance
LIC Jeevan Utsav
Manappuram Loan Against Gold
Acko General Auto Insurance
LIC
LIC Jeevan Shanti
LIC Jeevan Labh
UBI-FD
LIC Jeevan Umang
UBI Loan Against Gold

Total Brands: 334

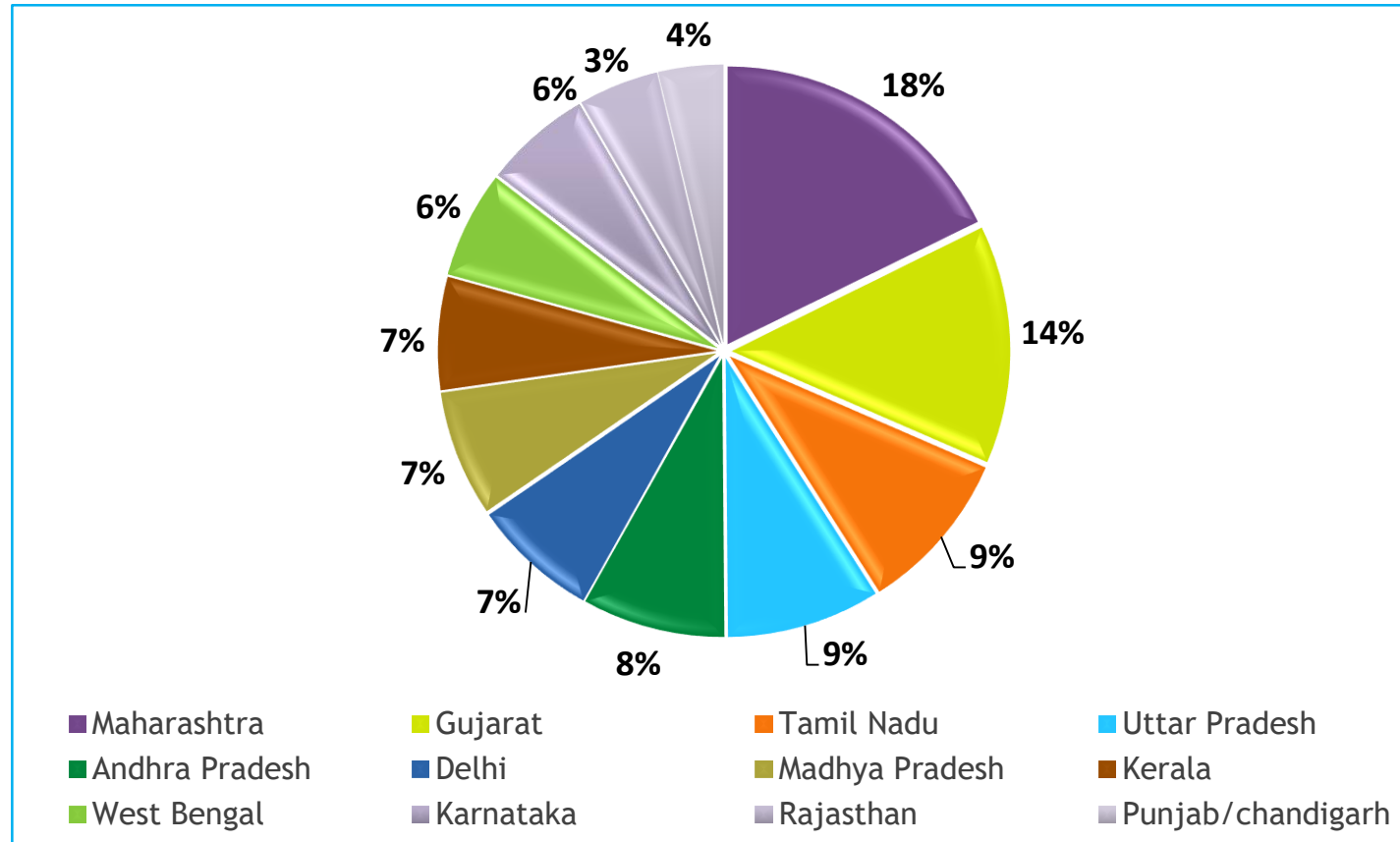
## Leading Brands: Jan-Sep'23

LIC Housing Finance
LIC
HDFC Ergo Health Insurance
LIC Dhan Vriddhi
SBI (State Bank Of India)
LIC Jeevan Umang
SBI Home Loan
LIC Dhan Varsha
LIC Nivesh Plus
LIC Pension Plus

- During Jan-Sep'24, there were 5 new entrants in the top 10 brand list compared to Jan-Sep'23.
- Also, **LIC Jeevan Utsav** and **UBI-FD** exclusive brands present in the top 10 brand list during Jan-Sep'24 over Jan-Sep'23.
- Out of the top 10 brands present in Jan-Sep'24, 6 of them belonged to **Life Insurance Corporation of India**.

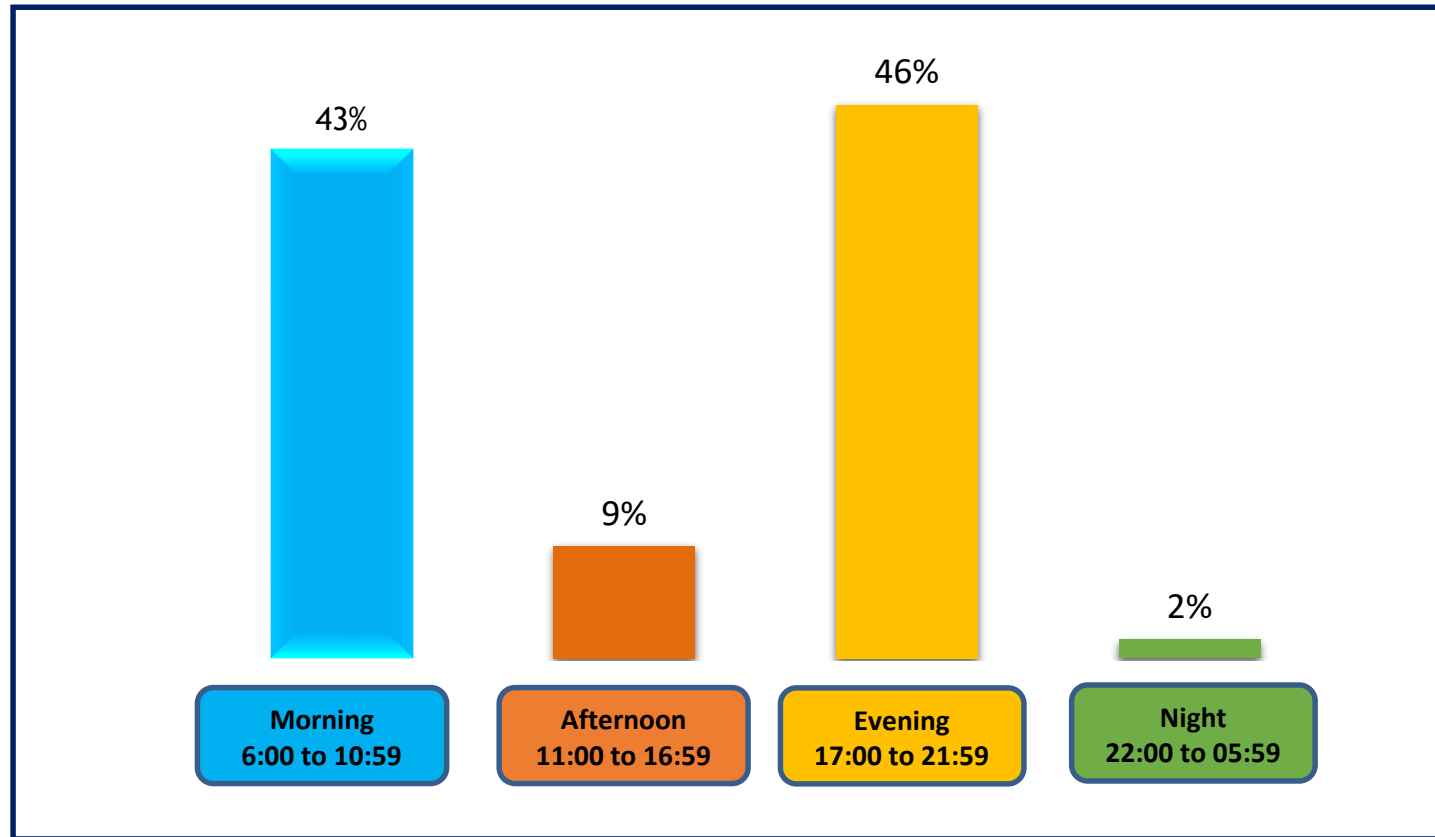


# State-wise share of BFSI advertising on Radio



- Compared to Jan-Sep'23, **Maharashtra** was on **1<sup>st</sup>** position on **Radio** Advertising with **18%** share of ad volumes in Jan-Sep'24.
- Together, the top 5 states accounted for **58%** share of ad volumes in Jan-Sep'24.

# 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-Sep'24.

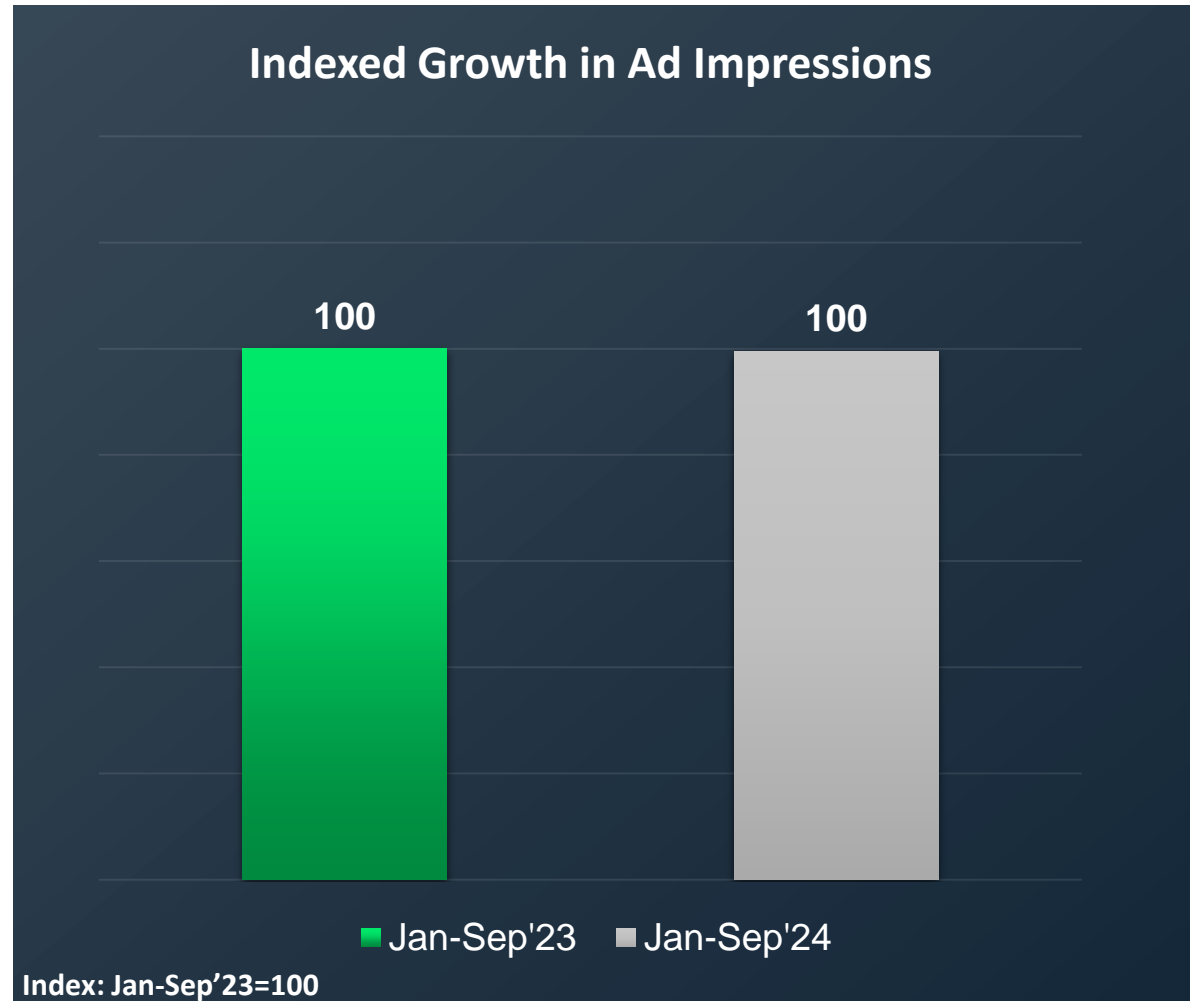
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# Digital



# Ad Impressions Trend for BFSI Sector on Digital

- On **Digital** medium, ad impressions observed almost same growth during Jan-Sep'24 compared to Jan-Sep'23.



# Top 10 Categories of BFSI sector on Digital

Jan-Sep'23	Top 10 Categories	% Share
4	Securities/Sharebroking Organization	19%
1	Life Insurance	18%
3	Corporate-Financial Institute	17%
2	Banking-Services & Products	17%
5	Mutual Funds	8%
7	Credit Cards	8%
9	Housing/Construction Loans	4%
6	Retail Banking	2%
11	Automobile General Insurance	1%
24	ATM Services/Debit Cards	1%

- During Jan-Sep'24, **Securities/Sharebroking Organization** on 1<sup>st</sup> positions with **19%** share of ad impressions compared to Jan-Sep'23.
- **Automobile General Insurance** and **ATM Services/Debit Cards** were the new entrants in the top 10 category list during Jan-Sep'24 compared to Jan-Sep'23.
- Also, the top 10 categories together added **95%** share of ad impressions in Jan-Sep'24.

# Top 10 Advertisers of BFSI sector on Digital

Total Advertisers: 774

Leading Advertisers: Jan-Sep'24

Bajaj Finserv
Life Insurance Corp Of India
ICICI Bank
AMFI (Asso Of Mutual Funds In India)
ICICI Prudential Life Insur Co
Max Life Insurance Co
National Payments Corp Of India
IDFC First Bank
Angel Broking
Kotak Securities

Total Advertisers: 750

Leading Advertisers: Jan-Sep'23

Bajaj Finserv
Kotak Mahindra Bank
AMFI (Asso Of Mutual Funds In India)
ICICI Prudential Life Insur Co
Axis Bank
Max Life Insurance Co
ICICI Bank
Sundaram Asset ManagementCo
Canara Hsbc&Obc Life Insur Co
Olymp Trade

- In Jan-Sep'24, **5 advertisers** were a new entrants in the top 10 advertiser list of ad impressions compared to Jan-Sep'23.
- The top 10 advertiser together added **47%** share of ad impressions in Jan-Sep'24.

# Top 10 Brands of BFSI sector on Digital

Total Brands: 1595

## Leading Brands: Jan-Sep'24

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

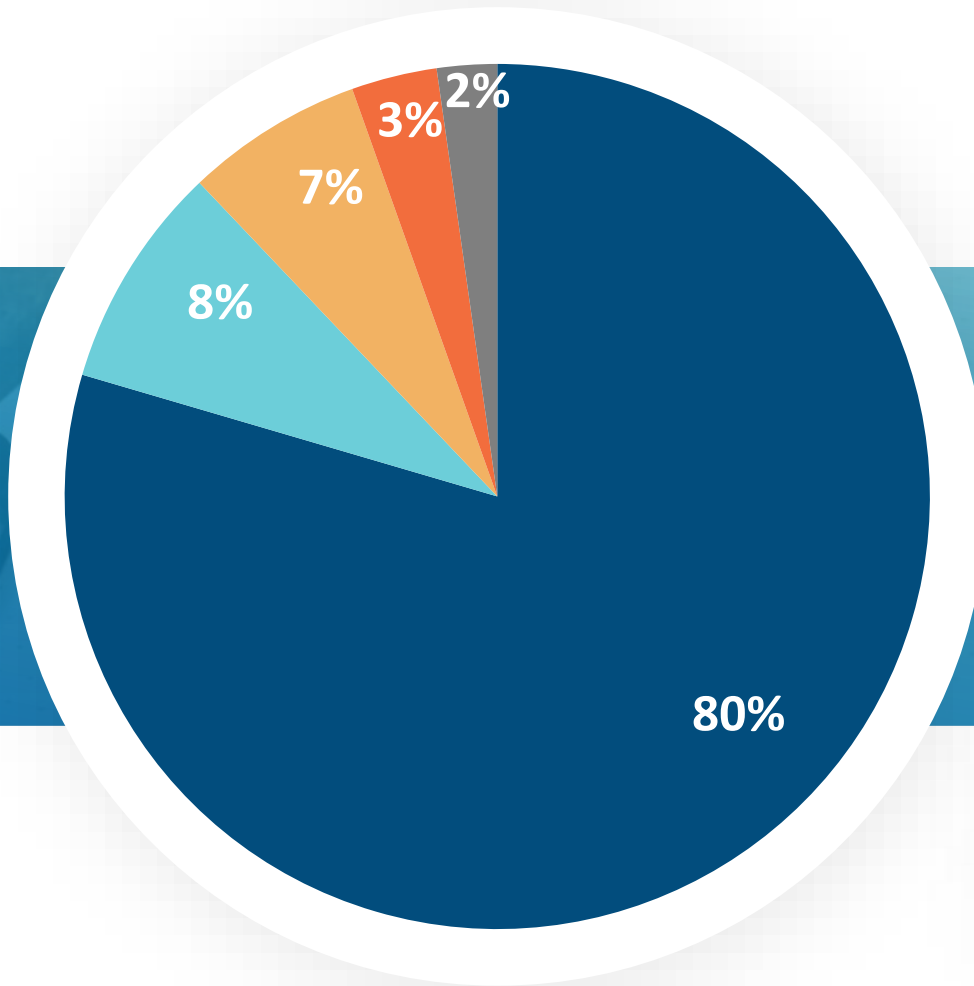
Total Brands: 1463

## Leading Brands: Jan-Sep'23

AMFI(Asso Of Mutual Funds In India)
Kotak Mahindra 811 Ac
Bajaj Finserv
Max Life Insurance
Axis Bank
Bajaj Finserv Emi Store
Sundaram Mutual Fund
Olymp Trade App
Tata Aia Life Insurance
IDFC First Bank

- During Jan-Sep'24, **5 brands** were a new entrants in the top 10 brand list compared to Jan-Sep'23.

# Transaction Methods of Digital Advertising in BFSI Sector



- **Programmatic** was the leading transaction method for Digital advertising of **BFSI** sector in Jan-Sep'24 with **80%** of share.
- **Programmatic** and **Programmatic/Ad Network** transaction methods together captured **88%** share of **BFSI** ad impressions on Digital.



Switch On Data Monetisation

Note: Figures are based on Impressions for Digital

Period : Jan-Sep'24



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