

Half Yearly Report

RADIO ADVERTISING

(Jan-Jun'24-25)



01

Ad volumes in H1'25 grew by 3% over H1'24, indicating an upward trend.

02

Services category, topped the ranking with 30% share of ad volumes.

03

There were 360+ categories present in Jan-Jun'25 on Radio.

04

Maruti Suzuki India secured 1st position in the advertisers list of Jan-Jun'25 followed by **LIC of India**.

05

Jeena Sikho was the leading brand on Radio medium followed by Maruti Suzuki Arena in Jan-Jun'25.

06

Hospital/Clinics among categories saw highest increase in Ad secondages with growth of 18% followed by Retail Outlets-Jewellers.

07

Gujarat was the leading state with 18% share of ad volumes on Radio followed by Maharashtra with 16% share.

08

In Cities, Jaipur retained the top position with 9% share of ad volumes during Jan-Jun'25 and Jan-Jun'24.

09

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

10

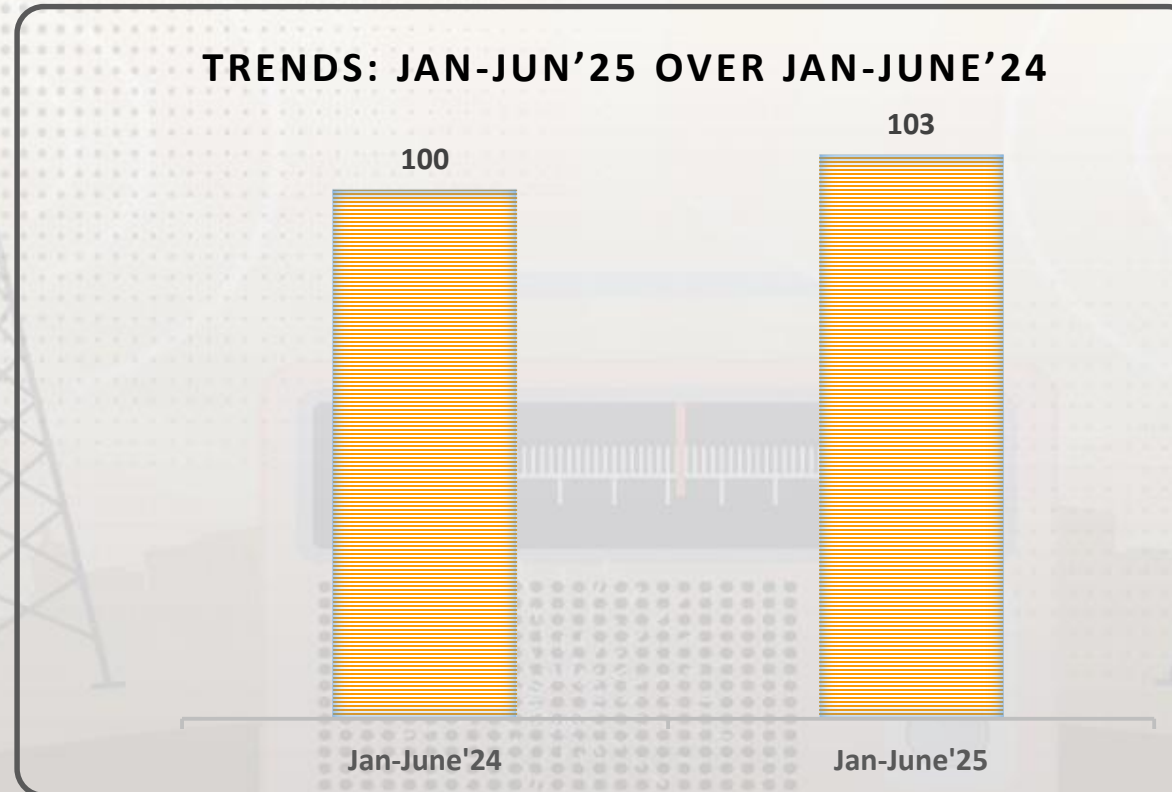
Ad Commercials with 20-40 seconds was most preferred for advertising on Radio during both the periods.



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.

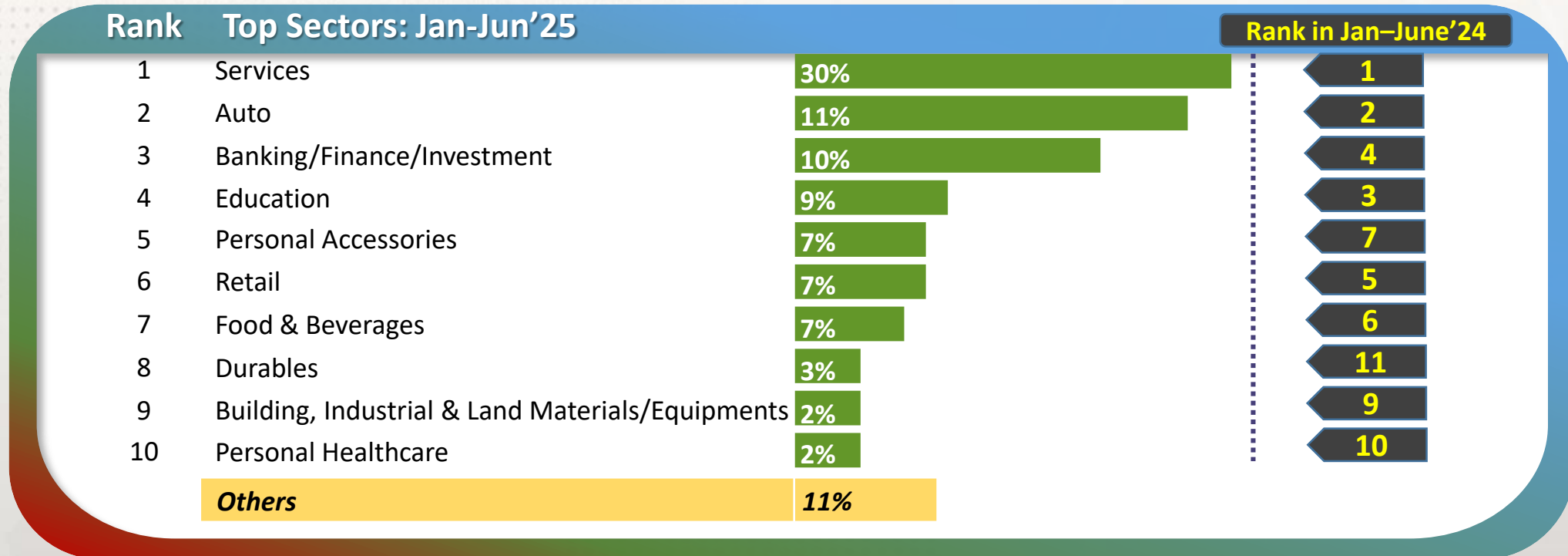
Ad Volume Trend: Ad Volumes in Jan-Jun'25 witnessed surge of 3%



Index: Jan-Jun'24=100

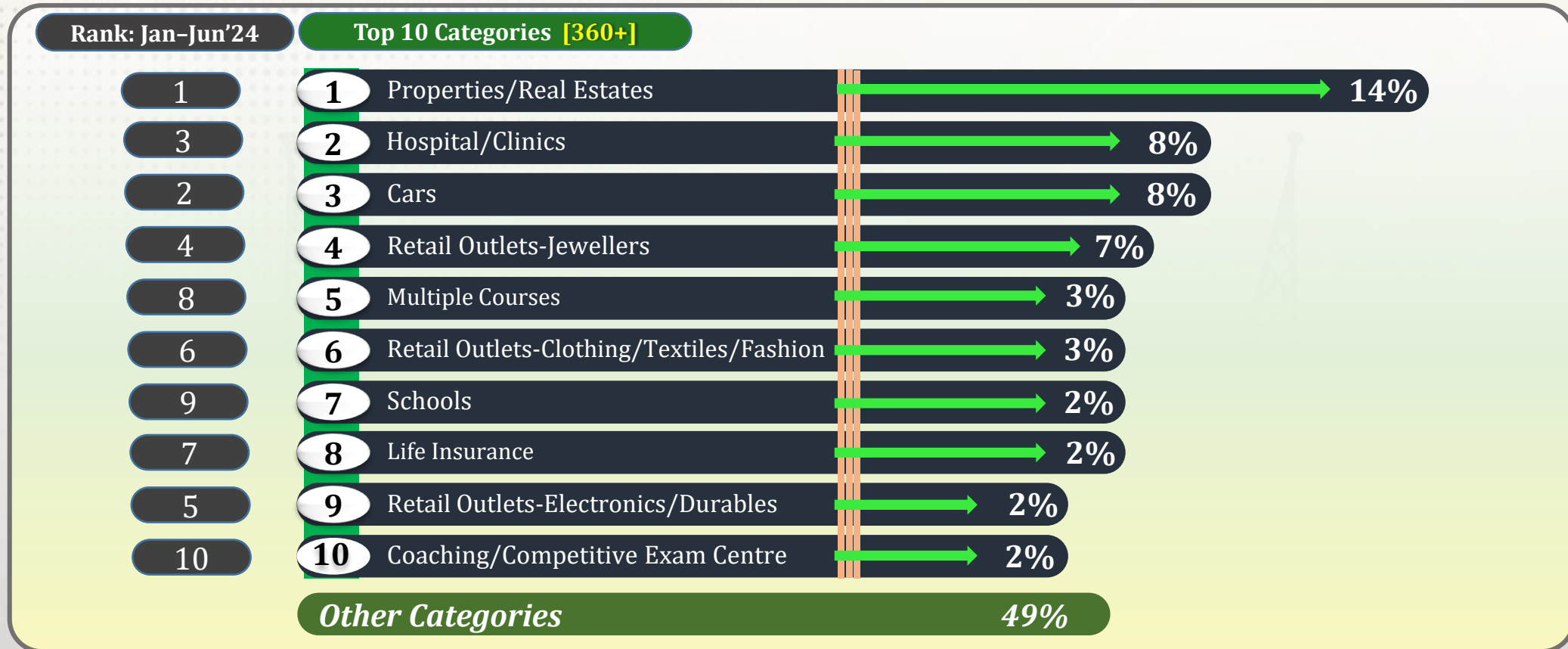
- During Jan-Jun'25, ad volumes grew by **3%** over Jan-Jun'24, indicating an upward trend.

Leading Sectors: Services sector retained its 1st position in Jan-Jun'25



- The **Services** category led the rankings, contributing 30% of total ad volumes.
- Collectively, the top 10 sectors accounted for nearly 89% of overall ad volumes, underscoring the concentration within a few key sectors.
- **Durables** emerged as a new entrant in the top 10 categories during Jan-Jun'25, compared to the same period in Y 2024.

Leading Categories: **Hospital/Clinics** ascended to 2nd position in Jan-Jun'25



- **Properties/Real Estate** sustained its leadership position in H1'25, consistent with H1'24, contributing 14% of total ad volumes.
- All categories that featured in the top 10 during H1'24 continued to remain in the top 10 in H1'25, with only minor shifts in ranking.

Leading Advertisers: Maruti Suzuki India ascended to 1st position in Jan-Jun'25

Top 10 Advertisers (Jan-Jun'25) [6,300+]	Rank (Jan-June'24)
Maruti Suzuki India	2
LIC Of India	1
Jeena Sikho Lifecare	Exclusive
SBS Biotech	4
Vishnu Packaging	32
SBI (State Bank Of India)	24
Hyundai Motor India	10
Tata Motors	7
LIC Housing Finance	3
Muthoot Financial Enterprises	154

Top 10 Advertisers contributed **14%** share of ad volumes on **Radio**

- Alongside **Maruti Suzuki, Vishu Packaging, SBI, Hyundai, and Muthoot Financial Enterprises** recorded notable upward shifts in their rankings during H1'25 compared to H1'24.
- Three** of the top 10 advertisers on Radio in H1'25 were new entrants, highlighting fresh competition in the Airtime.

Leading Brands: Top 10 Brands contributed 9% share of Radio Ad Volumes

Rank	Top 10 Brands (Jan-Jun'25): [8,000+]
1	Jeena Sikho
2	Maruti Suzuki Arena
3	Vimal Pan Masala
4	Sbi (State Bank Of India)
5	Lic Housing Finance
6	Maruti Suzuki True Value
7	Muthoot Financial Enterprises
8	Hyundai Car Range
9	Gaana.Com
10	Pet Saffa

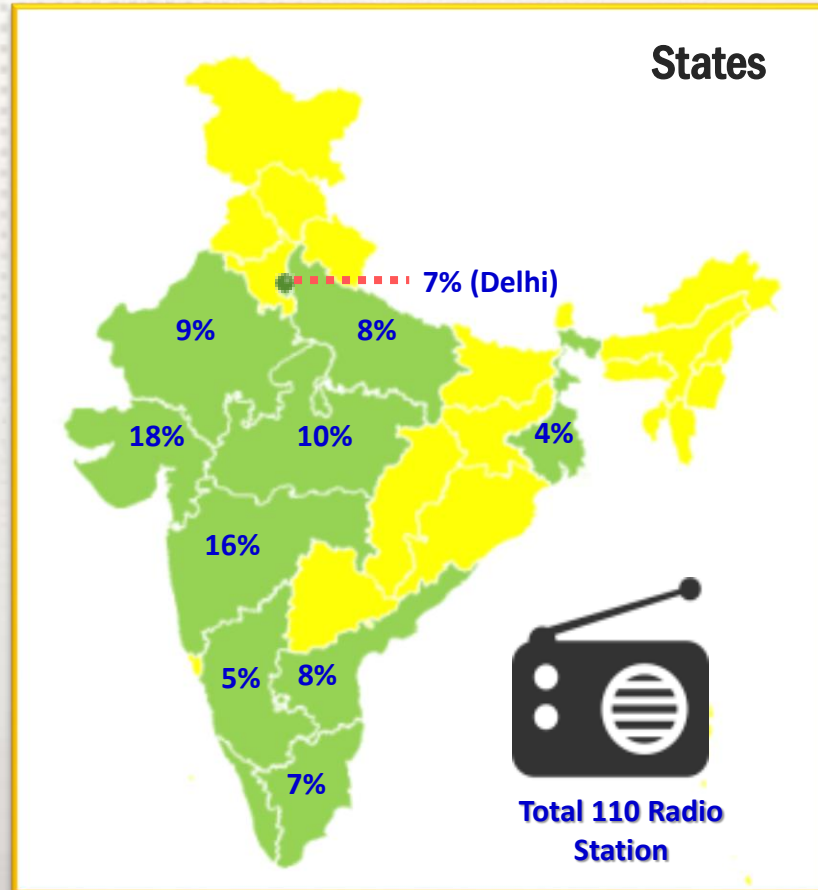
- **Jeena Sikho** emerged as the leading brand on Radio during Jan–Jun'25, followed by **Maruti Suzuki Arena**.
- **Over 8,000** advertisers leveraged Radio as their preferred medium for advertising in the same period.
- Six out of the top 10 brands were new entrants in the ranking, reflecting a dynamic advertiser landscape.
- Among the top 10 brands, three belonged to the **BFSI** sector, while another three came from the **Auto** sector in H1'25

Top Growing Categories: 160 Categories registered Positive Growth

Rank	Top Growing Categories (Jan-Jun'25) (based on highest increase in Ad Volumes)	Growth
1	Hospital/Clinics	18%
2	Retail Outlets-Jewellers	17%
3	Banking-Services & Products	2.6 Times
4	Corporate-Financial Institute	4.7 Times
5	Pan Masala	78%
6	Commercial Vehicles	27 Times
7	Corporate-NBFCs	212 Times
8	Cars	9%
9	Fixed Deposits	5.4 Times
10	Multiple Courses	18%

- **Hospital/Clinics** among categories saw highest increase in Ad secondages with growth of **18%** followed by **Retail Outlets-Jewellers** with **17%** growth during Jan-Jun'25 compared to Jan-Jun'24.
- In terms of growth %, **Corporate-NBFCs** category witnessed highest growth % among the Top 10 i.e. **212 times** in the Jan-Jun'25.

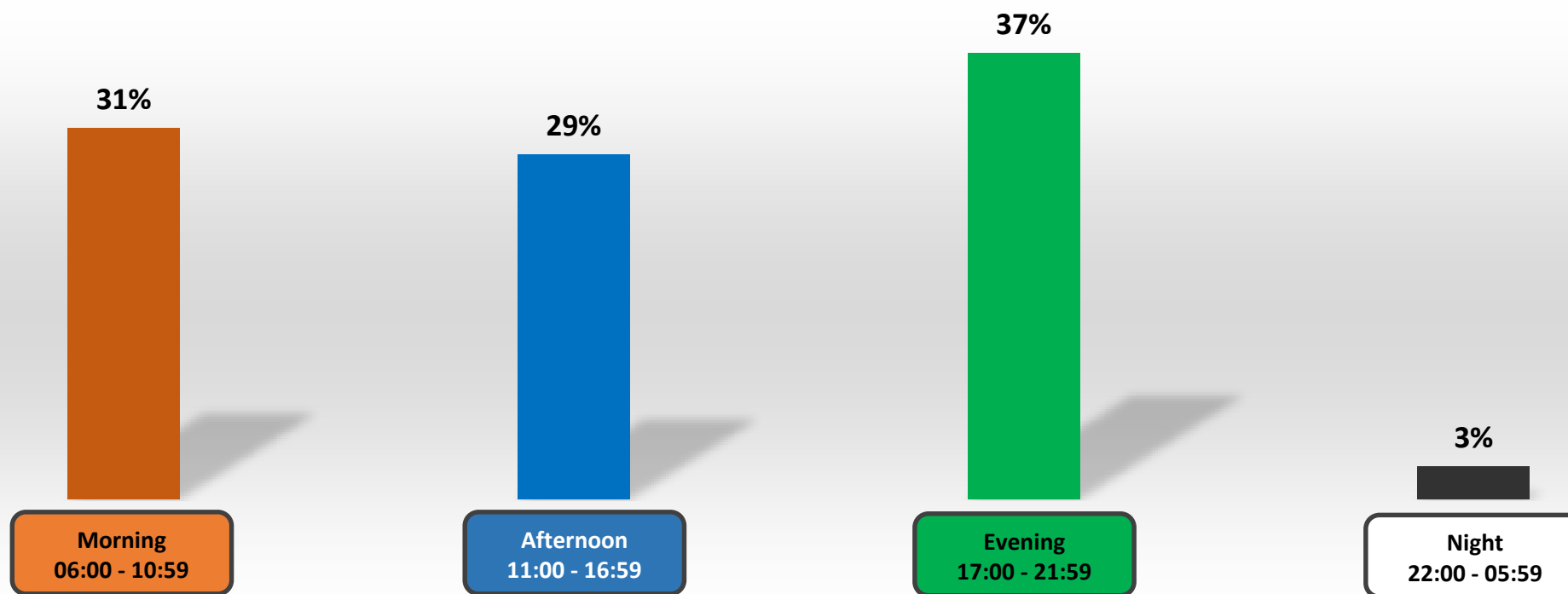
Advertising in leading States and Cities on Radio



Rank	Top Cities (Jan-Jun'25)
1	Jaipur
2	Nagpur
3	New Delhi
4	Surat
5	Ahmedabad
6	Indore
7	Hyderabad
8	Pune
9	Bangalore
10	Lucknow

- **Gujarat & Maharashtra** retained their **1st** and **2nd** positions with **18%** and **16%** shares of ad volumes respectively in H1'25.
- Top 5 States accounted for **62%** of total ad volumes.
- **Jaipur** was the leading city among the 18 cities on **Radio** followed by **Nagpur** in Jan-Jun'25.
- Top 10 cities accounted for **63%** of total ad volumes on **Radio**.

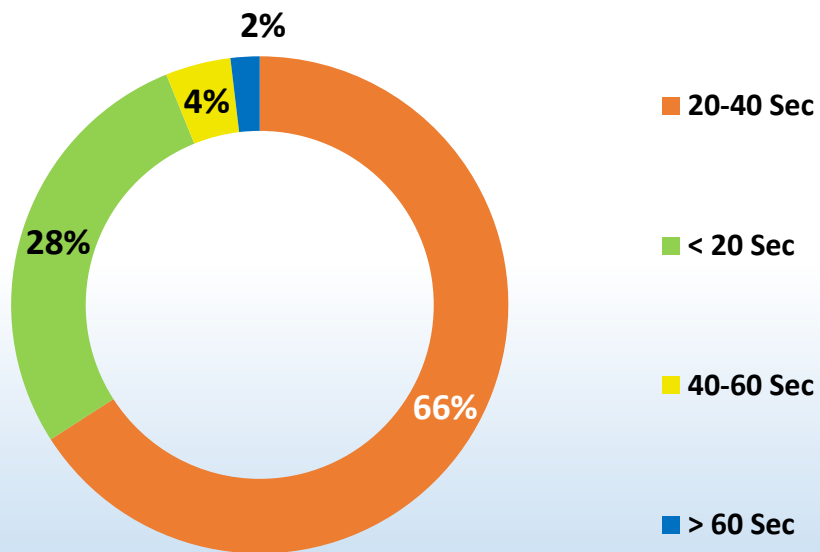
Advertising share by Time Bands on Radio



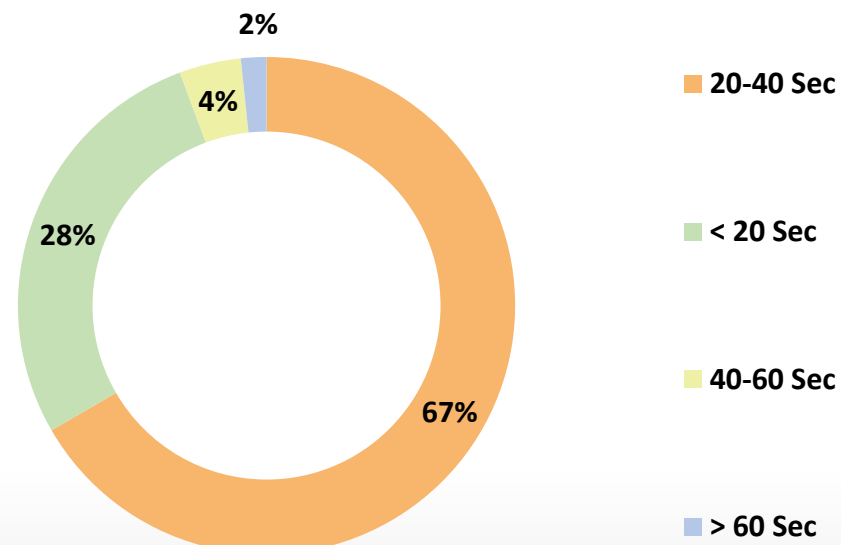
- **Evening** was the most preferred time-band for advertising on **Radio** followed by **Morning** and **Afternoon** time-bands.
- **Evening & Morning** time bands together added **68%** share of ad volumes.

Ad Length on Radio: Jan-Jun'25 and Jan-Jun'24

Jan-Jun'25



Jan-Jun'24



- Ad Commercials with **20-40** seconds was most preferred for advertising on **Radio** during both the periods.
- 20-40** seconds ad and **<20** seconds ad collectively added **94%** share of ad volumes on Radio in Jan-Jun'25.

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