



TAM AdEx

TUNE-IN FOR ADVERTISING IN
Y 2025 ON **RADIO**

01

The avg. ad volume per station witnessed a remarkable 40% growth in 2025 compared to 2021, highlighting the Radio's strong growth.

02

Avg. Ad volumes in fourth quarter of Y 2024 increased by 10% as compared to second quarter of the same year.

03

Radio advertising experienced a modest 2% growth in 2025 compared to 2024.

04

Services was the leading sector with 30% share of ad volumes on Radio during Y 2025.

05

Properties/Real Estate emerged as the leading category, accounting for 15% of total ad volumes on Radio in 2025.

06

The top 10 advertisers together added 15% share of ad volumes with Maruti Suzuki India leading the list.

07

Retail Outlets-Jewellers among the categories saw highest increase in Ad secondages on Radio during Y 2025 over Y 2024.

08

Among the exclusive advertisers in the Y 2025 compared to 2024, Sapphire Media emerged as the top advertiser.

09

Gujarat led among states, while Jaipur topped among cities in terms of radio ad volumes in 2025.

10

Advertisers on Radio preferred Evening Time-Band during Y 2025. Ad Commercials with 20-40 secs was most preferred for advertising during Y 2024 and Y 2025.

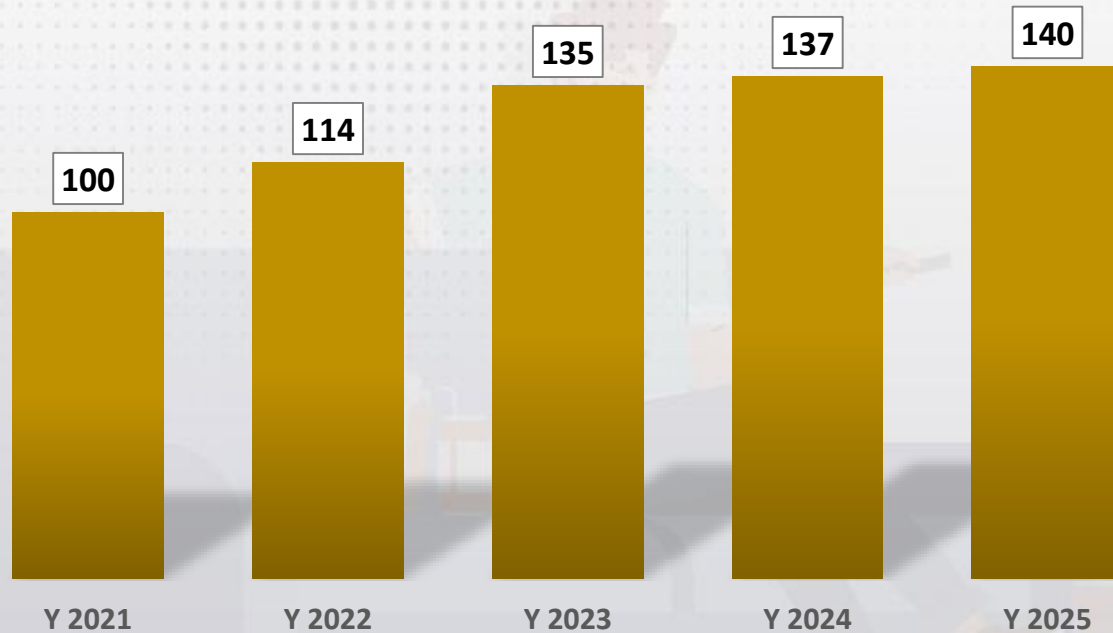


TAM AdEx monitors more than 122 Radio Stations (In association with RCS India)

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.

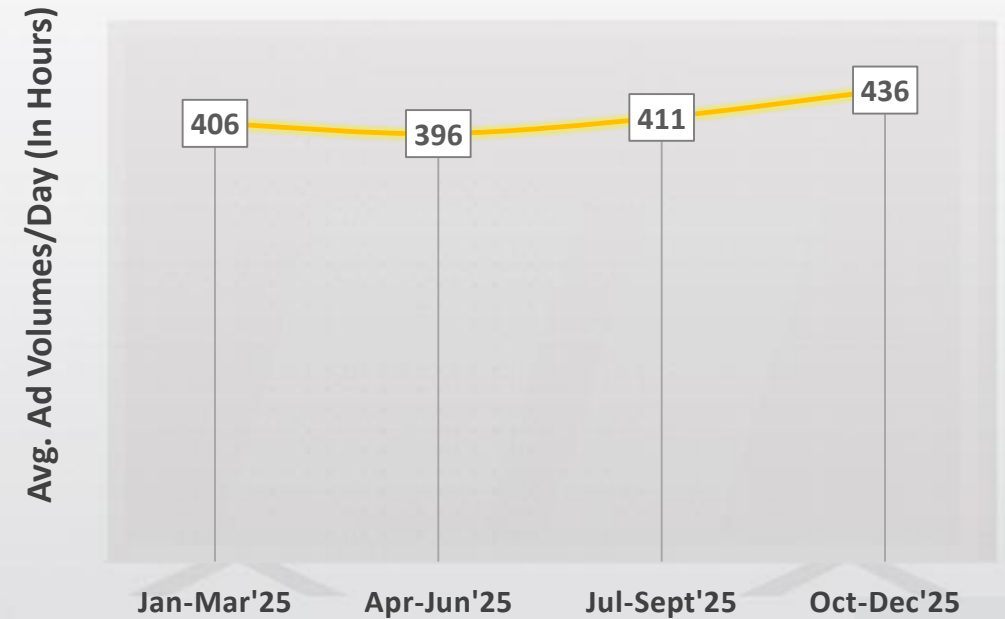
Radio Ad Volumes per Station increased by 40% in 2025 over 2021

Indexed Growth in Ad Volumes/Station



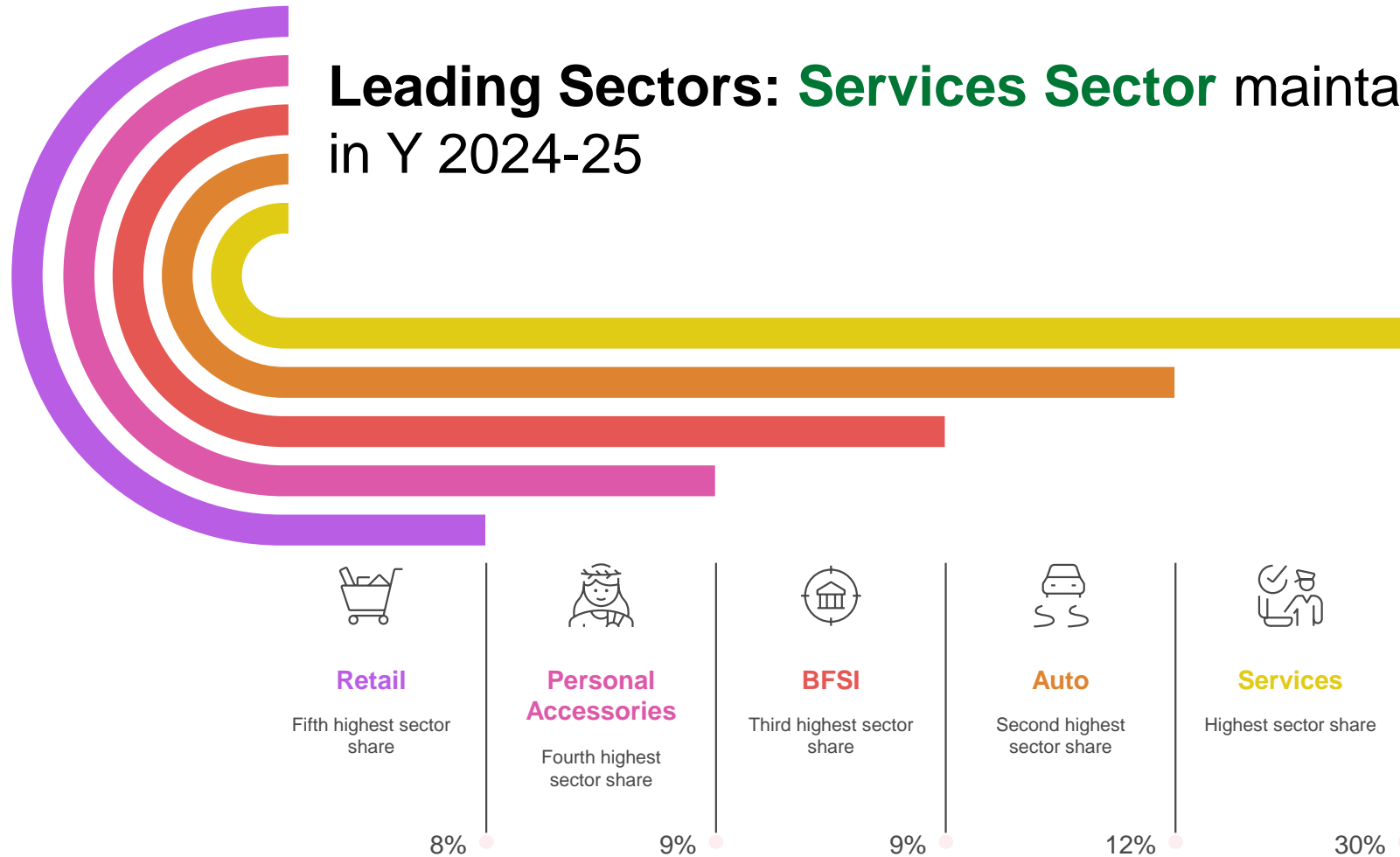
Index: Y 2021=100

Quarterly Trends on Radio : Y 2025



- On **Radio**, ad volumes **increased** by **37%** and **40%** during Y 2024 and Y 2025 compared to Y 2021.
- Additionally, there was a **2% surge** in ad volumes on **Radio** when comparing 2025 to 2024.
- In Quarterly Trends, Avg. Ad Volumes had been consistently increasing over the period. Compared to Q2'25, there was **10% growth** in Avg. Ad Volumes in Q4'25 on Radio.

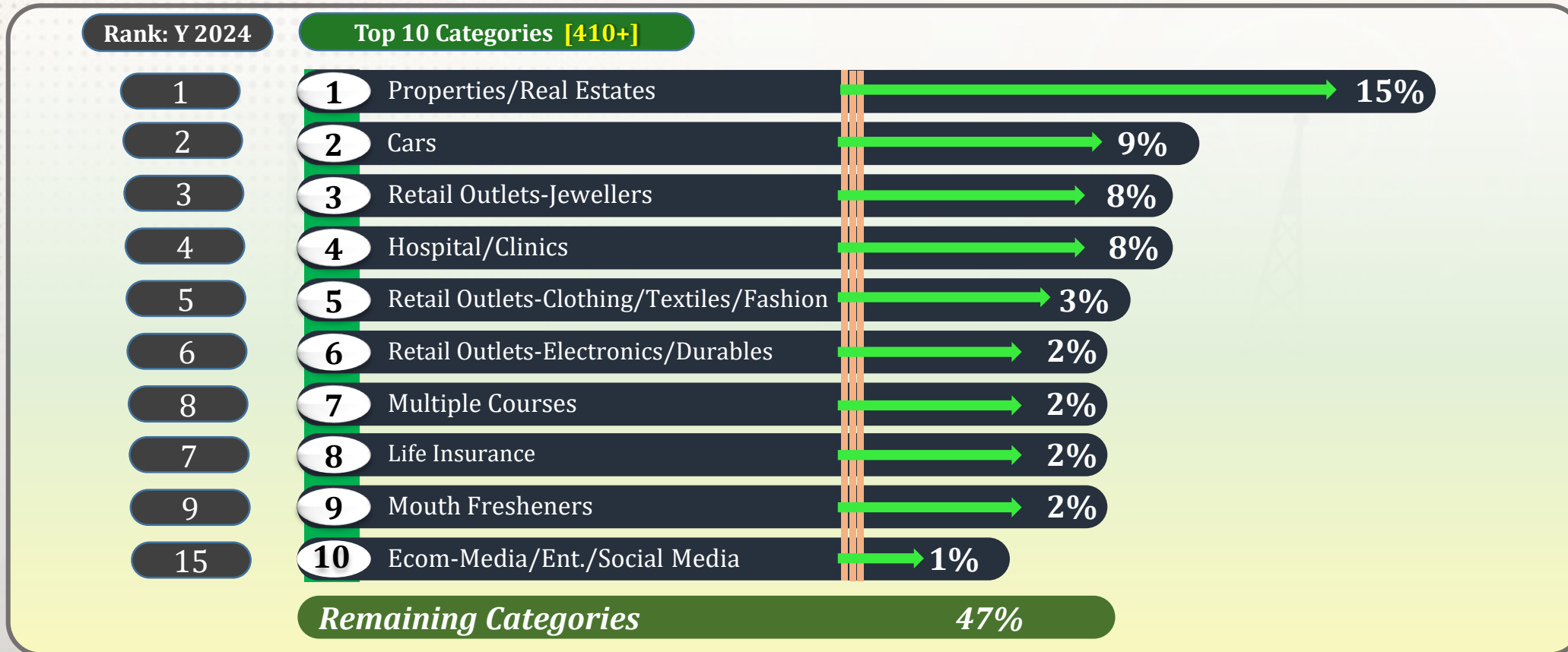
Leading Sectors: **Services Sector** maintained its top position in Y 2024-25



Rank	Top Sectors: Y 2025	Share (%)	Rank in Y 2024
1	Services	30%	1
2	Auto	12%	2
3	BFSI	9%	4
4	Personal Accessories	9%	5
5	Retail	8%	3
6	Food & Beverages	7%	6
7	Education	6%	7
8	Durables	2%	10
9	Building, Industrial & Land Materials/Equipments	2%	9
10	Personal Healthcare	2%	8
	Others	10%	

- **Services, Auto, F&B, Education and Building Materials** maintained their respective ranking in Y 2025 compare to Y 2024.
- During Y 2025, all the top 10 sectors were also present during Y 2024.
- Together, the top 10 Sectors had a collective share of **90%** in Y 2025.

Leading Categories : **Properties/Real Estates** tops categories on **Radio** with **15%** ad volume share



- On **Radio**, the **Top 6** Categories **retained** their respective positions during Y 2025 compared to Y 2024.
- **Only one** new entrant in Top Categories in Y 2025 over Y 2024.
- In Y 2025, more than **410** categories advertised on **Radio**. Also, the top 10 categories occupied **53%** advertising share on **Radio**.

Leading Advertisers: **Maruti Suzuki India** was the top advertiser in Y 2025.

Top 10 Advertisers (Y 2025) [9.5K+]		Rank (Y 2024)
1.	Maruti Suzuki India	1
2.	LIC of India	2
3.	Vishnu Packaging	5
4.	Jeena Sikho Lifecare	14
5.	Muthoot Financial Enterprises	136
6.	SBS Biotech	4
7.	SBI (State Bank Of India)	11
8.	Hyundai Motor India	8
9.	Tata Motors	6
10.	Honda Cars India	22

Top 10 Advertisers contributed to **15%** share of Ad Volumes on Radio

- **Maruti Suzuki India** was the leading advertiser in Y 2025 followed by **LIC of India**.
- There were **4** New Entrants in the top 10 advertiser list during Y 2025 compared to Y 2024.
- In Y 2025, more than **9.5K** advertisers were present on **Radio** medium.

Leading Brands in Y 2025: 'Maruti Suzuki Arena' topped the list

Rank	Top 10 Brands (Y 2025): [12,800+]
1	Maruti Suzuki Arena
2	Vimal Pan Masala
3	Jeena Sikho
4	Muthoot Financial Enterprises
5	SBI (State Bank Of India)
6	Maruti Suzuki True Value
7	Maruti Suzuki Grand Vitara
8	Hyundai Car Range
9	LIC Housing Finance
10	Pet Saffa

Top 10 Brands contributed **7%** share of Radio Ad Volumes

- **SBI (State Bank Of India)** ranked 5th among Top 10 exclusive brand in Y 2025 that entered the top 10 list by jumping **22** positions i.e. 27th in Y 2024.
- In Y 2025, **LIC Housing Finance** slipped to 9th position compared to its **top most** position in Y 2024.
- **SBI (State Bank Of India), Maruti Suzuki True Value, Maruti Suzuki Grand Vitara, Hyundai Car Range** and **Pet Saffa** were new entrants during Y 2025 over Y 2024.

Top Growing Categories: 165+ Categories registered Positive Growth

Rank	Top 10 Growing Categories (Y 2025) (based on highest increase in Ad Volumes)	Growth
1	Retail Outlets-Jewellers	18%
2	Cars	15%
3	Corporate-NBFCS	78.9 Times
4	Banking-Services & Products	2.0 Times
5	Hospital/Clinics	9%
6	Range of Food Products	2.0 Times
7	Ecom-Media/Entertainment/Social Media	59%
8	Commercial Vehicles	4.1 Times
9	Pan Masala	28%
10	Corporate-Financial Institute	2.0 Times

- **Retail Outlets-Jewellers** among the categories saw highest increase in Ad secondages with growth of **18%** followed by **Cars** with **15%** growth during Y 2025 compared to Y 2024.
- Additionally, **Corporate-NBFCS** leads among top 10 categories in terms of highest growth % (i.e. 78.9 Times) in Y 2025 over Y 2024.

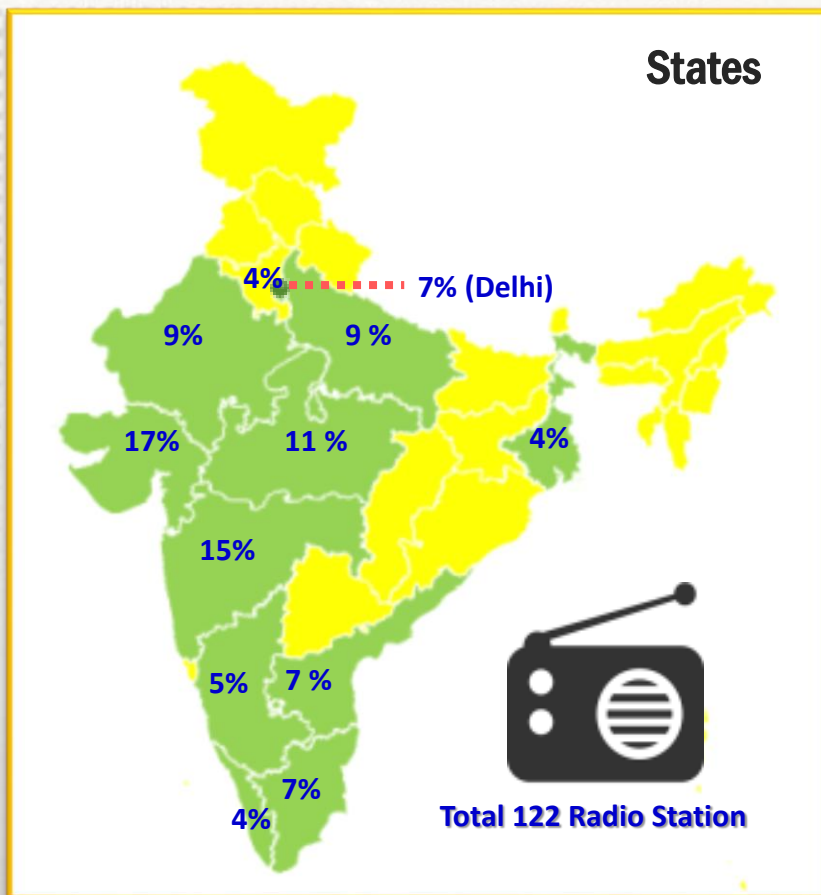
TOP 10 Exclusive^ Advertisers

Rank	Top 10 Exclusive Advertisers (Y 2025): [4,800+]
1	Sapphire Media
2	Kedia Pavitra
3	Micro Mitti Proptech
4	Geetanjali Education Group
5	A J Sugandhi
6	Securities & Exchange Board Of India
7	Tanishk Housing Development Llp
8	General Insurance Council
9	H R Hygiene Products
10	Prince Education Hub

^ Present in Y 2025 and not in Y 2024

- In the Y 2025, more than 4.8 thousand advertisers featured on Radio, a change from the preceding year, 2024, when they were not present.
- Among the exclusive advertisers in the Y 2025 compared to 2024, **Sapphire Media** emerged as the top advertiser.

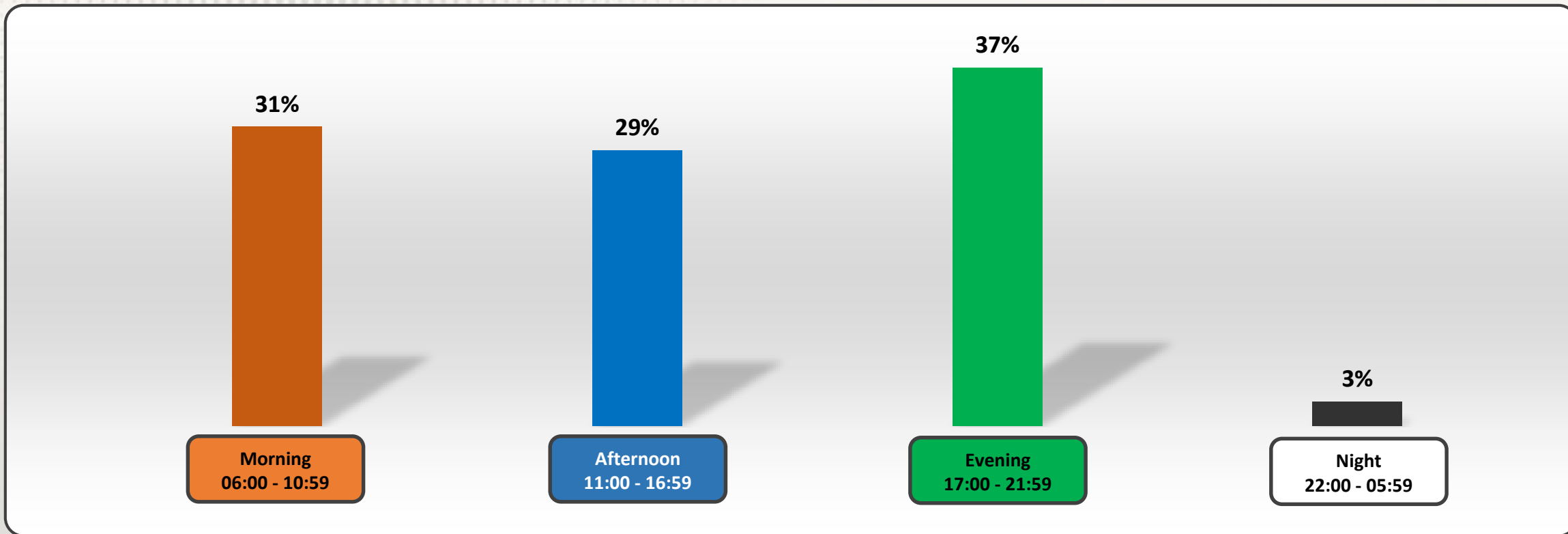
Advertising in leading States and Cities on Radio



Rank	Top Cities (Y 2025)
1	Jaipur
2	New Delhi
3	Nagpur
4	Surat
5	Indore
6	Ahmedabad
7	Bangalore
8	Hyderabad
9	Pune
10	Lucknow

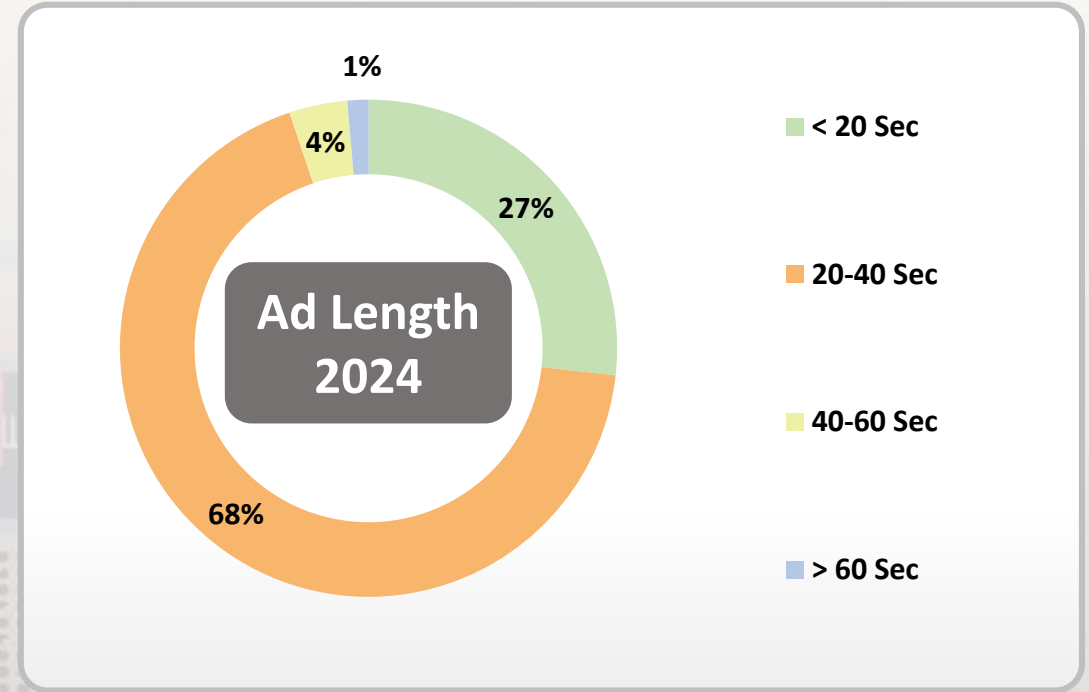
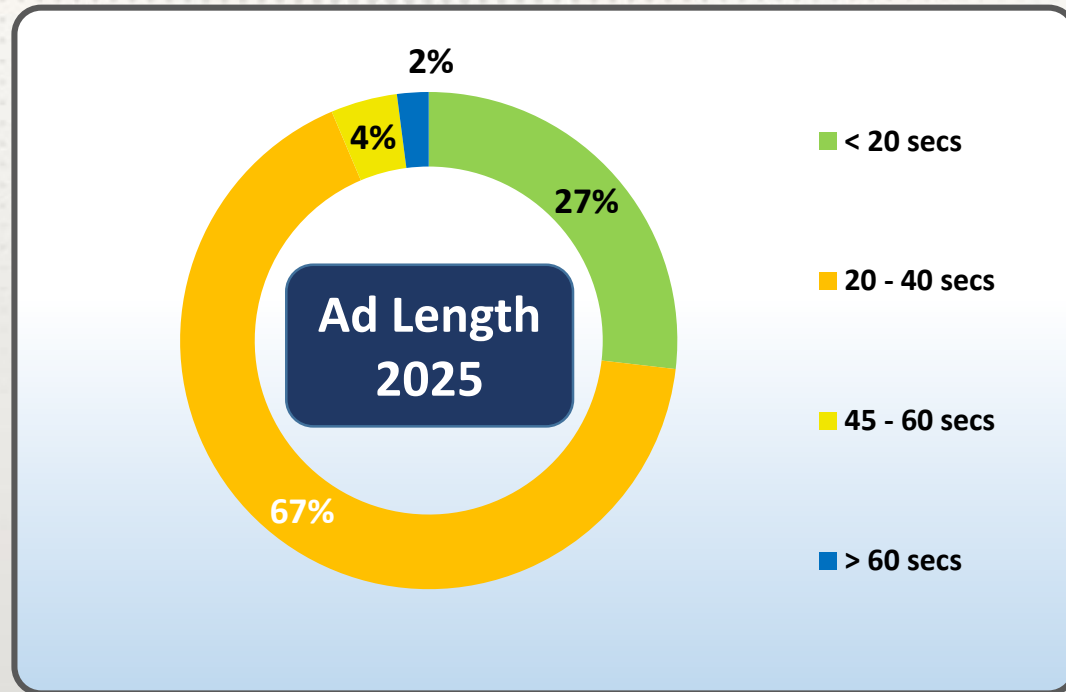
- **Gujarat** was the leading State with **17%** share of ad volumes on **Radio** closely followed by **Maharashtra** with **15%** share.
- Top 5 States accounted more than **60%** of total ad volumes.
- **Jaipur** topped among the 18 cities on **Radio** followed by **New Delhi** on **2nd** position.
- 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 on **Radio** followed by **Morning** time-band for Advertising on **Radio**.
- **Evening & Morning** time bands together added **69%** share of ad volumes.

Ad Size on Radio: Y 2024 and Y 2025



- Ad Commercials with **20-40 secs** was most preferred for advertising on **Radio** during both Period.
- The frequency of more than 60 second ads grew by **9%** on **Radio** in Y 2025 compared to Y 2024.

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