

MEDIA PLAN INDIA

7TH, 8TH & 9TH DECEMBER 2018
Bandra Kurla Complex, Mumbai, India

MEDIA		November 2018											December 2018						Exhibition				
		18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4	5	6	7	8	9
		Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun
RADIO																							
Mumbai & Pune																							
Radio City	200																						
Radio Mirchi	200																						
Red FM	200																						
Fever 104 FM	200																						
Radio One	100																						
NEWSPAPERS																							
Times of India	4																						
Bombay Times	5																						
Economic Times	1																						
Mumbai Mirror	2																						
TELEVISION																							
CNBC TV 18	50																						
CNBC Awaaz	60																						
NDTV Profit	60																						
OUTDOOR																							
Mumbai	38																						
Pune	2																						
ONLINE																							
Facebook/Google Ads																							
Twitter/Instagram																							
Third Party Website																							
CROSS PROMOTION																							
SMS CAMPAIGN																							
DIRECT MAILERS																							
EMAIL CAMPAIGN																							

SUMMARY

Broadcast Media

900 radio spots spread over 5 leading radio channels in Mumbai

Print Media

12 insertions in 4 leading newspapers in India

Outdoor Media

60 outdoor bus displays in Mumbai located in HNI concentrated areas

Digital Media

3 Week Extensive Campaign

Offline Media

2 Week Extensive Campaign

Email Campaign

2 Week Extensive Campaign

SMS Campaign

2 Week Extensive Campaign