



# Advertising of Passenger Vehicles\*

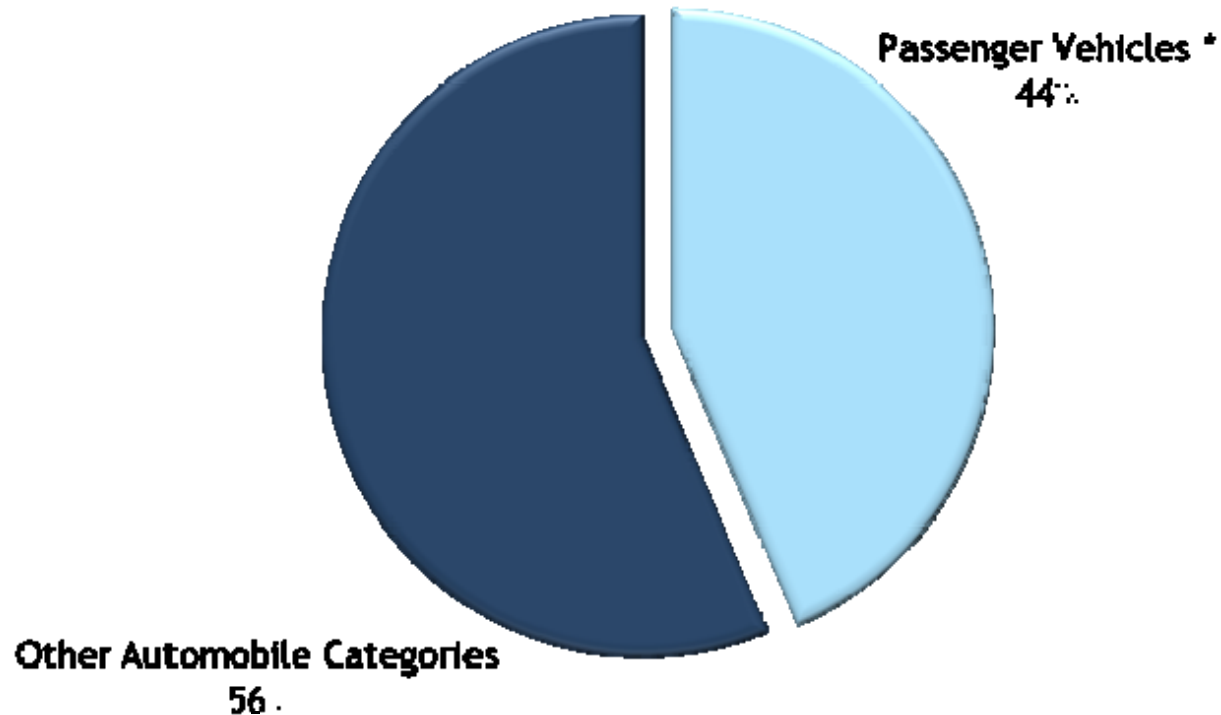
Medium: TV

Period: Jan - Jul '08

(Note: The entire analysis is based on Secondages)

*Note: Passenger Vehicles\* includes brands of Cars, Jeeps, SUVs, MUV etc.*

# Passenger Vehicles\* had 44% share in overall advertising of Automobile sector on TV

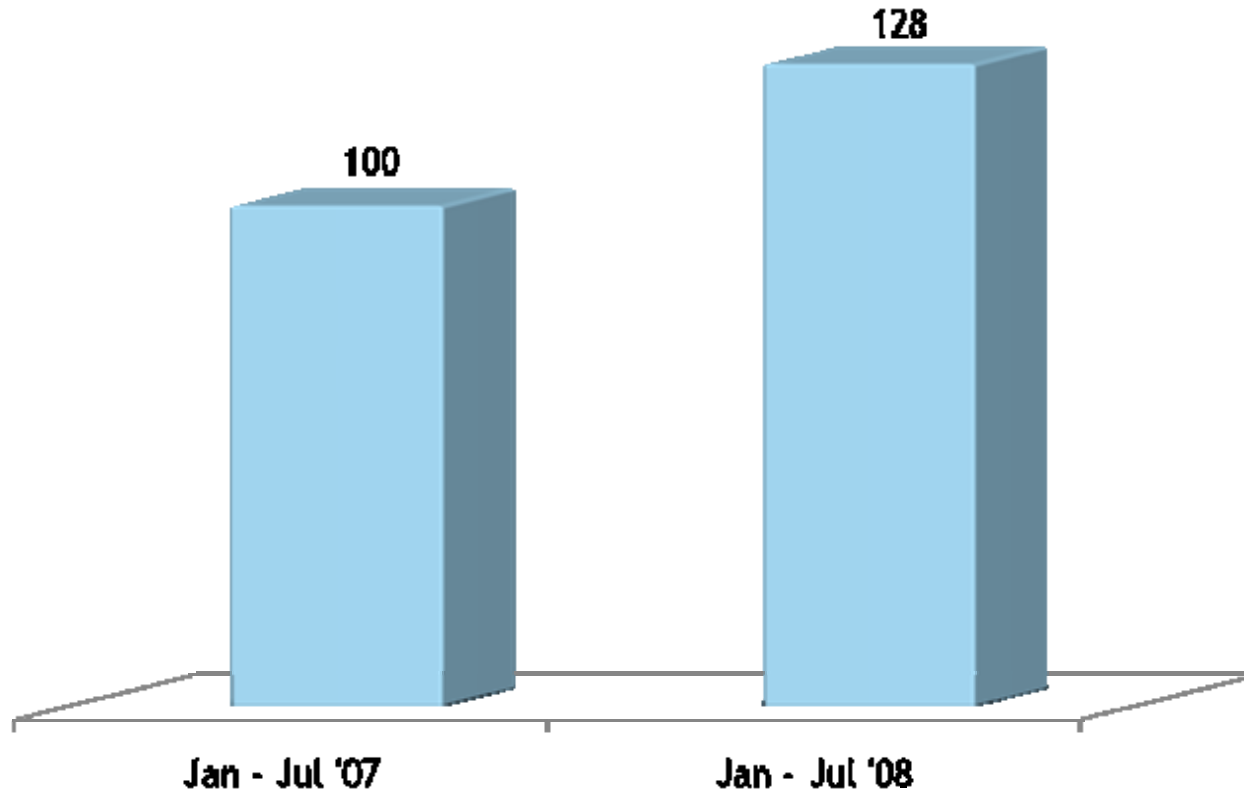


Passenger Vehicles\* includes variants of Cars and Jeeps

Source: AdEx India (A Division of TAM Media Research)

Note: Figures are based on Secondages

# 28% growth in TV advertising of Passenger Vehicles\* during Jan - Jul '08



Index : Jan - Jul '07 = 100

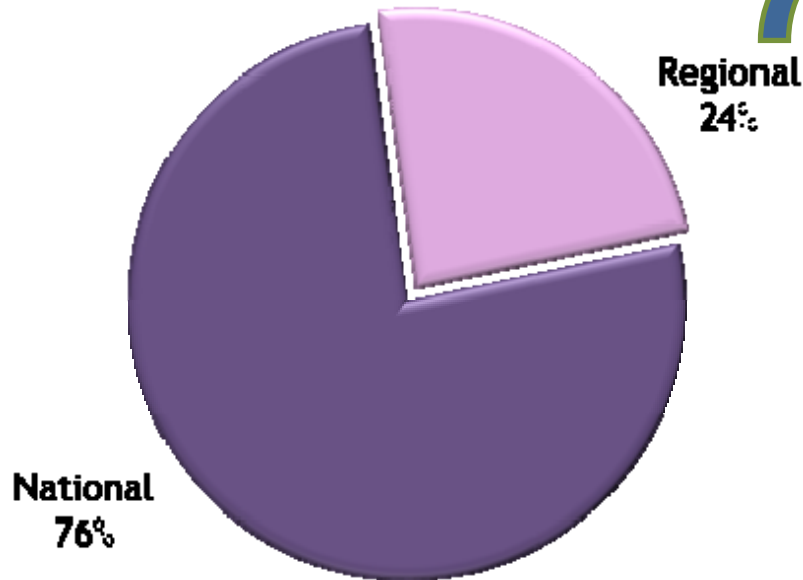
Passenger Vehicles\* includes variants of Cars and Jeeps

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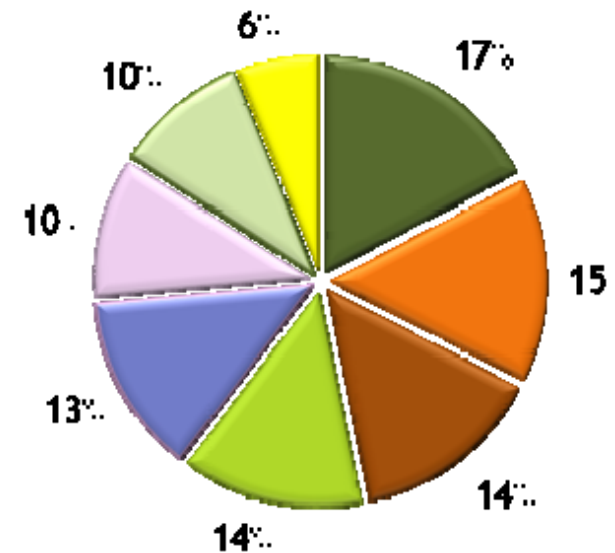
Note: Figures are based on Secondages

# 24% of Passenger Vehicles\* advertising on Regional Channels

## Share of National vs. Regional Channels



## Top States in Regional Channels



- |                |             |
|----------------|-------------|
| Tamil Nadu     | Kerala      |
| Andhra Pradesh | Maharashtra |
| West Bengal    | Karnataka   |
| Punjab         | Others (5)  |

Passenger Vehicles\* includes variants of Cars and Jeeps

Source: AdEx India (A Division of TAM Media Research)

Note: Figures are based on Secondages

## 'Tata Motors Ltd' led Passenger Vehicles\* advertising on TV during Jan - Jul '08

Top Advertisers	% Share
<b>Tata Motors Ltd</b>	<b>28%</b>
<b>Hyundai Motor India Ltd</b>	<b>14%</b>
<b>General Motors India Ltd</b>	<b>13%</b>
<b>Maruti Suzuki Ltd</b>	<b>10%</b>
<b>Mahindra &amp; Mahindra</b>	<b>8%</b>
<b>Ford India Pvt Ltd</b>	<b>7%</b>
<b>Mahindra Renault Pvt Ltd</b>	<b>6%</b>
<b>Fiat India Automobiles Ltd</b>	<b>3%</b>
<b>Honda Siel Cars India Ltd</b>	<b>3%</b>
<b>Toyota Kirloskar Motor Ltd</b>	<b>3%</b>

Passenger Vehicles\* includes variants of Cars and Jeeps

Source: AdEx India (A Division of TAM Media Research)

Note: Figures are based on Secondages

# New Passenger Vehicle\* brands launched on TV during Jan-Jul'08

4 brands of 'Tata Motors Ltd' and 2 of 'General Motors India Ltd' made it to the Top 10 list

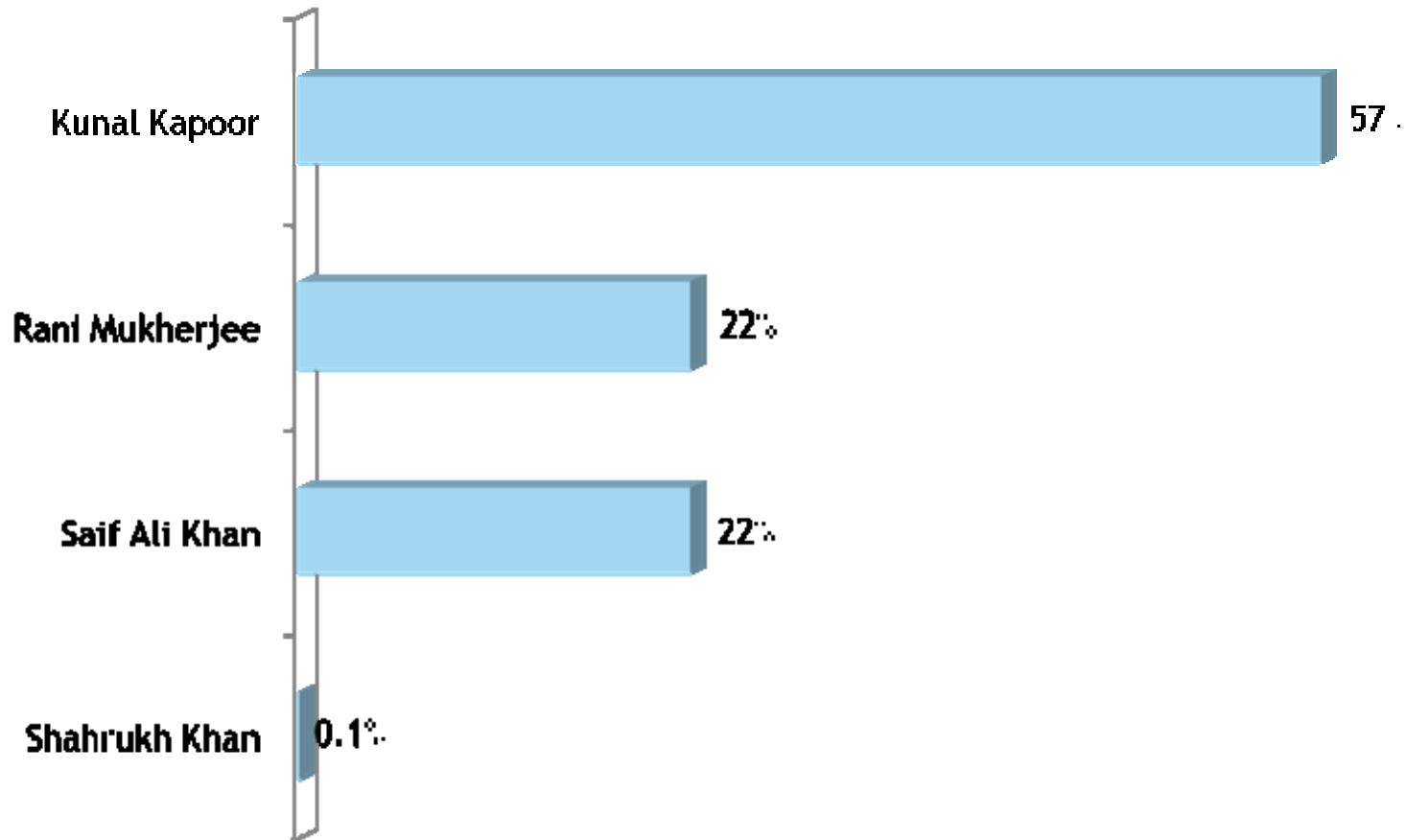
Rank	New Brands
1	Tata Indica V2 DiCOR
2	Tata Indigo CS
3	Tata Sumo Grande
4	Tata Indica V2 Xeta LPG
5	Mahindra Scorpio V-Series
6	Ford Fiesta 1.6S
7	Chevrolet Optra Magnum Diesel
8	Fiat Palio Stile Multijet
9	Volkswagen Jetta
10	Chevrolet Aveo 1.4 LS

Passenger Vehicles\* includes variants of Cars and Jeeps

Source: AdEx India (A Division of TAM Media Research)

Note: Rank are based on Secondages

# 'Kunal Kapoor' had the largest share of Celebrity endorsement of Passenger Vehicles\* category on TV



Passenger Vehicles\* includes variants of Cars and Jeeps

Source: AdEx India (A Division of TAM Media Research)

Note: Figures are based on Secondages

## Highlights

- Passenger Vehicles\* contributed for 44% share of overall advertising of Automobile sector on TV during Jan – Jul '08.
- 28% rise in TV advertising of Passenger Vehicles\* during Jan – Jul '08 compared to same period in 2007.
- During Jan – Jul'08, advertising of Passenger Vehicles\* on National and Regional channels was in the ratio of 76:24.
- 'Tata Motors Ltd' rules in advertising of Passenger Vehicles\* on TV during Jan – Jul '08.
- 'Tata Indica V2 DiCOR' topped the chart of new Passenger Vehicle\* brands advertised on TV during Jan – Jul '08.
- 'Kunal Kapoor' tops the Celebrity endorsing Passenger Vehicles\* on TV during Jan – Jul '08.

*Note: Passenger Vehicles\* includes brands of Cars, Jeeps, SUVs, MUV etc.*