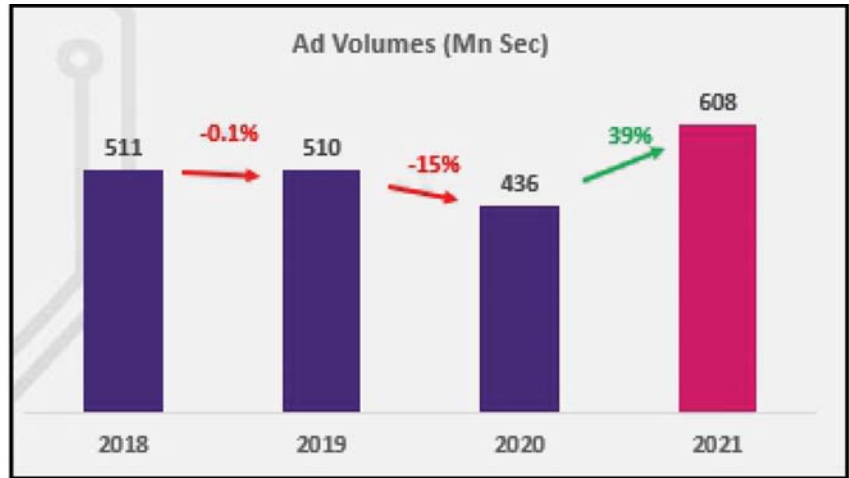


ADVERTISERS CONTINUE TO BANK ON TV!

TV Ad Volumes for January-April 2021 were at an all-time high as compared to previous years. Ad Volumes for FMCG in April 2021 grew by 166% and 42% compared to 2020 and 2019 respectively.

“Television continues to be resilient even during the most difficult times and data from January to April 2021 reinstates this sentiment. Advertisers continue to rely on television to reach out to the right audience in spite of COVID-19 limitations and lockdowns in various parts of the country. We are also witnessing many new advertisers turning to TV in this quarter adding to the positive sentiment for the medium.” says Aaditya Pathak, Head – Client Partnership & Revenue Function, BARC India

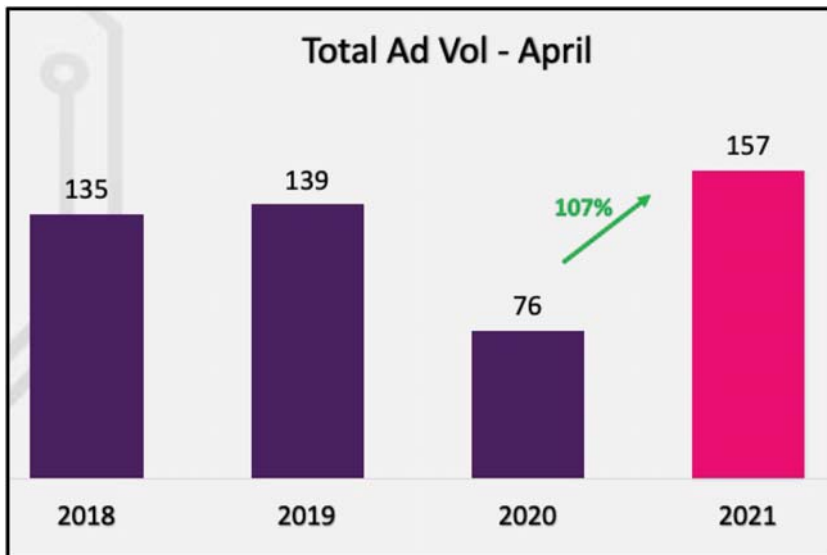
Advertising volumes on TV continue to scale new peaks. Total Ad Volumes increased by 39% for the January to April 2021 period as compared to 2020. This growth is also the highest when compared to



Ad Volumes (Mn secs); Jan to April for respective years

*Excludes: ASSOCIATIONS/SOCIAL/CULTURAL ORG;
SOCIAL ADVERTISEMENTS-NGOS & FILLER

the same period in the previous years.



Ad Volumes (Mn secs); In April for respective years

*Excludes: ASSOCIATIONS/SOCIAL/CULTURAL ORG;
SOCIAL ADVERTISEMENTS-NGOS & FILLER

FY 21-22 starts on a positive note with higher Ad Volumes compared to the previous 4 years. Total Ad Volumes increased by 2x in April 2021 vs April 2020 and is the highest compared to the same period in the previous years.

Ad Volumes for the Top 3 sectors have witnessed an increase in April 2021 as compared to 2019 and 2020. While Ad Volumes for Durables are stable at 2019 levels, Ad Volumes for FMCG in April 2021 grew by 166% and 42% compared to 2020 and 2019 respectively.

Digital-native brands continue to contribute significantly towards the growth of TV Ad Volumes, particularly those from the E-Commerce category.

As a positive sentiment in the construction sector, Ad Volumes for the ‘Building Equipments’ category

REPORT: ADVERTISEMENT

Top 10 Sec/Cat	Ad Vol (Mn Sec)		
	Apr-2019	Apr-2020	Apr-2021
FMCG	71	38	101
Ecom	11	12	13
Building Equipments	5	2	6
Durables	5	1	5
Services	5	2	3
Auto	6	0	3
Personal Accessories	5	0	2
Textiles/Clothing	2	0	2
BFSI	1	1	2
Retail	3	0	1
Top 10 Total	114	57	138
Grand Total	139	76	157

Ad Volumes ('000 secs)

*Excludes: ASSOCIATIONS/SOCIAL/CULTURAL ORG;
SOCIAL ADVERTISEMENTS-NGOS & FILLER

Ad Volumes for Durables on Ugadi/Gudi Padwal Festival

Ugadi / Gudi Padwa Dates	Ad Volume (Mn Sec)
18/03/2018	0.14
04/04/2019	0.11
25/03/2020	0.06
13/04/2021	0.18

remain the platform of choice for advertisers, who are consistently using the medium, be it in normal or pandemic times.

And BARC India continues to faithfully and credibly report What India Watches™

posted a steep 200% growth in April 2021 over April 2020.

Ad Volumes for Durables for March & April 2021 combined, have increased exponentially (4x) from 2020 and are 3% higher than 2019. 39 new Advertisers in the Durables Sector advertised in April 2021, that were not active in the last two years during the same period. Moreover, there were 58 new brands that began advertising in April 2021.

Ad Volumes for Durables on Ugadi/Gudi Padwal Festival were at an all-time high in 2021.

BARC India updated its TV Universe Estimates, with the release of UEs-2020 on 16th April, which shows that TV now reaches 892 Mn individuals across 210 Mn households. The size of the universe underscores the fact that television remains the most effective medium to reach mass audiences in India.

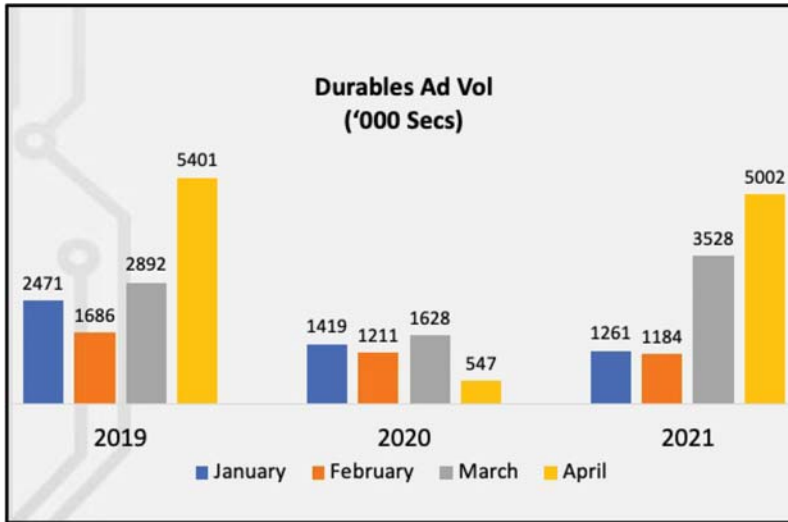
Ad Volumes data across all of 2020 and the first four months of this year, also show that TV continues to

Top 20 Advertisers (Durables)	Apr'19	Apr'20	Apr'21	Rank in 2019
BAJAJ (G)	199	3	748	7
LG ELECTRONICS INDIA LTD	1	0	486	91
SYMPHONY LTD	460	0	426	1
V-GUARD INDUSTRIES LTD	422	0	378	3
HAVELLS INDIA LTD	444	0	221	2
LIEBHERR APPLIANCES INDIA PVT LTD	0	0	212	NA
LUMINOUS ELECTRONICS	12	1	209	54
PANASONIC CORPORATION	134	0	209	14
HAIER APPLIANCES (I) PVT LTD	168	5	179	10
CROMPTON GREAVES	151	0	179	13
ATOMBERG TECHNOLOGY PVT LTD	0	0	161	NA
TATA (G)	257	1	140	4
BLUE STAR LTD	70	0	134	25
EXIDE(G)	0	0	131	NA
PREETHI KITCHEN APPLIANCES PVT	87	6	106	20
BRILLOCA LTD	87	0	102	19
EUREKA FORBES LTD	89	0	97	18
ETA GENERAL PRIVATE LIMITED	0	28	76	NA
SAR GROUP	66	0	70	26
FRANKE FABER INDIA LTD	64	0	68	28

Ad Volumes ('000 secs)

*Excludes: ASSOCIATIONS/SOCIAL/CULTURAL ORG;
SOCIAL ADVERTISEMENTS-NGOS & FILLER

REPORT: ADVERTISEMENT



Ad Volumes ('000 secs)

*Excludes: ASSOCIATIONS/SOCIAL/CULTURAL ORG;
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Top 20 Brands (Durables)	Apr'19	Apr'20	Apr'21
SYMPHONY AIR COOLERS	0	0	426
BAJAJ CEILING FANS	14	0.2	380
BAJAJ AIR COOLERS	0	1	340
LG LINEAR COOLING	0	0	328
LIEBHERR REFRIGERATOR	0	0	212
PANASONIC AIR CONDITIONER	12	0	209
V-GUARD AIR COOLER	0	0	163
ATOMBERG FAN	0	0	161
LG AIR CONDITIONER	0	0	158
LLOYD GRANDE HEAVY DUTY AC	0	0	144
EXIDE INVA TUBULAR	0	0	131
HINDWARE I-FOLD AIR COOLER	0	0	102
VOLTAS MAHA ADJUSTABLE INVERTER AC	0	1	101
AQUAGUARD	89	0.1	97
CROMPTON GREAVES SILENT PRO FAN	0	0	96
BLUE STAR AIR CONDITIONERS	0	0	92
LUMINOUS INVERTER BATTERIES	0	1	83
CROMPTON GREAVES AIR COOLERS	0	0	82
LUMINOUS FANS	8	0	81
GENERAL AIR CONDITIONERS	0	18	76

Ad Volumes ('000 secs)

*Excludes: ASSOCIATIONS/SOCIAL/CULTURAL ORG;
SOCIAL ADVERTISEMENTS-NGOS & FILLER



ABOUT BARC INDIA

BARC India is a statistical and measurement science company which is 'Of the Industry, By the Industry and For the Industry'.

The company is registered with the Ministry of Information & Broadcasting (MIB) as a self-regulated, not-for-profit Joint Industry Body (JIB) that provides the most authentic audience estimates of What India Watches™, to Broadcasters, Advertisers and Advertising Agencies. The Big Data driven insights generated by BARC India, is built upon a robust and future-ready technology backbone which powers efficient media spends and content decisions in a highly dynamic and growing broadcasting sector.

Commencing operations in 2015, today BARC manages the world's largest and most diverse TV measurement system covering approximately 187000 individuals in 44,000 households, in 513 districts covering over 600 towns and 1300 villages, across India. ■

