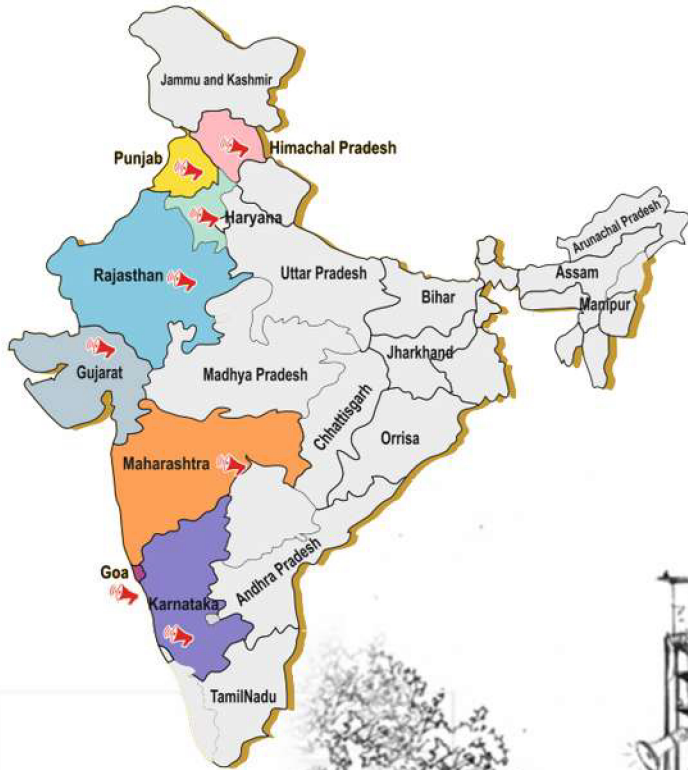


REACH THE REAL BHARAT WITH AUDIOWALA BUS STAND



**Think Local,
Act Local!**



Listen to Bus Stand Live



READY TO TAKE YOUR BRAND TO SMALL TOWN & THE RURAL?

PRESENTING AUDIOWALA BUS STAND



What is Audiowala Bus Stand?

- Passenger Information System on Bus Stand
- India's Largest Digital Audio Network



Where is Audiowala Bus Stand?

- Present in 8 States of India- Maharashtra, Gujarat, Karnataka, Goa, Punjab, Rajasthan, Himachal Pradesh & Haryana
575 Bus Stands



When to Choose Audiowala Bus Stand?

- Product Launch Campaign
- Brand Awareness Campaign
- Demand Generation Campaign
- Announcing Special Offers & Discounts
- Festival-Oriented Messaging
- Community Betterment Messaging
- Education



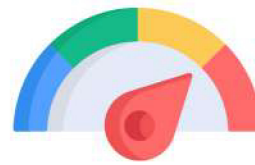
How your Brand Messaging is done?

A Creative Jingle for your brand is created by our team of creative thinkers, who understand your industry as well as the rural nuances of India. Your Brand Ad is played on the Passenger Information System amidst the arrival and departure bus announcements.



Why to Choose Audiowala Bus Stand?

- Provides you a Brand Reach of 1.5 Cr People Per Day
- Most Affordable Mass Medium at Transit Places. Only Paise Per Person!
- Guarantees 100% Engagement Rate
- Advertise in the Regional Language & Dialect and Establish a Connect with the Rural Audience
- Centrally Controlled & Monitored Platform for Mass Advertising
- No Manual Tampering to the Ad is Possible
- Expose your Brand to a Floating Population



BUT, HOW DO YOU MEASURE THE IMPACT OF YOUR AUDIO CAMPAIGN?



**INTRODUCING PERFORMANCE MARKETING
 IN AUDIOWALA BUS STAND WITH 'GEOREACH'**

What is GeoReach?

Your Audio Ad is coupled with Online Ads that the visitor/traveller on the bus stand is able to see on his mobile.

**Now, Target your Audience from all sides!
 Leave no stones unturned...**

Why 'GeoReach'?



Get your Customer Profile -
 Age Data, Gender Data



Lead Generation



Which Messaging Works



Best Performing Day/Time

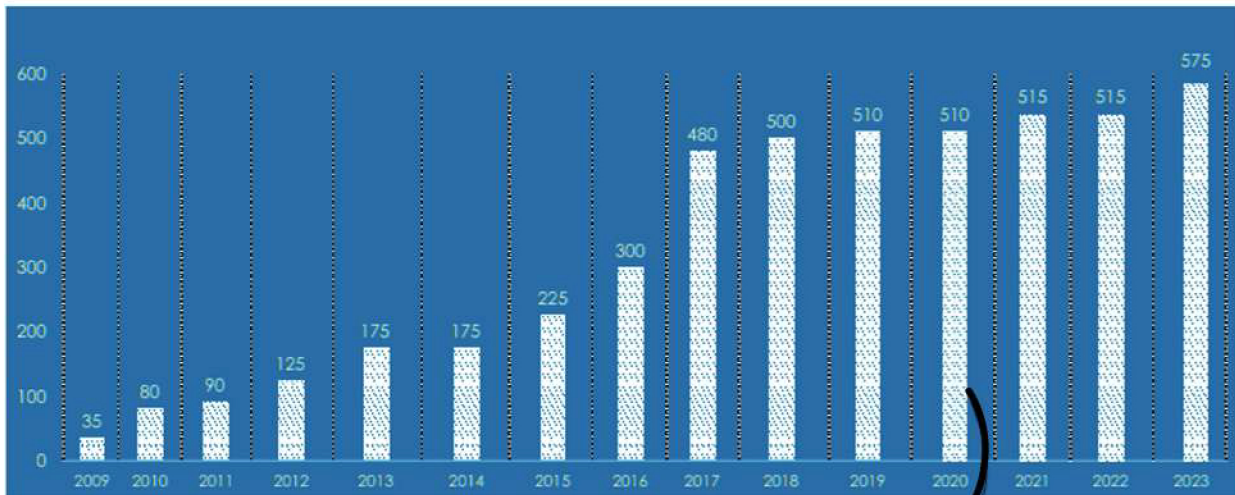


Measures Impact of your Audio Ad



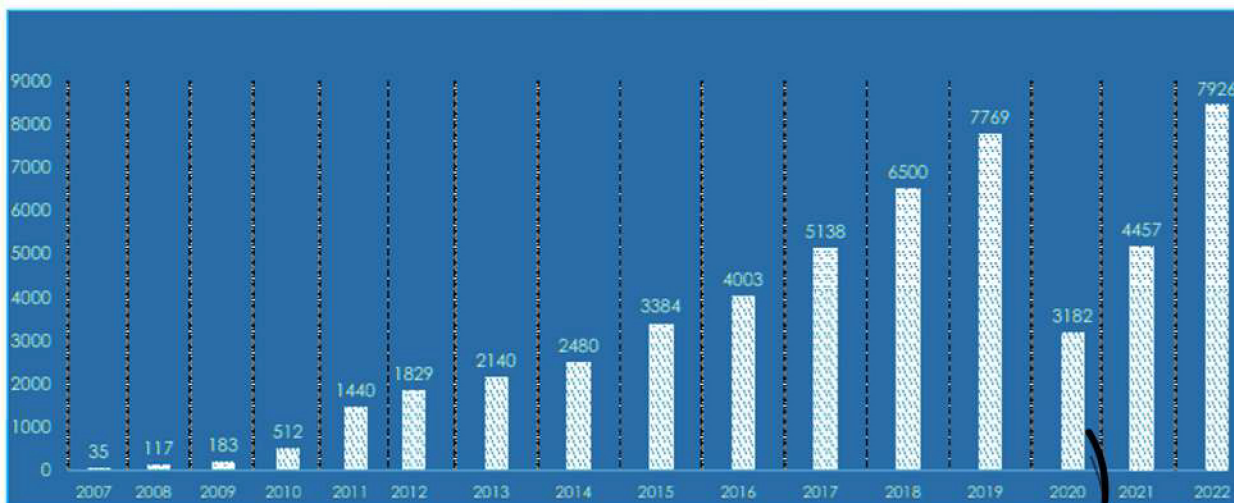
Capture Rural Audience Reaction

Growth in No. of Bus Stations



(*6 Months Lockdown Period)

Growth in No. of Campaigns



(*6 Months Lockdown Period)

Who can use Audiowala Bus Stand?



FMCG



Healthcare &
Wellness



Banking
& Finance



Education



Government
Institutes



Entertainment



Automobile



Agriculture



Awards & Achievements



Top 200 Companies by Forbes
India for having Global Growth
Potential

Rural Marketing Agency of the Year
at the 12th ACEF Asian Leaders
Forum & Awards 2023

Best Audio Campaign 2023 at e4m

Rural Marketing Campaign of the
Year at WOW Awards 2023

Best Outdoor Advertisement
Agency of the Year at Karnataka
Business Awards 2023

Champions of Rural Market in
2018 & 2019 by Economic Times



Our Esteemed FMCG Clientele



HALLEON



VICCO



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Listen to our Bus Stand Live

