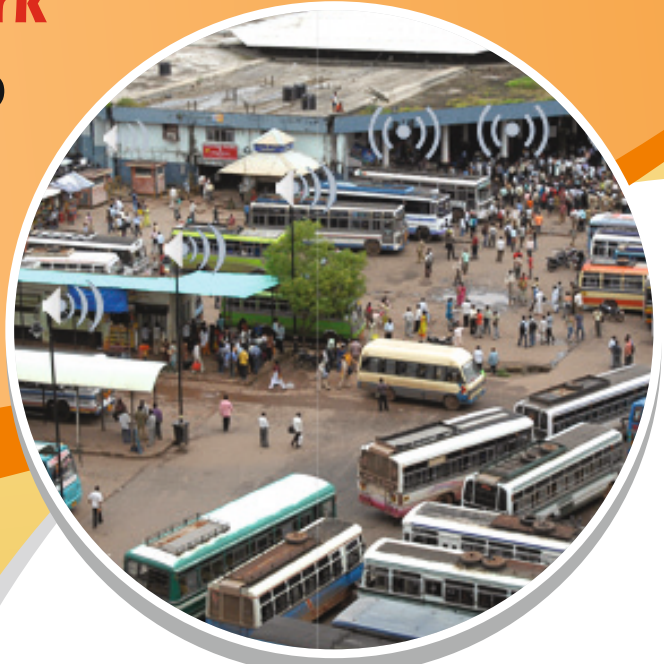
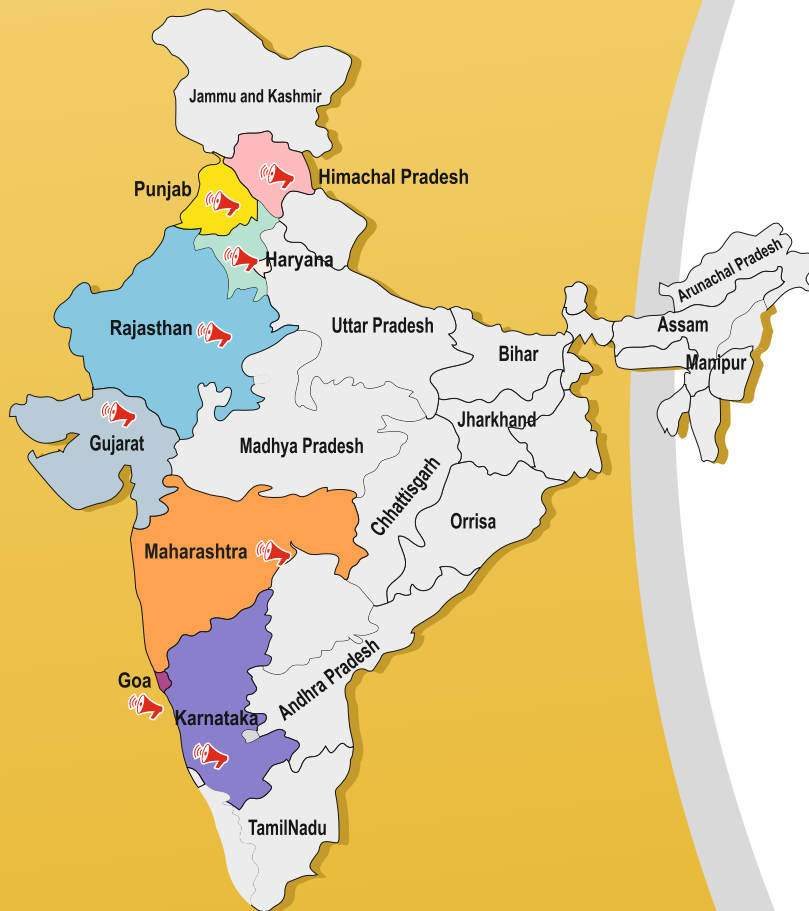


# Audiowala Bus Stand is the Largest Digital OOH Network of India, helping brands to communicate to the mass at transit locations.



**Vritti media** SM  
 The Gateway to Rural

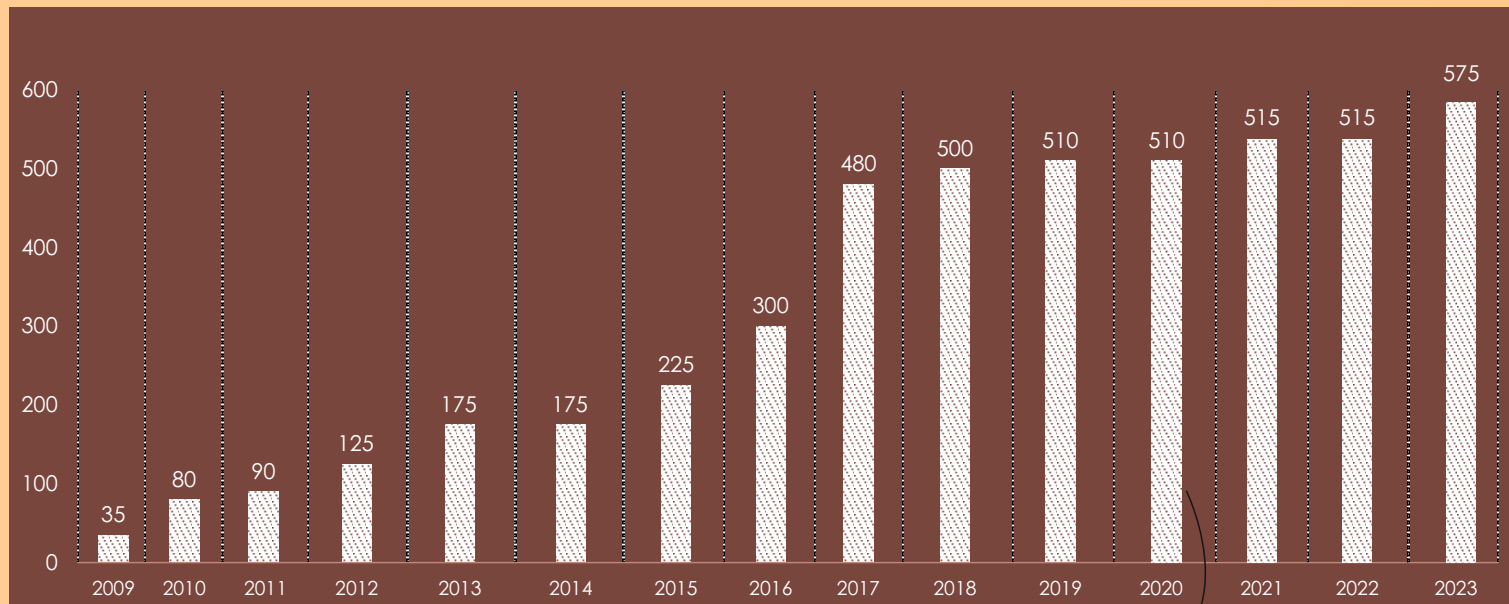


## Features:

- ◆ India's largest Digital Audio Network
- ◆ Bridge between your brand and India's vast "media dark" rural and semi-rural market
- ◆ Pioneers of powerful audio and audio-visual medium that provides excellent brand penetration and recall
- ◆ Present across **575 Bus Stands** of **8 major states** of India- **Maharashtra, Karnataka, Goa, Punjab, Rajasthan, Gujarat, Himachal Pradesh & Haryana**
- ◆ Guaranteed **100%** customer engagement rate as your messaging cannot be avoided
- ◆ Most affordable platform for mass promotion. **Only 1 Paise per person!**
- ◆ **Reach 349 Million people** across the nation at one go!
- ◆ **200+ Corporates** and **3000+ SMEs** are already using this medium
- ◆ **Advertiser's messages/ brand promotions** coupled with bus departure announcements
- ◆ Promote in the **native language and dialect**
- ◆ Get coverage from **6 am to 10 pm** across **100 meter** periphery daily at bus stations
- ◆ Centrally controlled and monitored advertisements
- ◆ Assuring a **footfall of 25-40K each day** at each bus station
- ◆ Quick form of Advertising
- ◆ Leaders in creating unique combination of audio ads and technology

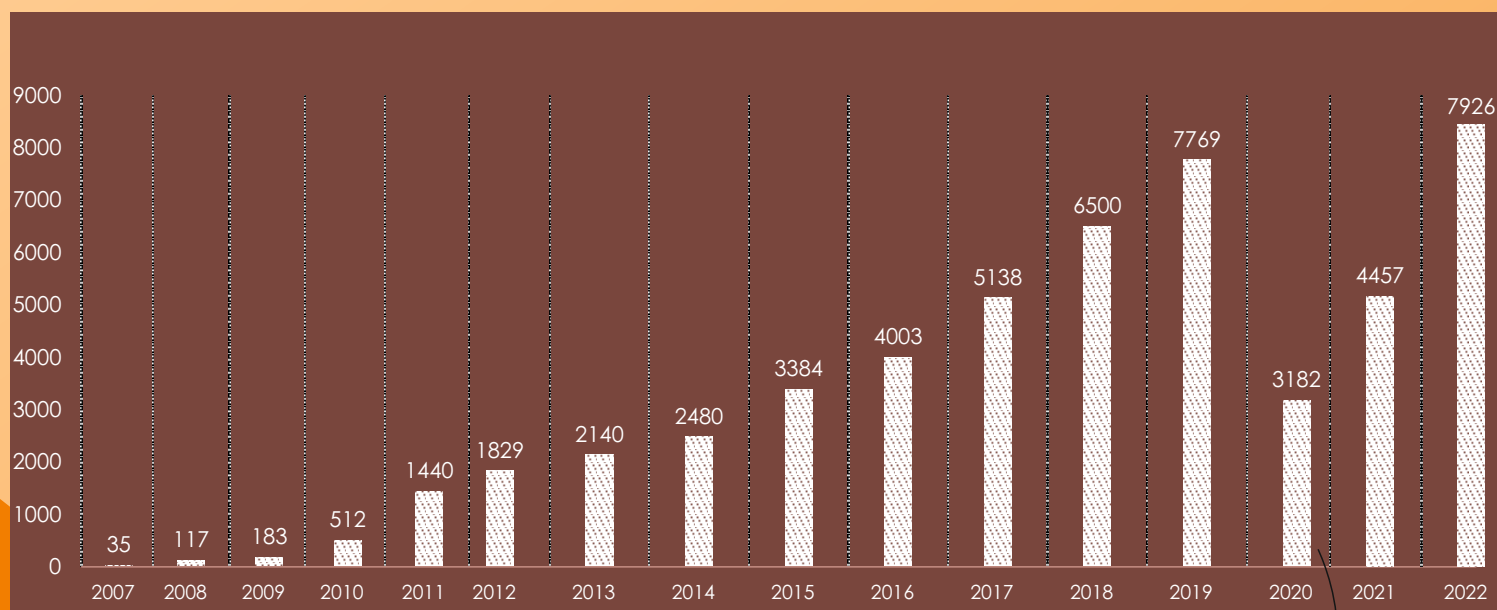
*Open your arms to the unseen  
 growth opportunities!*

## Growth in No. of Bus Stations



(\*6 Months Lockdown Period)

## Growth in No. of Campaigns



(\*6 Months Lockdown Period)

## Advantages of Audiowala

### Flexibility

- Choice of localized content
- Choice of geography
- Choice of time and duration

### Speed

- On air within 30 minutes

### Controlled

- Listen to bus stand live
- Sound quality monitored
- Mobile app for supervision

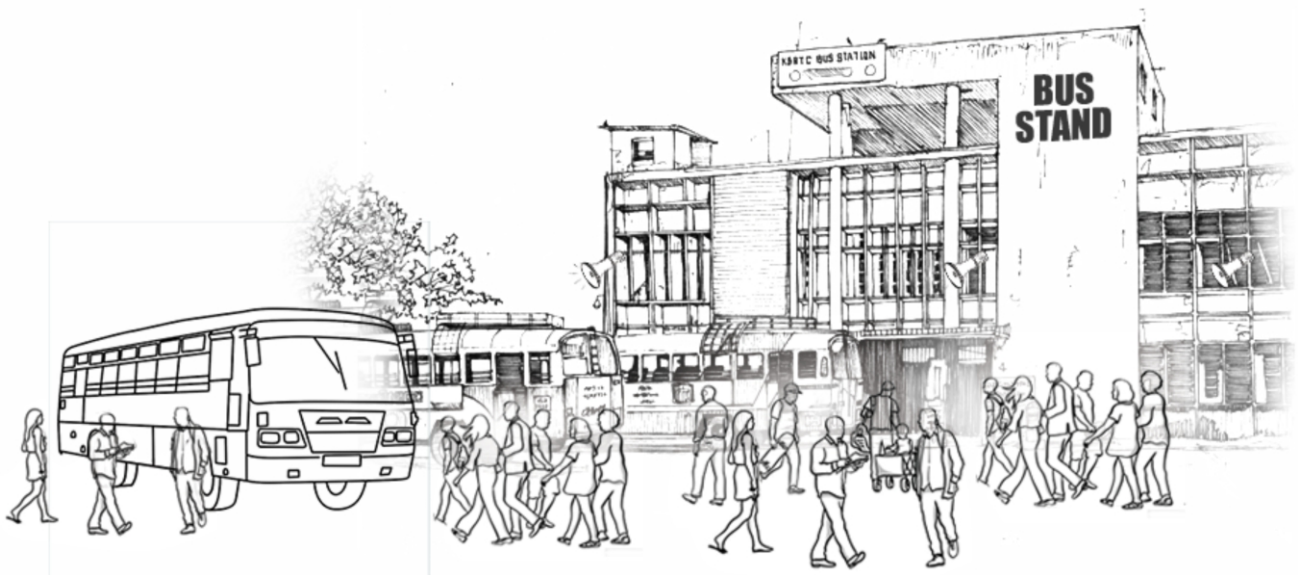
## Awards & Achievements

- ◆ Honored as one of the "Most Influential Brand Leaders" at the World Brand Congress 2023- Rajesh Radhakrishnan
- ◆ Vritti iMedia bagged Silver at the RMAI Flames Award in 2022 for RSACS ki Ek Swasth Pehal campaign
- ◆ Honored as one of the "Most Innovative Martech Leaders" at the World Marketing Congress in 2022- Rajesh Radhakrishnan
- ◆ Honored in e4m OOH Most Influential List 2020 - Veerendra Jamdade & Rajesh Radhakrishnan, Vritti iMedia
- ◆ Vritti iMedia wins Economic Times "Champions of Rural Market" in 2018 and 2019
- ◆ Vritti Solutions bagged the Gold in the the 'Media Owner of the Year – National' in 2018
- ◆ Won Silver in 'Zonal Media Owner of the Year North' in 2017
- ◆ Vritti iMedia comes out with flying colors in ACEF ad FLAME Awards 2017
- ◆ Vritti iMedia bags 6 Golds at Flame Asia Awards 2016
- ◆ Vritti iMedia bagged the Bronze for Zonal Media Owner of the Year OAA 2016
- ◆ Won the Bronze in 'Zonal Media Owner of the Year – South' OAA 2015
- ◆ Won the silver in 'Zonal Media Owner of the Year – South' -OAA 2014
- ◆ Won the gold in the 'Zonal Media Owner of the Year – West' - OAA 2014
- ◆ Won the silver in 'Zonal Media Owner of the Year – South' -OAA 2013
- ◆ Won the gold in the 'Zonal Media Owner of the Year – West' - OAA 2013
- ◆ Won Bronze at Outdoor Advertising awards-OAA 2012
- ◆ Won 3 awards at Outdoor Advertising awards-OAA 2011



# India's Largest Digital Audio/ Audio-Visual Network

**Promote your product in  
Maharashtra, Karnataka, Goa, Punjab,  
Rajasthan, Gujarat, Himachal Pradesh & Haryana  
with the easiest media to Reach **MASSES****



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