

The cost of advertising with us



per person



Vritti i media

**AUDIOWALA  
BUS STAND**

the nation is listening

**India's Largest Digital Audio Network  
at a Transit place with Captive audience from small towns and Rural  
Sole concessionaire - Built operate model with State transport Corporations**

**Reach**

**300 Million People  
7 States  
350 Bus Stations**



**A Media That's  
Centrally Controlled  
And Managed**

1. Mass medium that reaches media dark areas.
2. Medium enables advertiser to create local brand awareness or reminder in local language or dialect.
3. 100% the advertiser message reaches the masses as the advertisement is coupled with bus departure announcements.
4. Powerful audio and audio visual medium that provides excellent brand penetration and recall.
5. An unrestricted IT Controlled Medium that cannot be tampered manually.
6. A Medium approved by the Directorate of Advertising & Visual Publicity (DAVP)
7. On-air time morning 6 am to 10 pm daily.
8. Passengers on an average change every 30 minutes and that assures the advertisement is heard / Viewed by new person every time.
9. Advertisement is heard across 100 meter periphery of the Bus Station.
10. 100% battery backup to ensure smooth running of the system.
11. Advertisement release is controlled and monitored from Vritti iMedia's central control room.
12. Covers almost all districts, major Talukas, all pilgrimage Places & Holiday Locations in four states.
13. Message is reached to on an average 25,000 – 40,000 people each day at each station, reach 250 million passenger every Month.

- Ⓞ 400+ Corporate brands on Audiowala Bus Stand
- Ⓞ Present in Maharashtra, karnataka, Goa, Punjab, Rajasthan, Himachal Pradesh & Haryana

**Communicate | Engage | Experience**



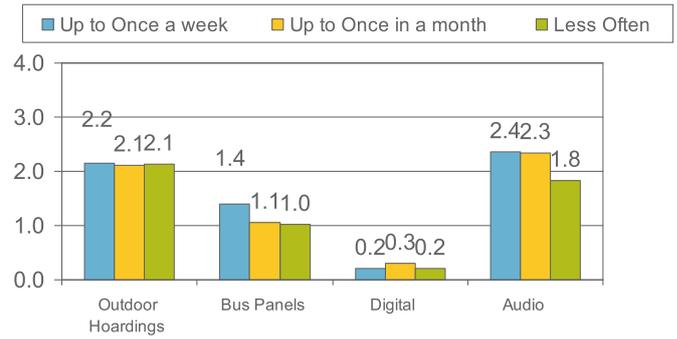
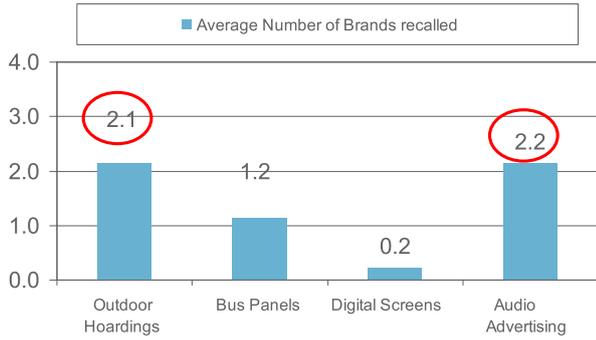
**Space available inside Bus  
Stations Brand Promotion  
& activation**

**Contact**

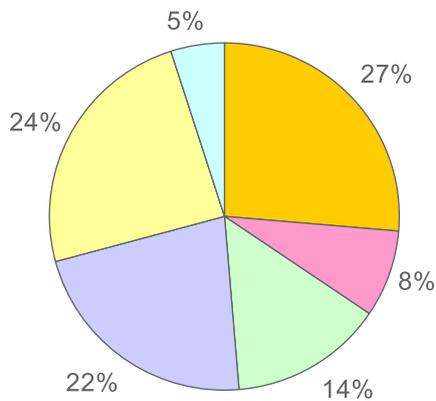
4, Continental Park, Opp. Karve Statue, Karve Road, Kothrud, Pune -411038, Maharashtra, India.  
Tel. : 0 8888 588 688 | Cell : 95610 68555 | enquiry@vritti.co.in | www.vrittiimedia.com

# No of brands recalled

On an average 2.2 brands are recalled on audio advertising / announcement which is the same as the average of 2.1 brands recalled for outdoor hoardings.



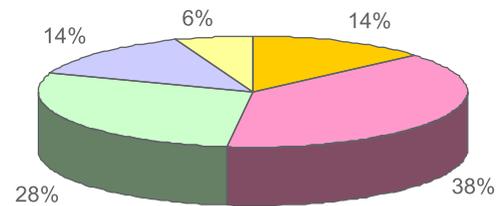
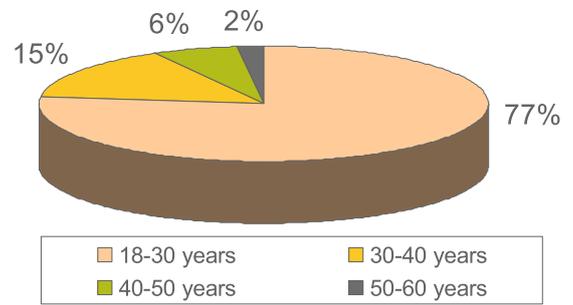
# Frequency of People visiting Bus Depots



Base: All Respondents (n:539)

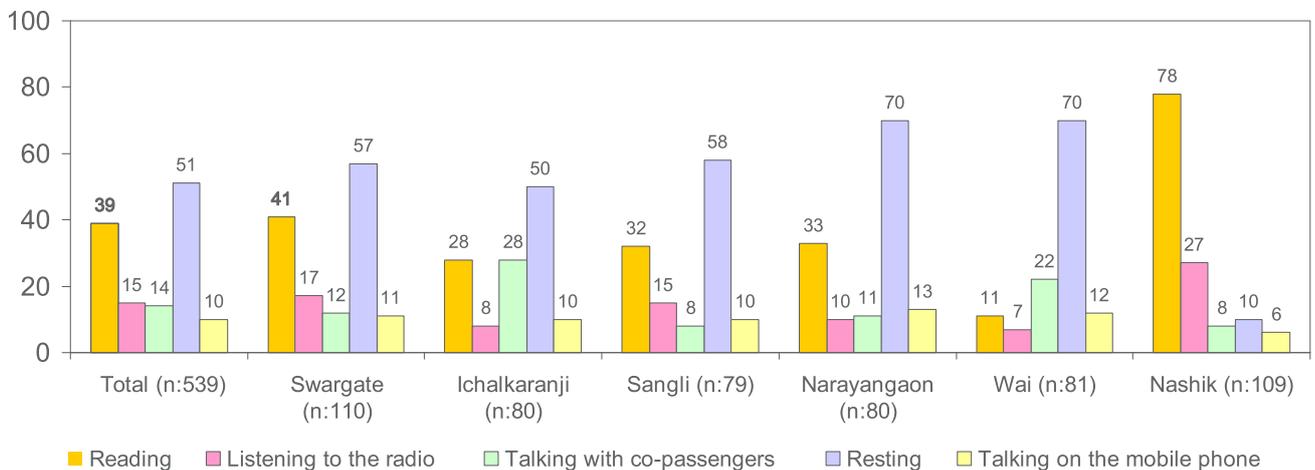
- Everyday
- 1 - 3 times a week
- 1 - 3 times a month
- Upto once in 3 months
- Once in 6 months to 1 year
- Very rarely

# Demographics



- SEC A
- SEC B
- SEC C
- SEC D
- SEC E

# Activities - While at Bus Depot



Base: Total Respondents at each Bus Depot