



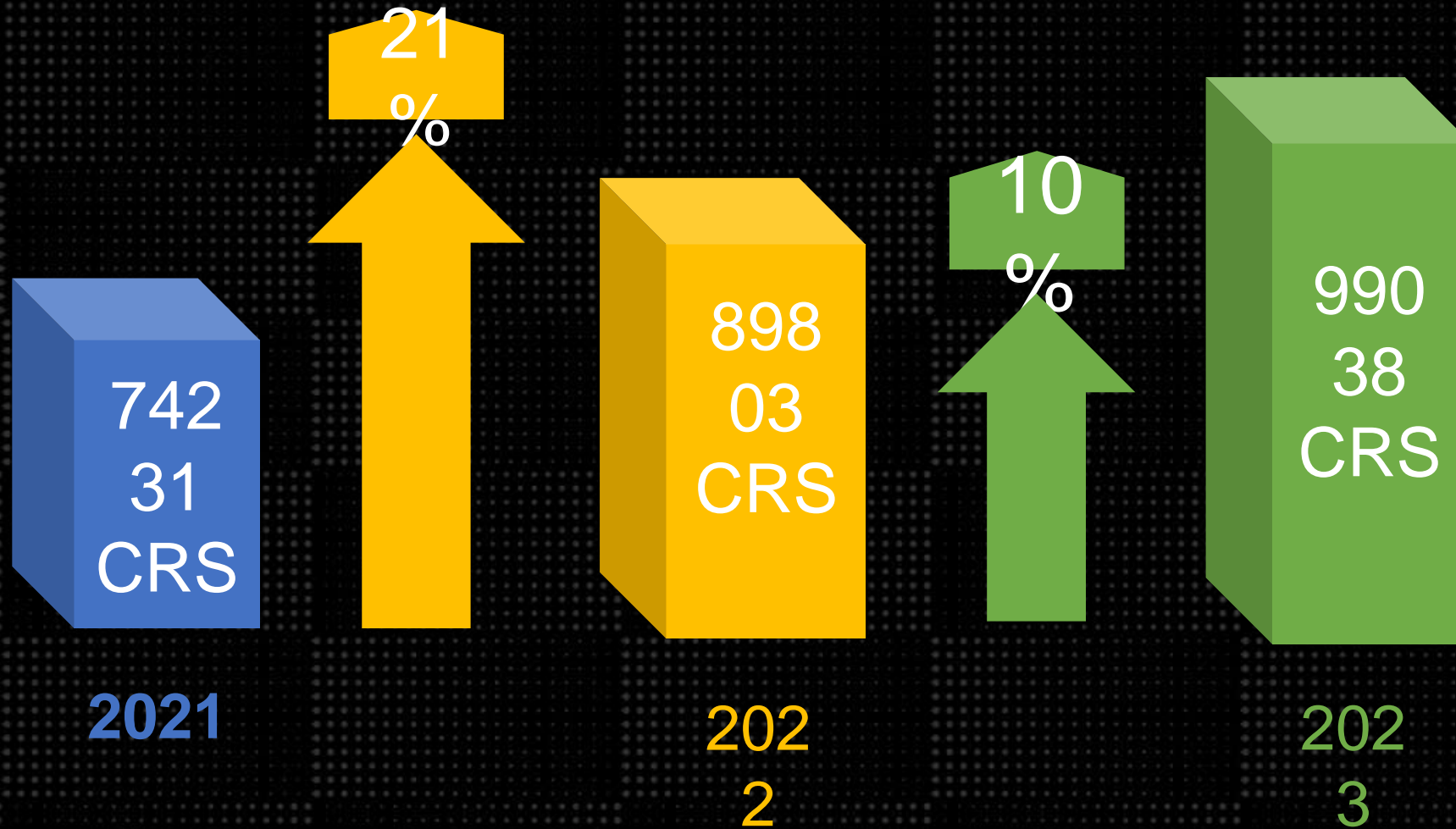
15 FEBRUARY, 2024

Sam Balsara



Indian Adex in 2023

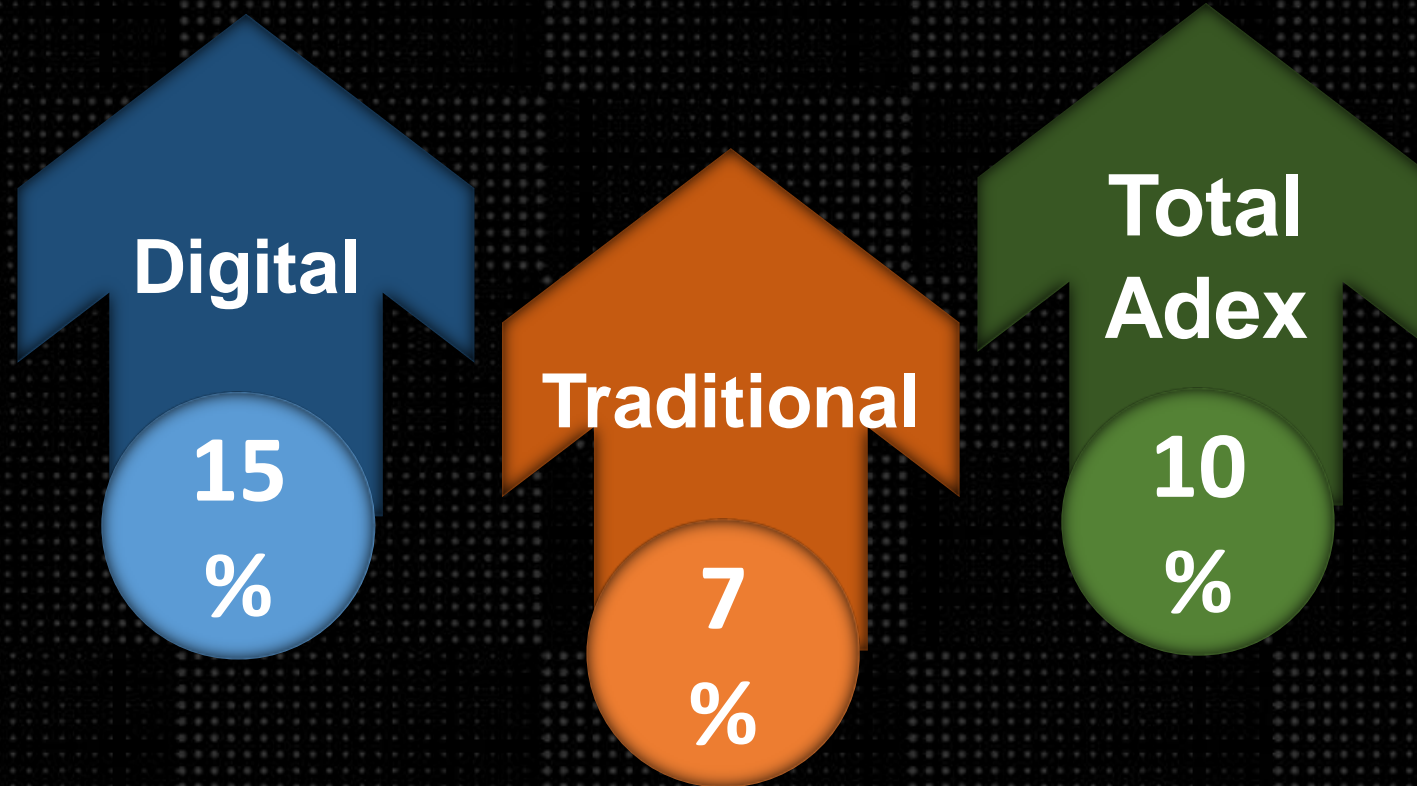
2022 added Rs. 15,500 crores. In 2023 the addition has been only 9200 crores



Indian Adex in 2023 over 2022

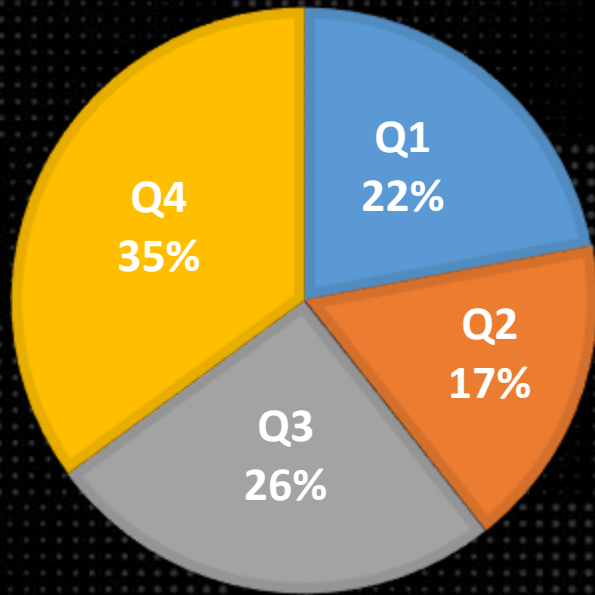
Digital growth of 15% is the lowest in last 2 decade (excluding covid year 2020)

Traditional Adex's growing at slower rate by only 7%

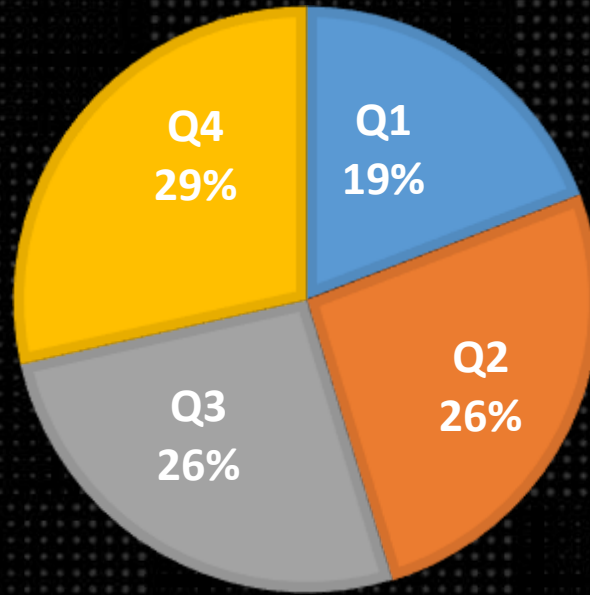


Adex Share by Quarter in 2023

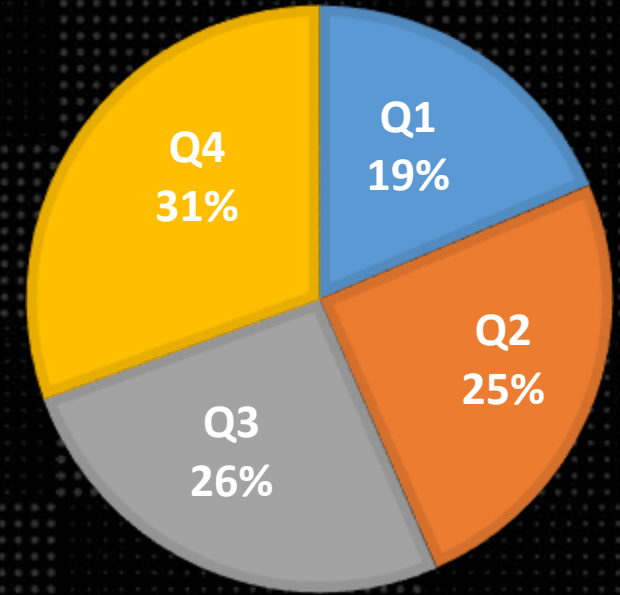
Q4 with 31% share more than 4500 crores or 50% of the annual growth



2021

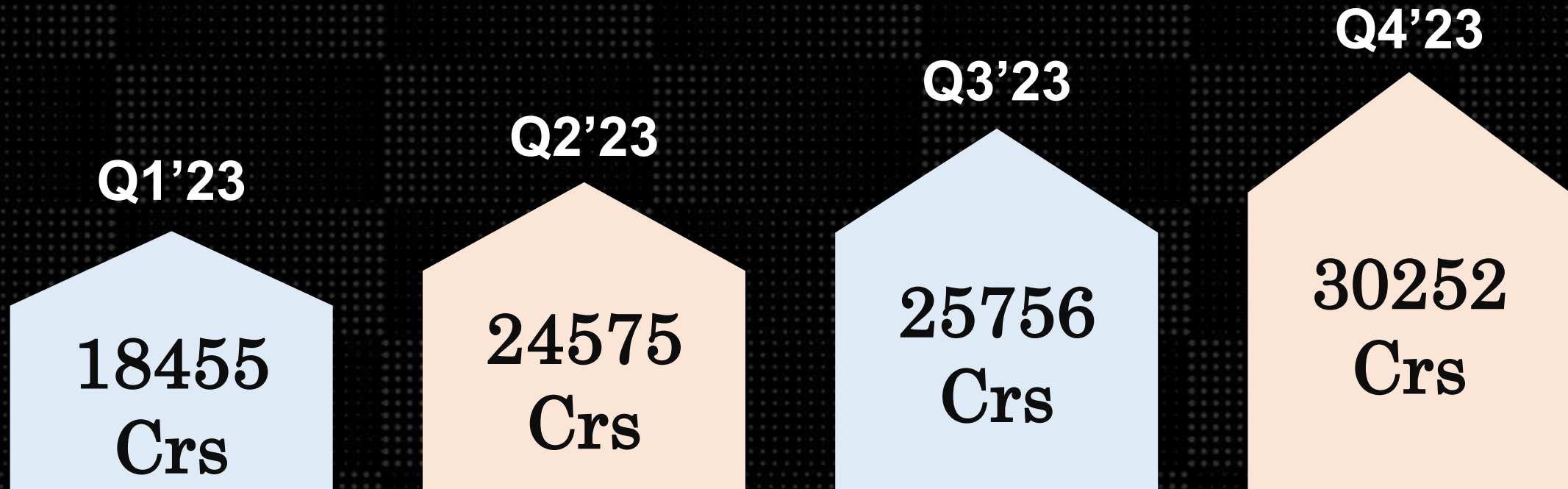


2022



2023

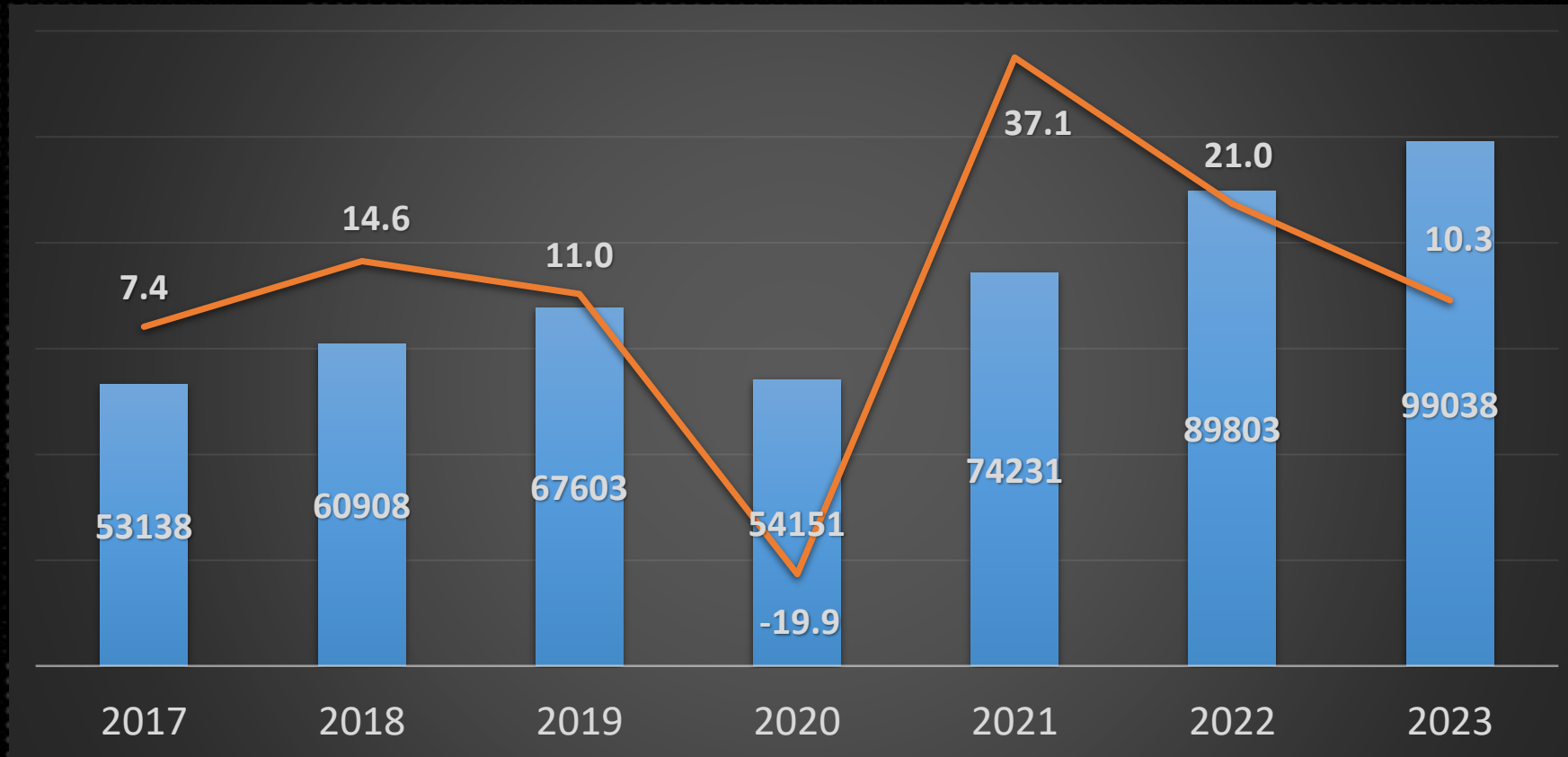
Q4 have has grown substantially by 18%



GROWTH %	Q1	Q2	Q3	Q4	Total
Yr 2023 / 2022	7%	5%	9%	18%	10%

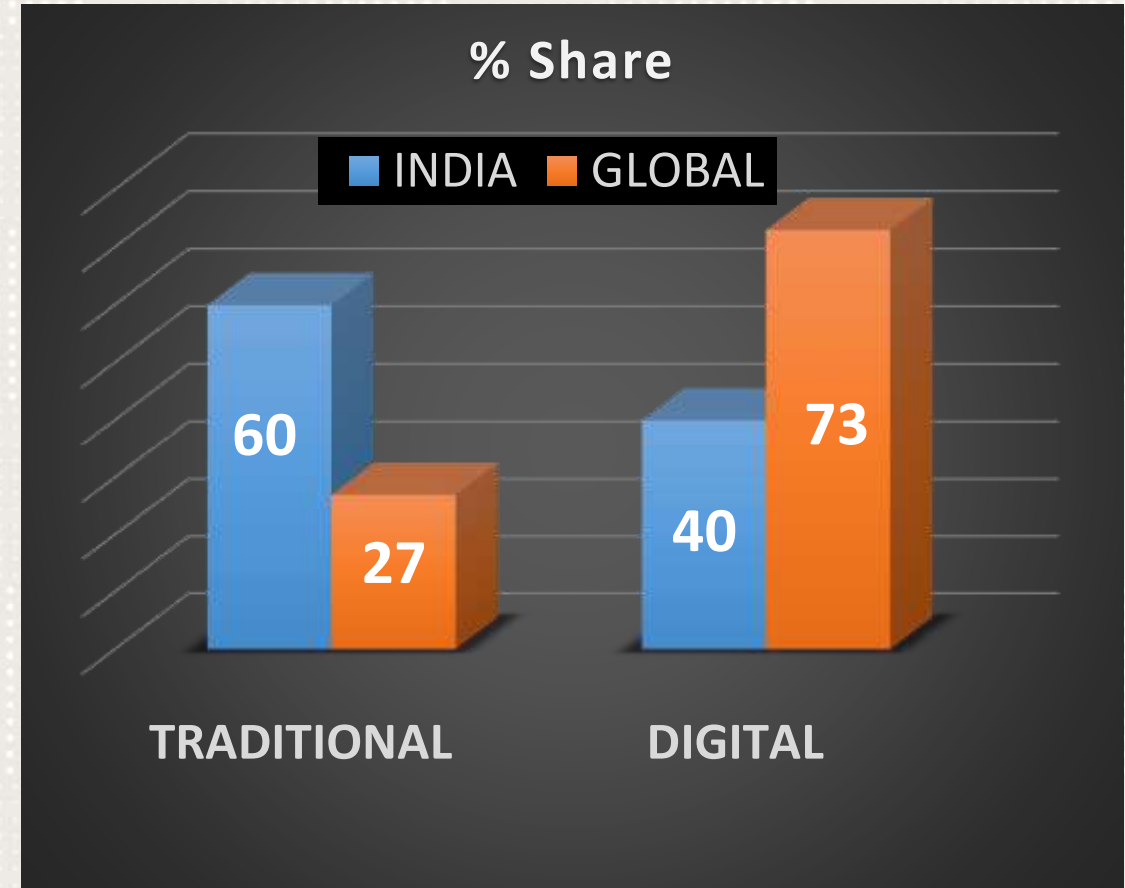
YOY Review

2023 Witnessed Lowest Growth in 5 Years (excluding covid year)



Global Adex in 2023 grew by only 5%

Digital share in Indian adex is at 40%, for Global it is at 73%



WARC Estimates	2021	2022	2023	2023 / 22
Total in US Bn \$	898	929	971	5%

Top 11 Nations in 2023 grew by only 2%

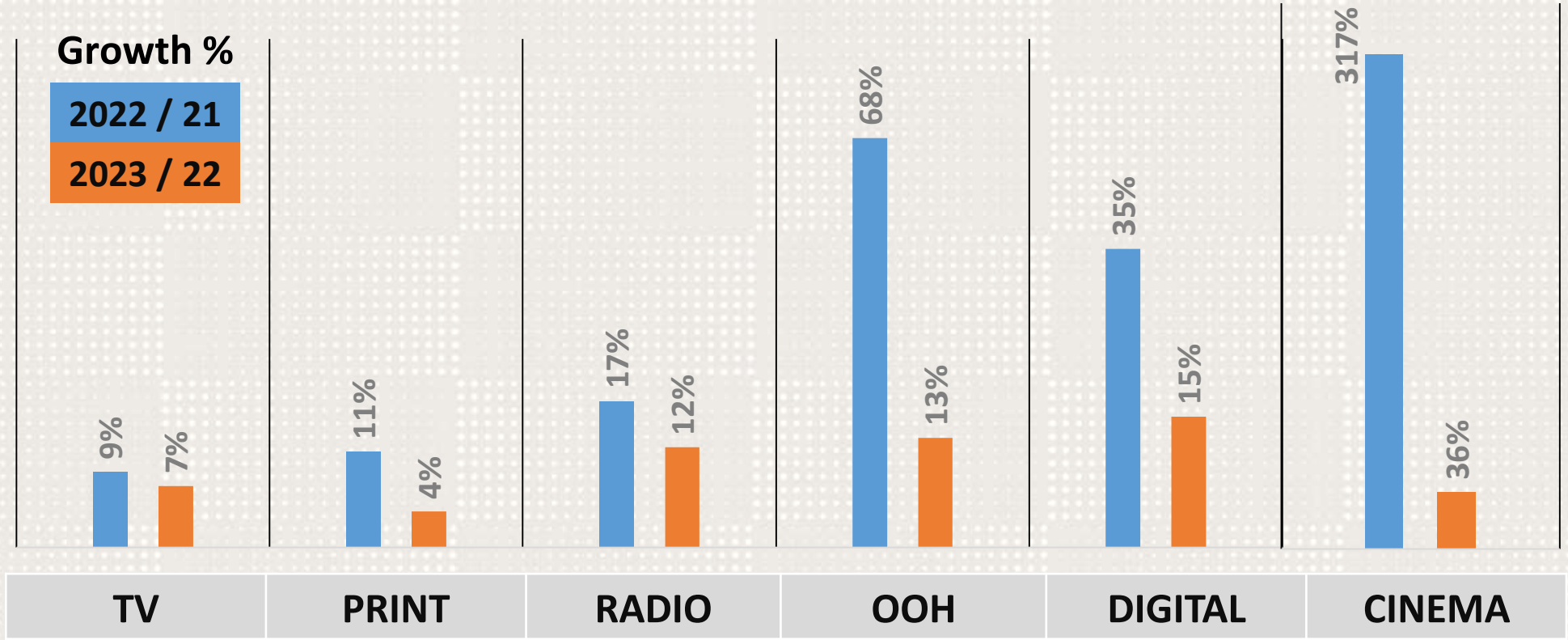
Top 11 nations contribute 63% of the Global Adex

WARC	GROWTH	%
TOP NATIONS	2023 / 22	SHARE
US	2%	31.4%
CHINA	3%	11.7%
UK	8%	4.6%
JAPAN	-8%	3.8%
GERMANY	-1%	2.6%
FRANCE	2%	1.8%
CANADA	3%	1.7%
BRAZIL	10%	1.5%
AUSTRALIA	-4%	1.5%
INDIA	10%	1.2%
ITALY	2%	1.0%
TOP 11 NATIONS	2%	63%
TOP 11 NATIONS ADEX		610
GLOBAL ADEX		971

in US Bn \$

Digital grew by only 15%

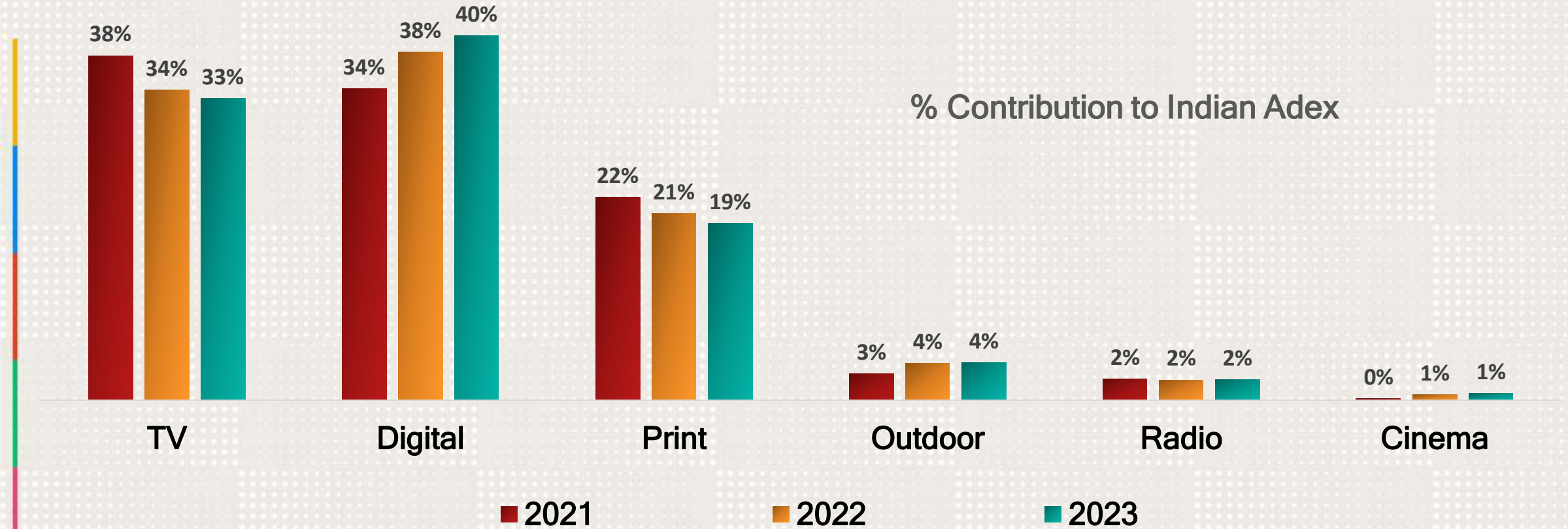
OOH & Radio recovered with higher growth rate of more than 11%



In Rs Crores

Year	Total Adex	TV	Print	Radio	OOH	Digital	Cinema
2022	89803	30662	18470	2032	3666	34405	568
2023	99038	32886	19250	2272	4140	39714	776

Digital's share is now 7 share points ahead of TV with a total share of 40%



Category Contribution in 2023 (TV + Print + Radio)

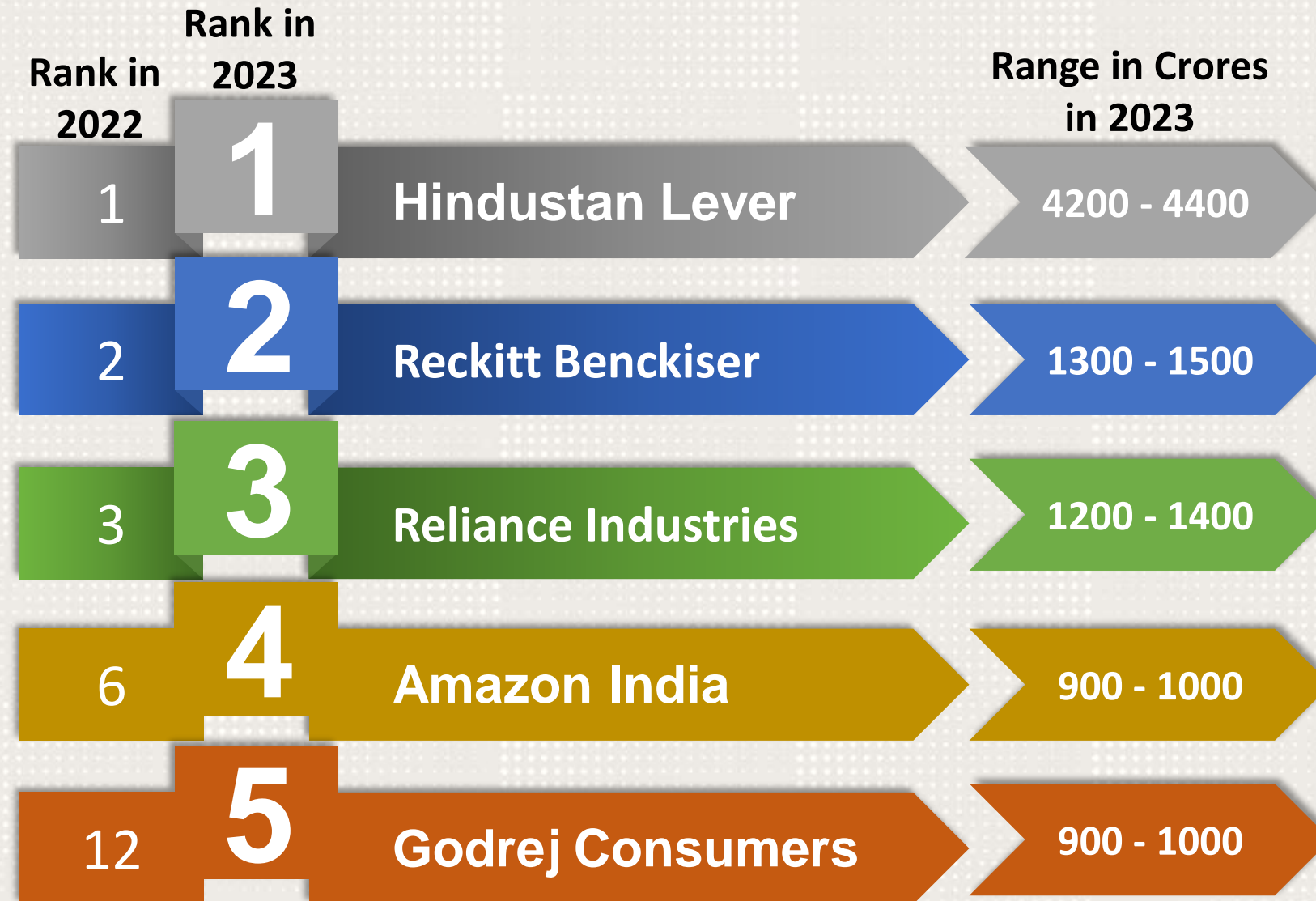
FMCG continues to be the largest contributor with 33% share

TV + Pr + Rd	Category Contribution - 2022		Category Contribution - 2023		Category Growth %	Growth in 2023
	In Crores	In %	In Crores	In %	2023 / 22	In Crores
FMCG	16413	32%	17893	33%	9%	1480
E - Commerce	7159	14%	6140	11%	-14%	-1019
Auto	4150	8%	4903	9%	18%	753
Real Estate	2622	5%	3213	6%	23%	591
BFSI	2191	4%	2725	5%	24%	534
Education	3883	8%	2610	5%	-33%	-1273
HH Durables	2108	4%	2489	5%	18%	382

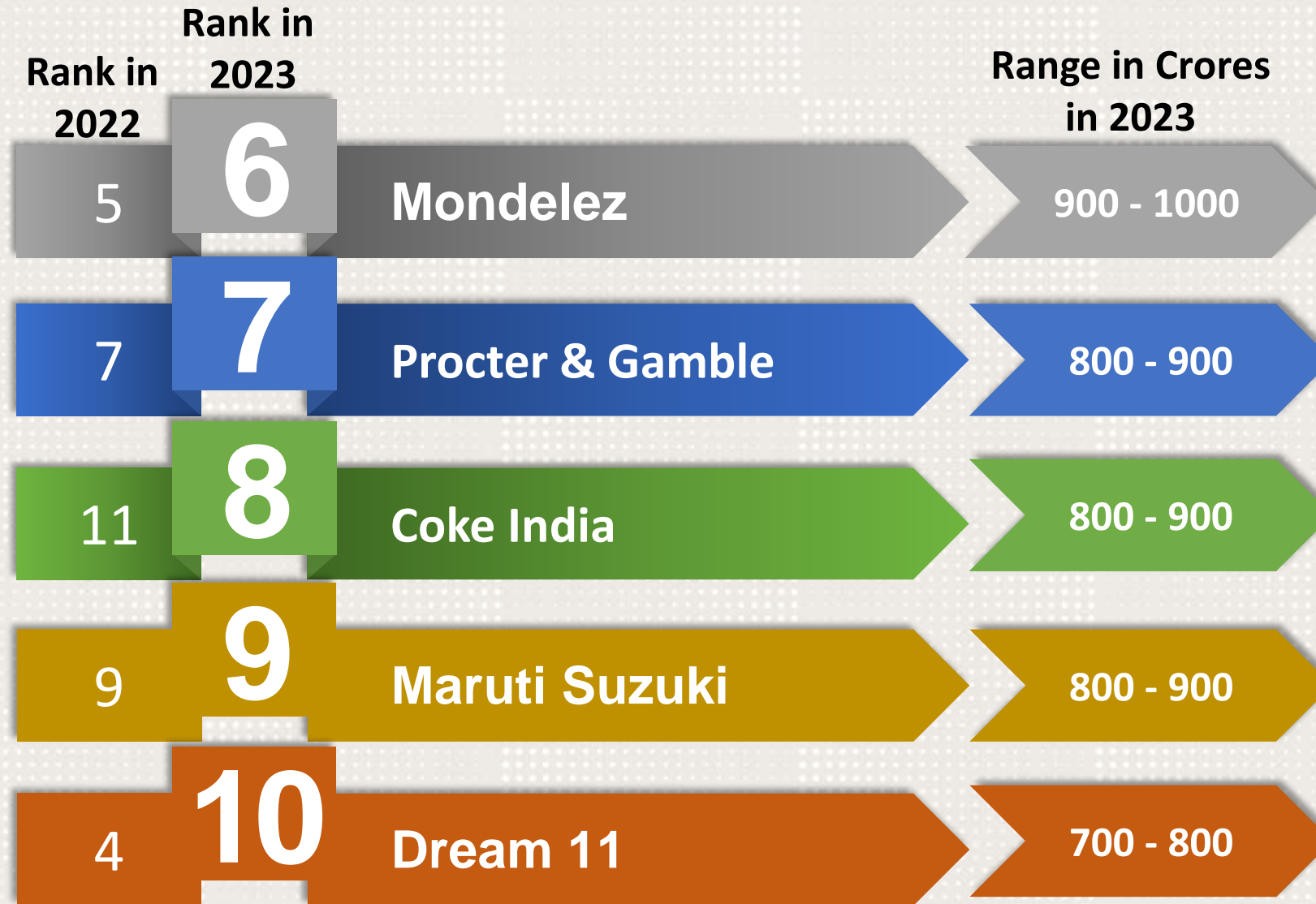
Top Advertisers of India in 2023

- **Top 10 Advertisers grew 2X of Total Adex Growth**
- **6 out of top 10 Advertisers are FMCG**
- **Only 1 Startup in our list**
- **11 New Entrants in Top 50 List**
- **Top 50 Advertisers contribution to total Adex maintained at 30%, Contribution of Top 10 is at 14%**
- **Television and Digital continue to account for 88% of Adex**

Top 10 Advertisers of India in 2023



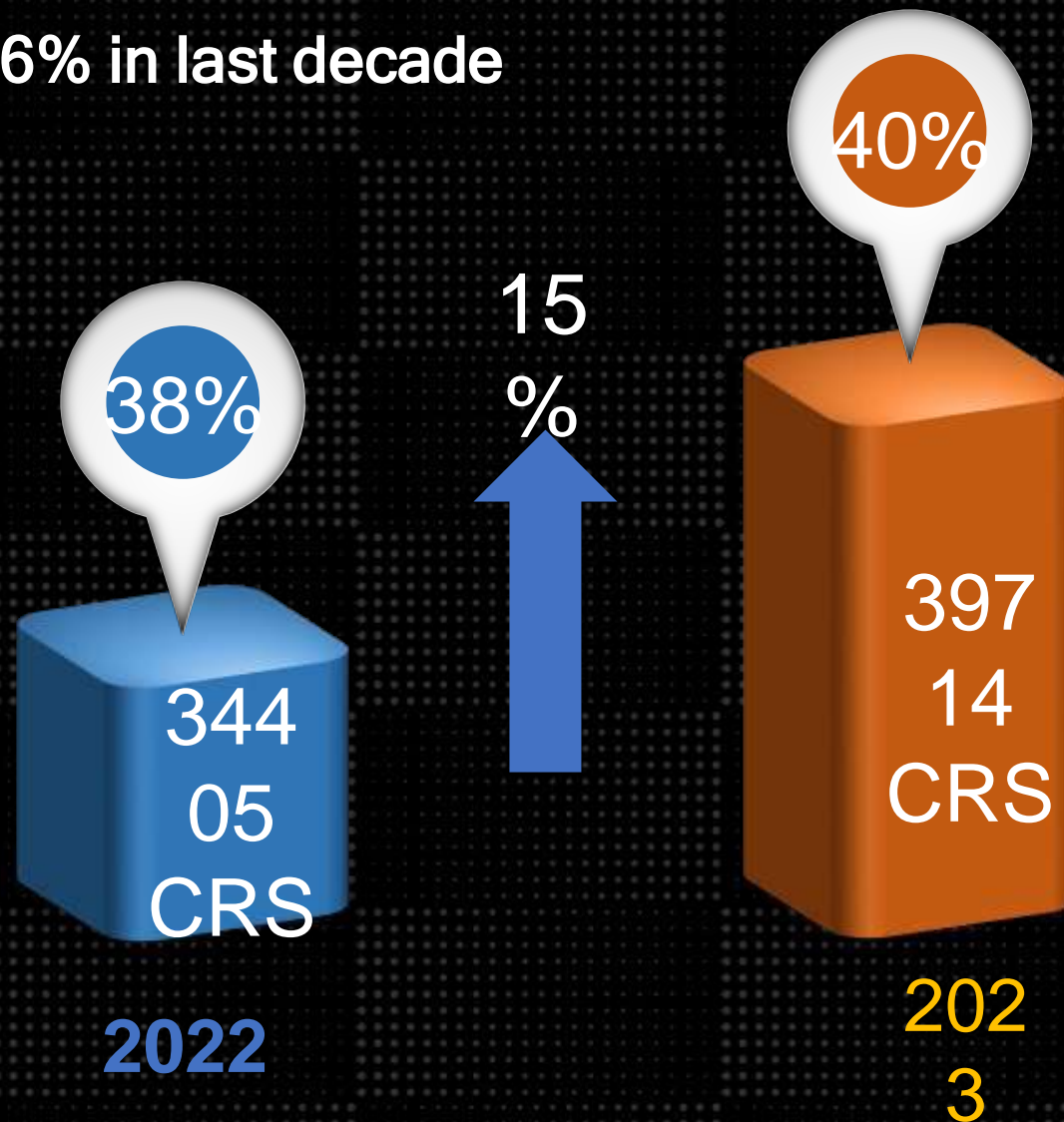
Top 10 Advertisers of India in 2023



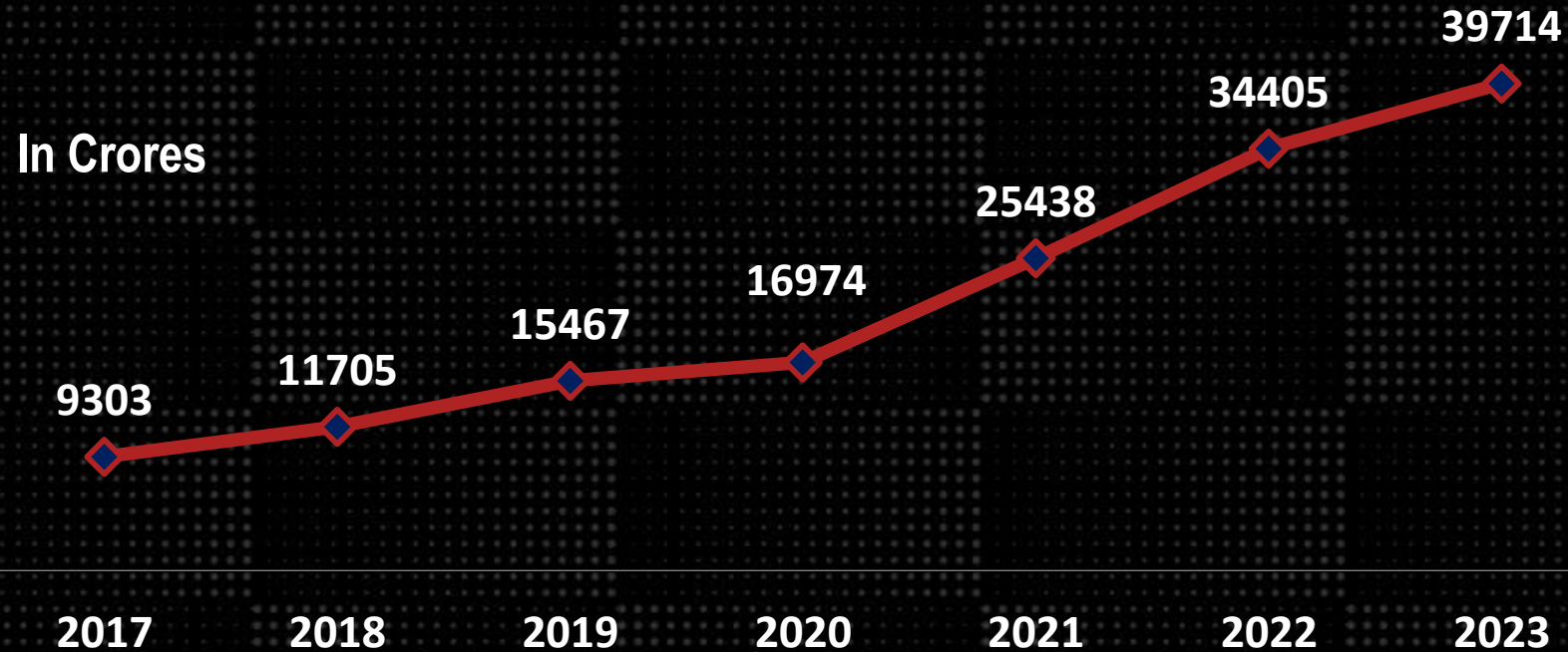


Digital Adex - 2023 / 2022

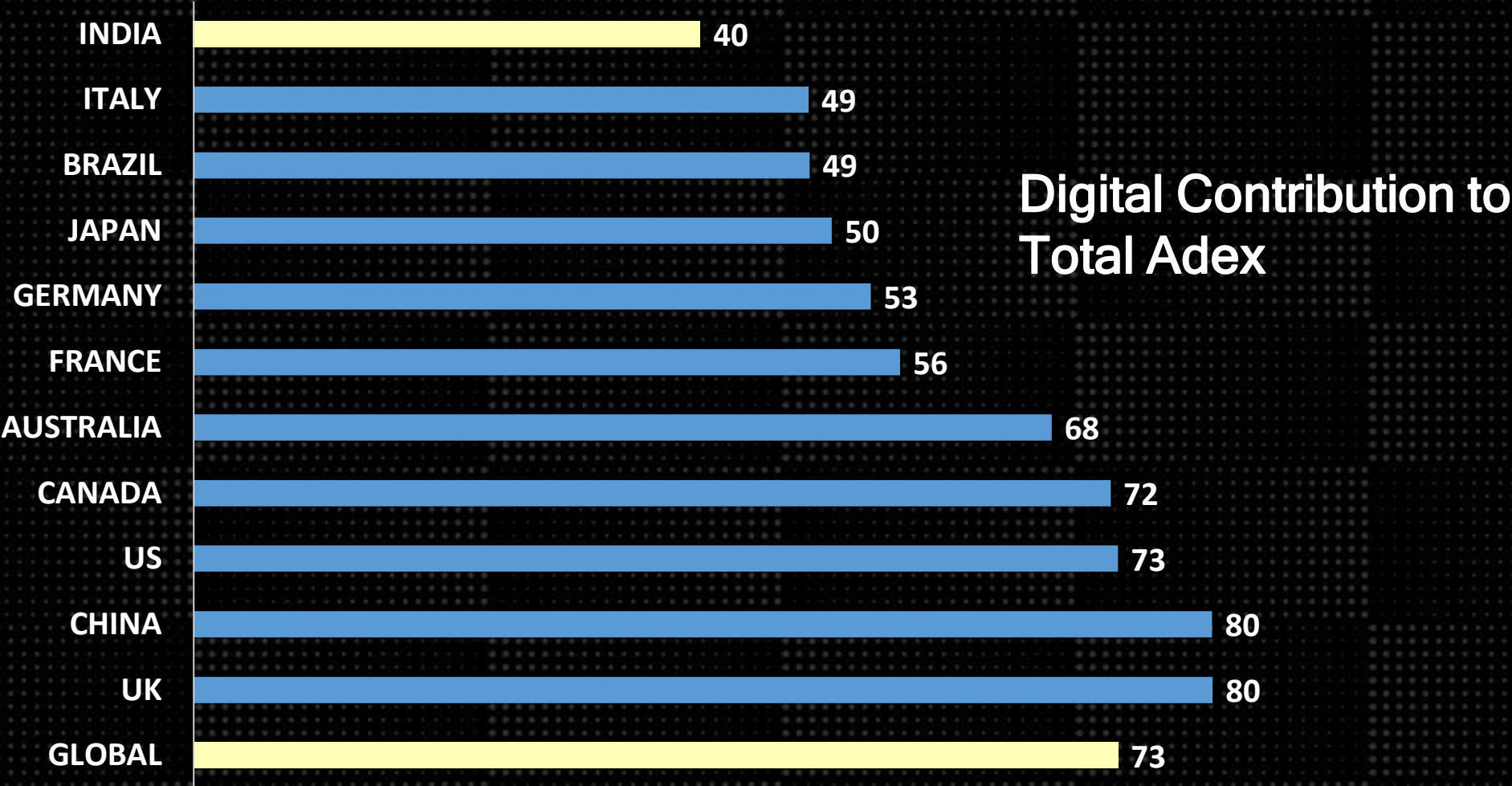
Growing at CAGR of 26% in last decade



Digital has grown by 15% taking Digital Adex close to 40 K Crores

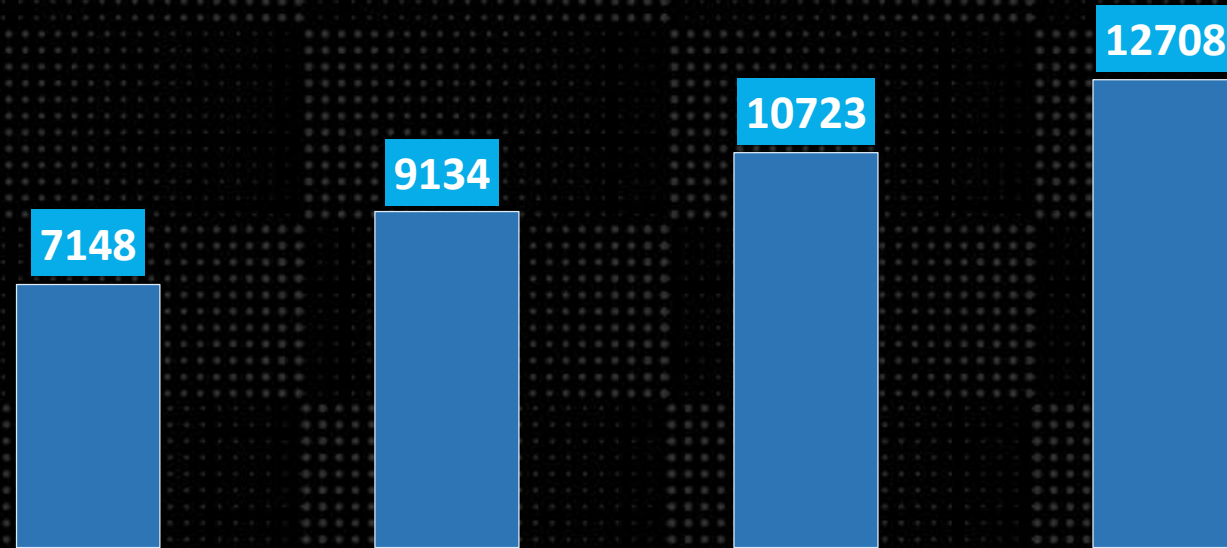


India's digital contribution to total Adex is lowest amongst other nations. China & UK contribution is massive at 80%



H2 marked a rebound in digital advertising expenditure growing by 24%

In Crores



DIGITAL	Q1	Q2	Q3	Q4
% Share	18%	23%	27%	32%
% Growth 23 / 22	4%	6%	20%	27%



E-Commerce platforms grew by 25% with a share of 17% in Digital ADEX

Video spends continue to be the largest category with a share of 33%

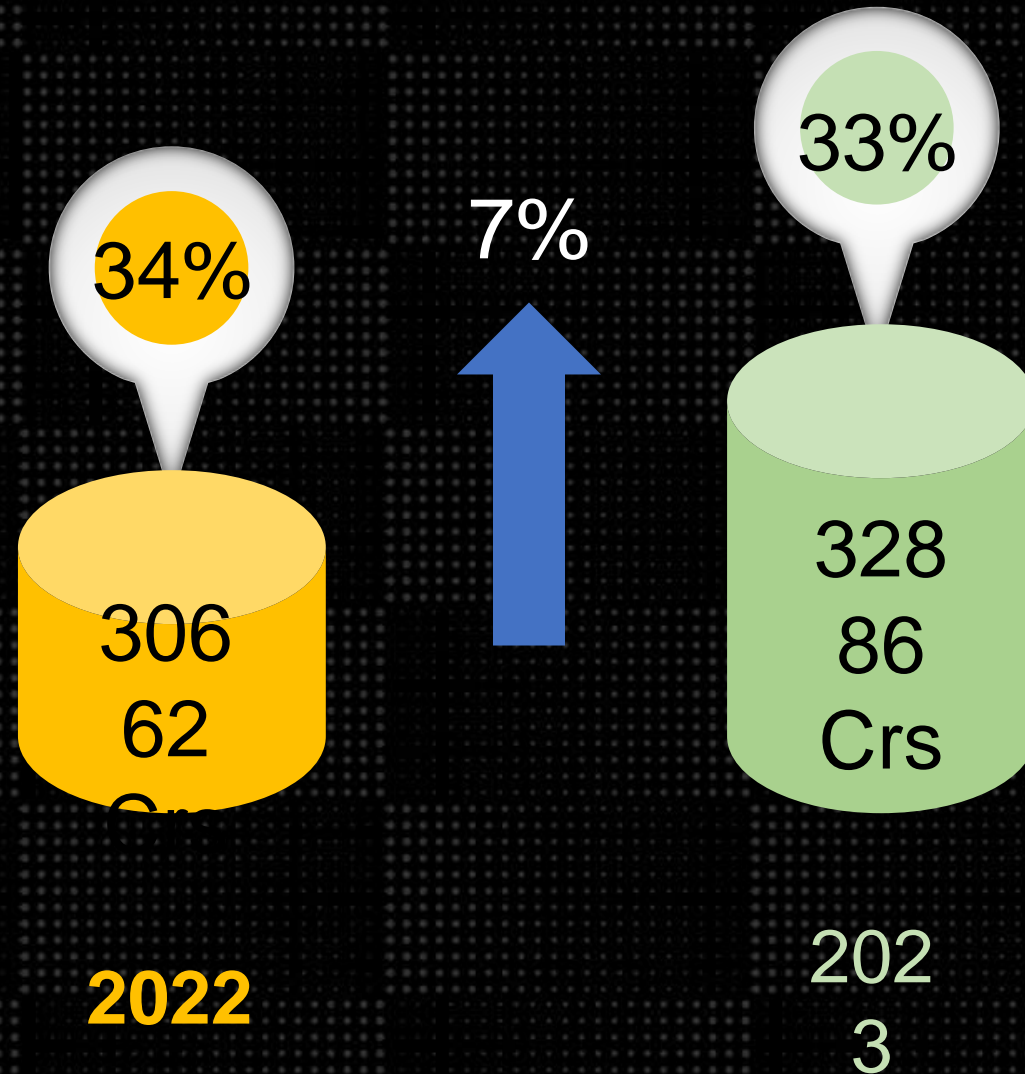
Digital	2022	2023	Share	Share	Growth
Vertical	Rs Crores	Rs Crores	2022	2023	Yr 2023 / 22
Video	10314	12996	30%	33%	26%
Social	7525	8240	22%	21%	10%
E-Commerce	5535	6895	16%	17%	25%
Search	5355	6152	16%	15%	15%
Display	5675	5431	16%	14%	-4%
Total	34405	39714			15%



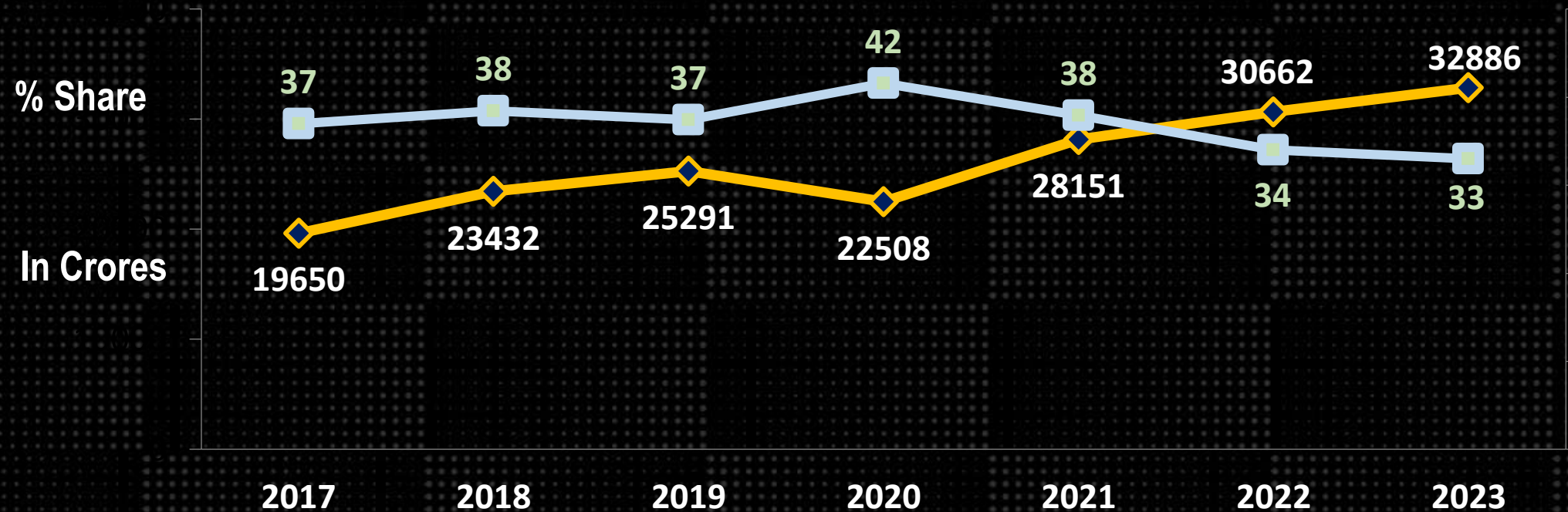


TV Adex - 2023 / 2022

Grown by just 4% if you exclude Sports genre

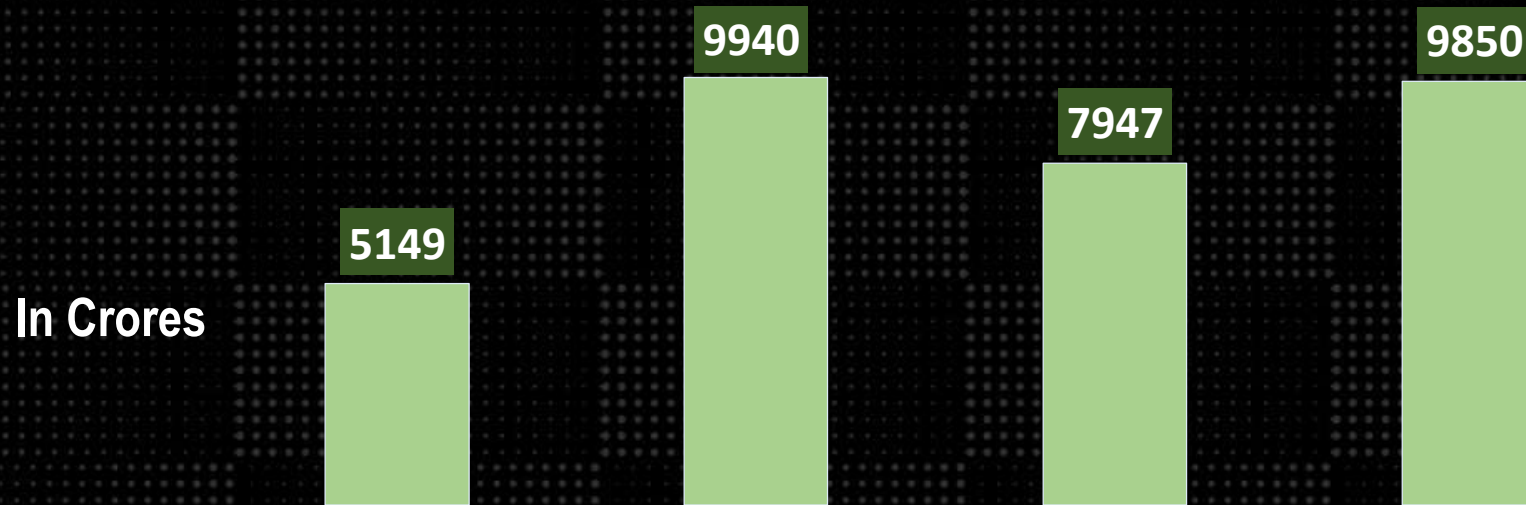


TV adex reaches close to 33000 crores in 2023 and is second medium after Digital with a total share of 33%



First 9 months were subdued in terms of growth Q2, despite IPL registered a growth of only 2%

Q4 grew by 17% mainly on the back of festive spends & ICC CWC



TV	Q1	Q2	Q3	Q4
% Share	16%	30%	24%	30%
% Growth 23 / 22	5%	2%	4%	17%



FMCG continues to lead the pack with 47% share (45% LY) & grew by 12% despite the pressure on profits

Education saw a dramatic drop at 41% & E-Commerce too dropped by 12% in spends

Product Category	Yr 2021 In Rs Crs	Yr 2022 In Rs Crs	Yr 2023 In Rs Crs	Growth % 23 / 22	Catg Contbn 2022	Catg Contbn 2023
FMCG	12834	13725	15353	12%	45%	47%
E - Commerce	4974	6034	5285	-12%	20%	16%
Auto	1523	1682	2036	21%	5%	6%
HH Durables	1076	1195	1436	20%	4%	4%
Real Estate	975	1097	1385	26%	4%	4%
BFSI	913	1009	1269	26%	3%	4%
Telecom	1165	1064	918	-14%	3%	3%



Hindi GECs and Sports - 2 major genres contribute over 45% to TV Adex. Hindi GECs marginally de-grew in FCT

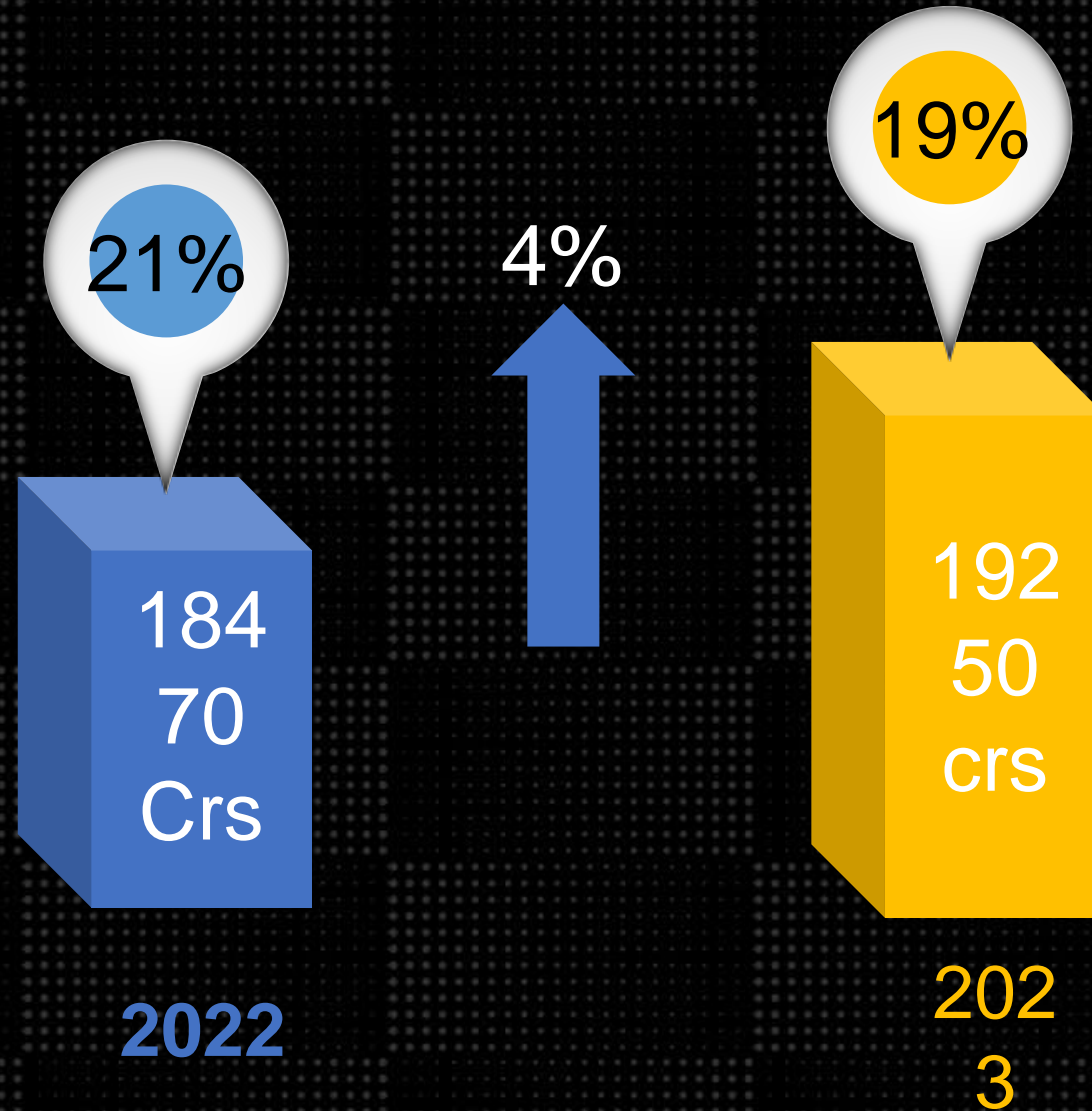
Genres	Yr 2023 In Crores	Yr 2022 FCT in Mn	Yr 2023 FCT in Mn	FCT Growth % 23 / 22	FCT Contbn 2022	FCT Contbn 2023
Hindi Main GEC	7500 - 8000	32	31	-2%	1%	1%
Hindi 2nd GEC		93	90	-4%	4%	4%
Sports	7500 - 8000	40	43	8%	2%	2%
Hindi Movies	1500 - 2000	183	172	-6%	8%	8%
News	2000 - 2500	226	222	-2%	10%	10%
Tamil Reg	2500 - 3000	221	219	-1%	10%	10%
Telugu Reg	1200 - 1500	178	185	4%	8%	9%
Marathi Reg	1200 - 1500	106	116	9%	5%	5%
Kannada Reg	1200 - 1500	137	139	2%	6%	6%
Bengali Reg	1200 - 1500	152	153	0%	7%	7%
Malayalam Reg	800 - 1000	102	96	-5%	5%	4%
Music	500 - 600	83	78	-6%	4%	4%
Kids	400 - 500	38	34	-13%	2%	2%
Info	150 - 250	74	55	-26%	3%	3%
Movies Eng	100 - 200	16	11	-31%	1%	1%
Eng Niche	100 - 200	35	23	-34%	2%	1%
Others	1800 - 2000	494	495	0%	22%	23%
TOTAL	274	2210	2162	-2%	100%	100%



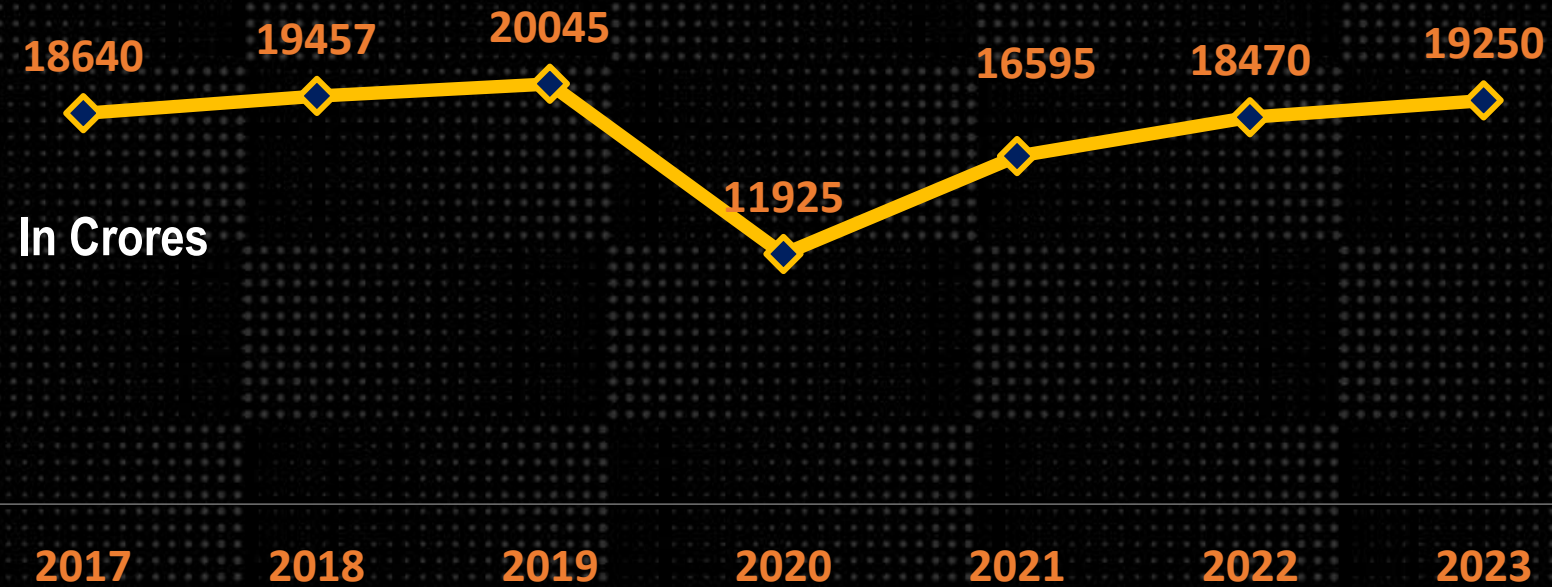


Print Adex - 2023 / 2022

Print Adex grew by marginal 4% & dropped its share from 21% to 19%

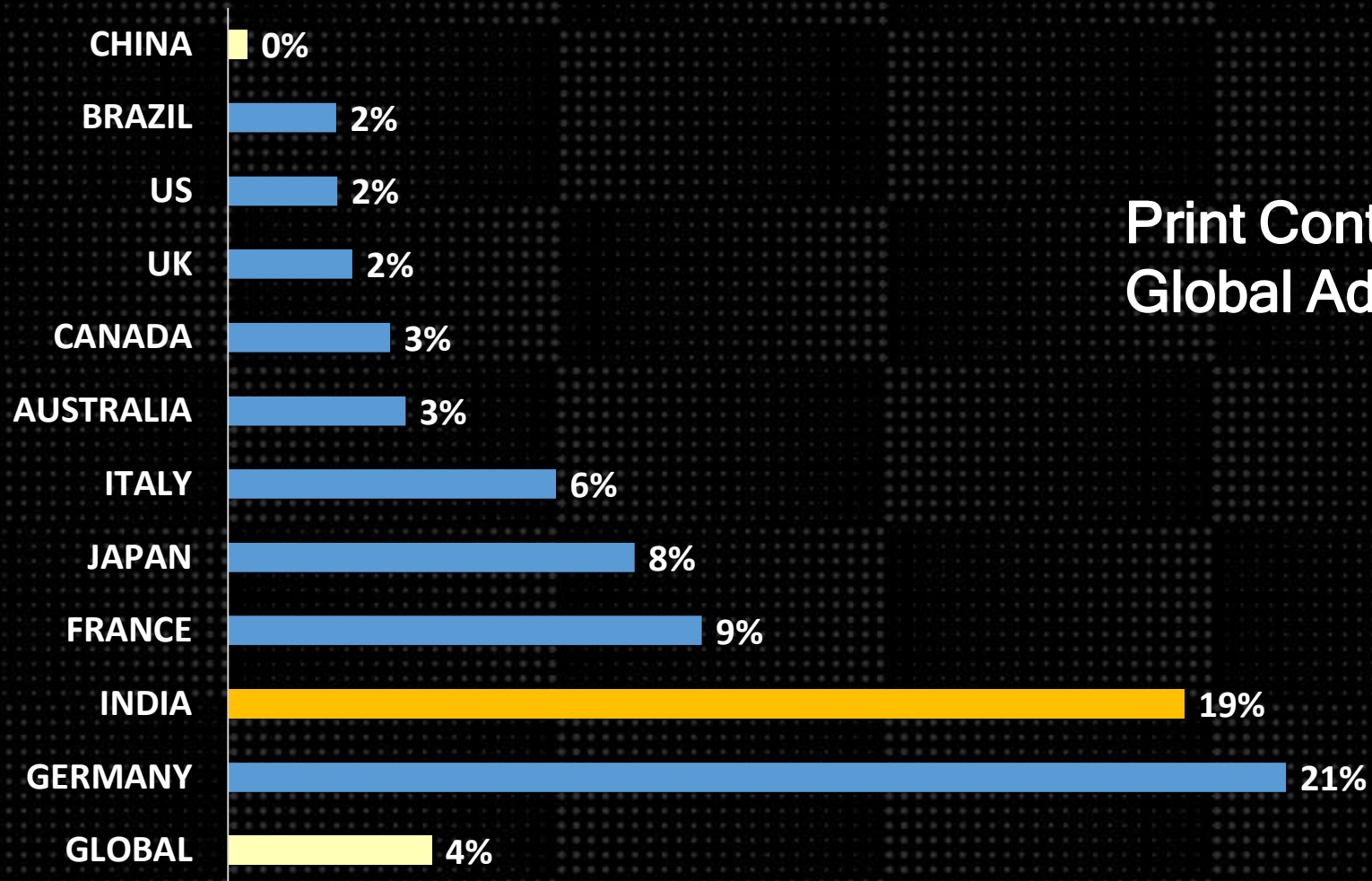


Print adex reached only 19250 crore & yet to reach its pre-covid high of 20K crore



India's Print contribution is second highest after Germany

China's print adex is Zero

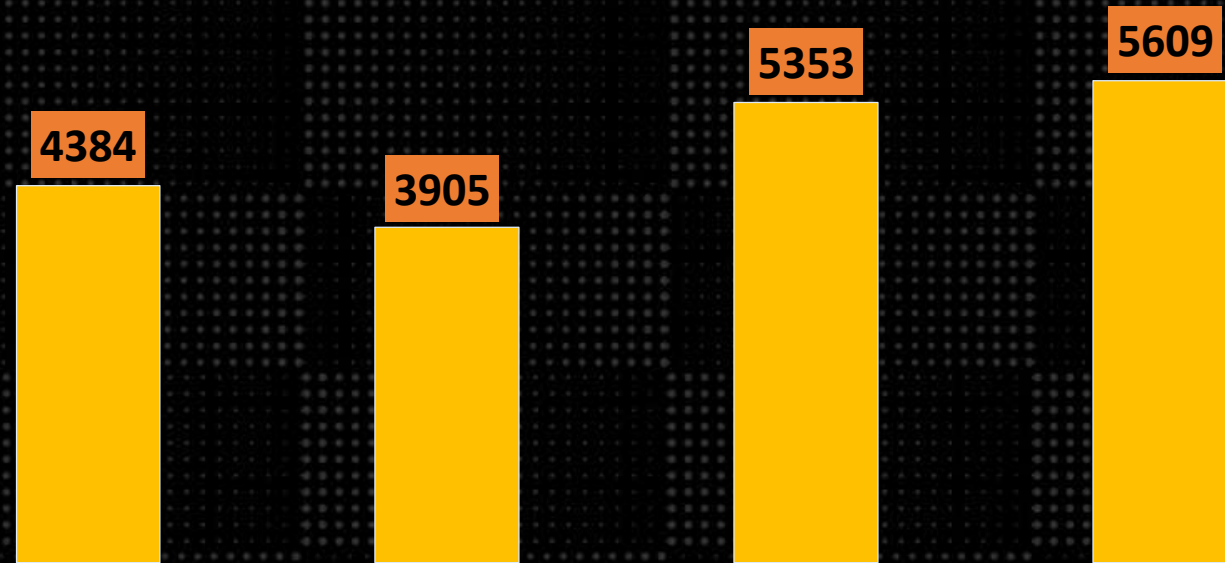


Print Contribution to
Global Adex



Despite the traditionally buoyant periods of festivals and state elections, Print adex grew by only 2% in H2'23

In Crores



PRINT	Q1	Q2	Q3	Q4
% Share	23%	20%	28%	29%
% Growth 23 / 22	8%	6%	-1%	5%



5 Lead Categories contribute 50% to Print

Auto is the leader with 14% share, followed by FMCG with 12% share

Product Category	Yr 2021 In Rs Crs	Yr 2022 In Rs Crs	Yr 2023 In Rs Crs	Growth % 23 / 22	Catg Contbn 2022	Catg Contbn 2023
Auto	2272	2307	2627	14%	12%	14%
FMCG	2631	2427	2270	-6%	13%	12%
Education	2526	2510	1782	-29%	14%	9%
Real Estate	1025	1241	1471	19%	7%	8%
Retail	985	1213	1379	14%	7%	7%
BFSI	769	985	1247	27%	5%	6%
Clothing Fashion Jewellery	641	996	1211	22%	5%	6%



Hindi newspapers grew by 10% & witnessed higher growth than English (8%)

Both publications contribute close to 65% of the total Print Volume

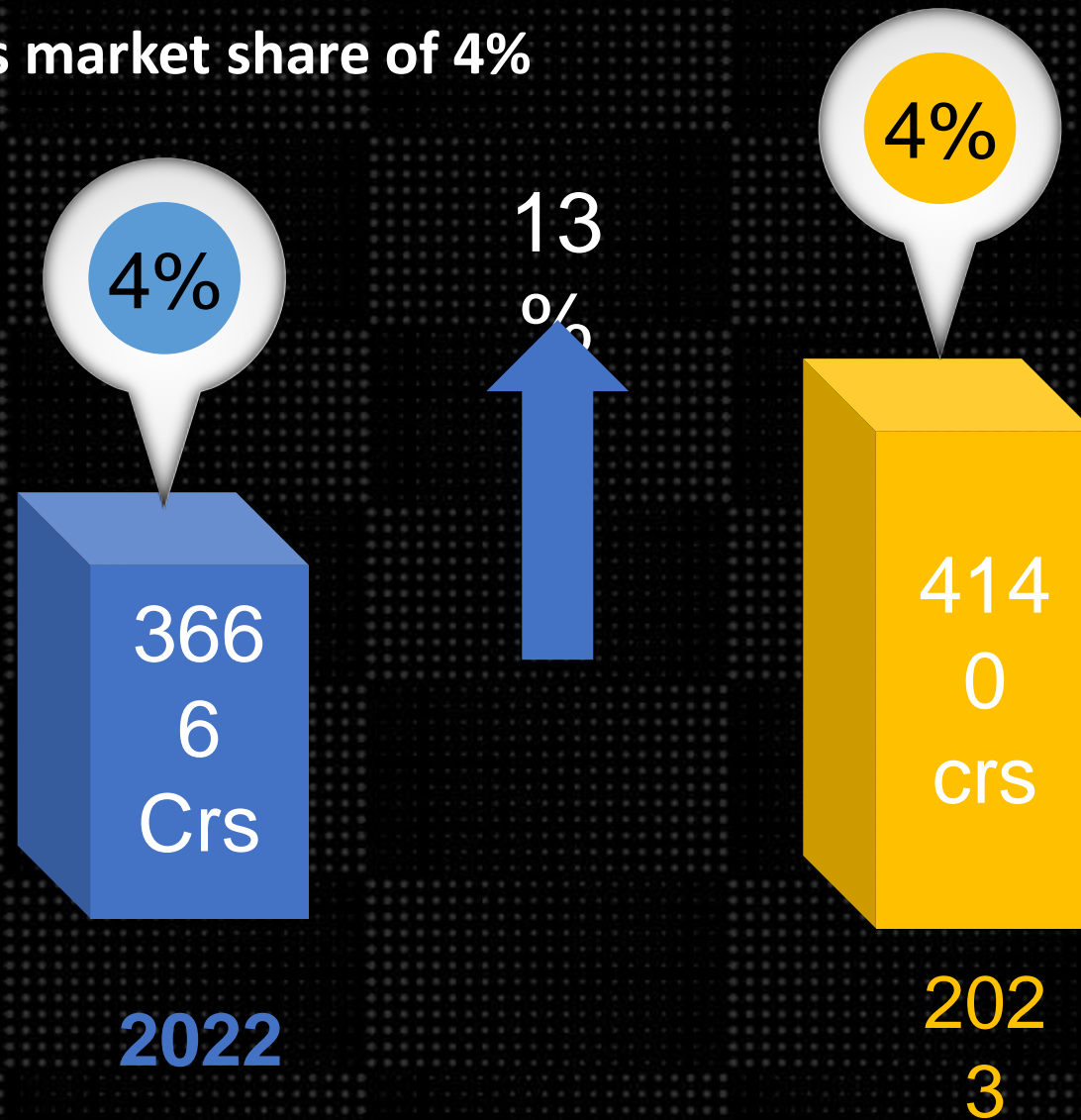
Volume in CC Million	2021 Vol in Cc	2022 Vol in Cc	2023 Vol in Cc	Growth % 23 / 22	Contbn 2022	Contbn 2023
Hindi	102	112	123	10%	35%	37%
English	70	84	90	8%	27%	27%
Marathi	22	27	26	-3%	8%	8%
Kannada	15	19	18	-7%	6%	5%
Tamil	16	18	18	0%	6%	5%
Telugu	15	18	18	2%	6%	6%
Malayalam	10	12	12	1%	4%	4%
Gujarati	10	12	12	1%	4%	4%
Oriya	6	6	7	15%	2%	2%
Bengali	4	4	4	0%	1%	1%
Punjabi	2	2	2	2%	1%	1%
Assamese	2	2	2	4%	1%	1%
Urdu	1	1	1	4%	0%	0%
TOTAL	274	316	333	6%		





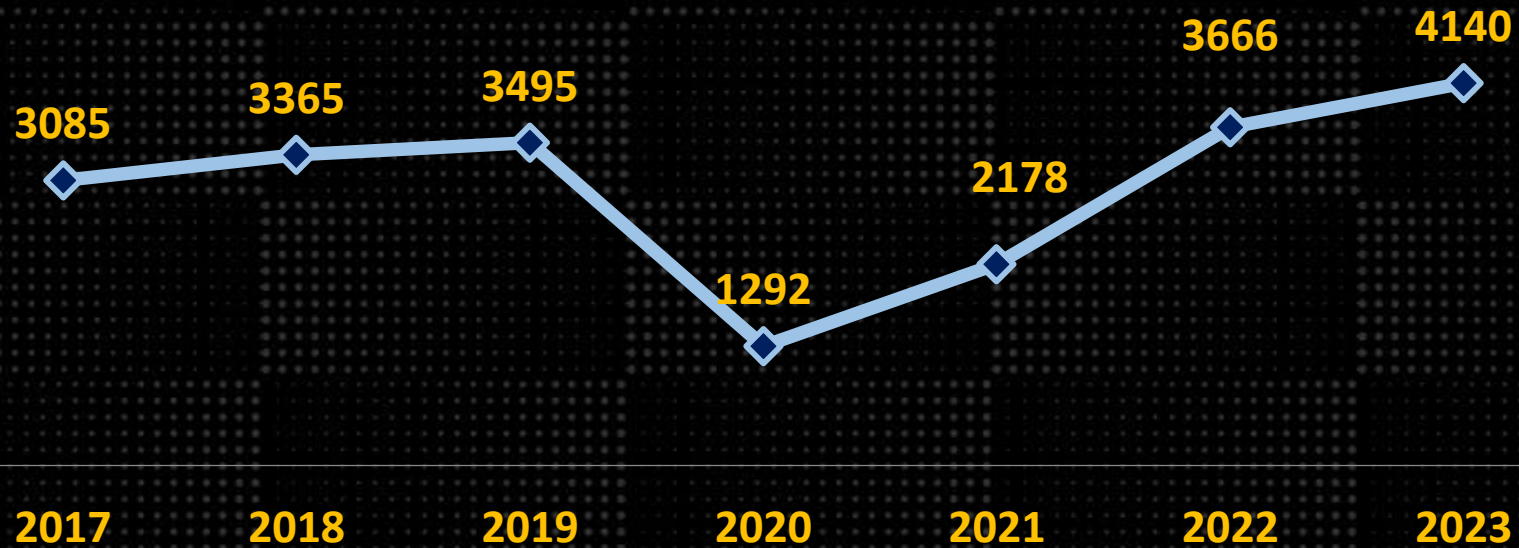
OOH Adex - 2023 / 2022

OOH has maintained its market share of 4%



OOH at Rs 4140 crore increased by 13% Crossed Pre Covid-Levels by almost 650 crores

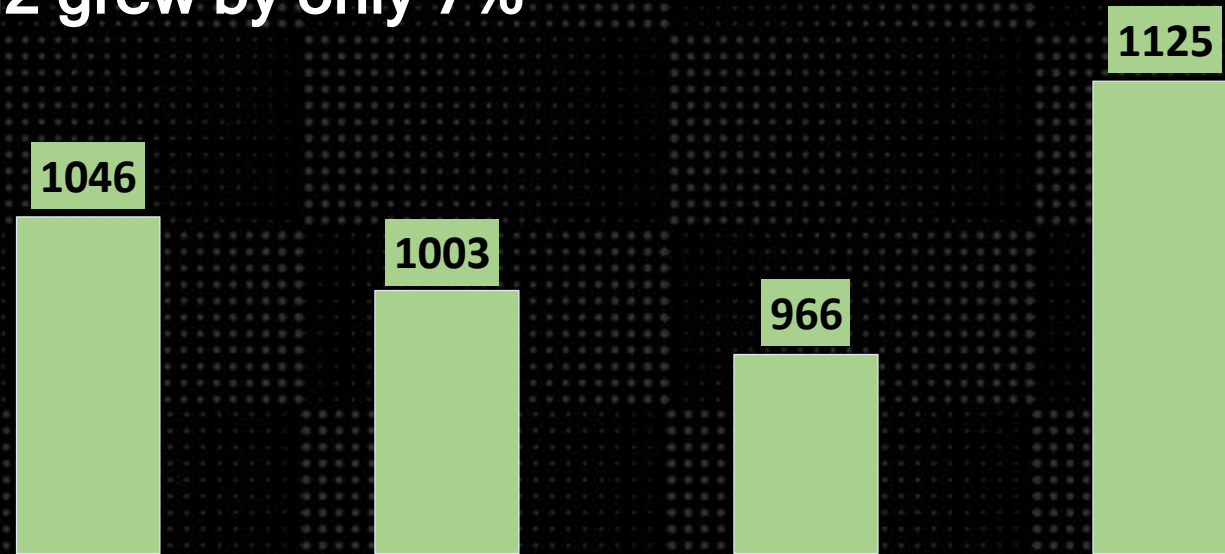
In Crores



Uniform spend across quarters

H1 grew by 20% while H2 grew by only 7%

In Crores



OOH	Q1	Q2	Q3	Q4
% Share	25%	24%	23%	27%
% Growth 23 / 22	25%	14%	8%	6%



Top 5 categories contribute to 64% of total OOH Adex

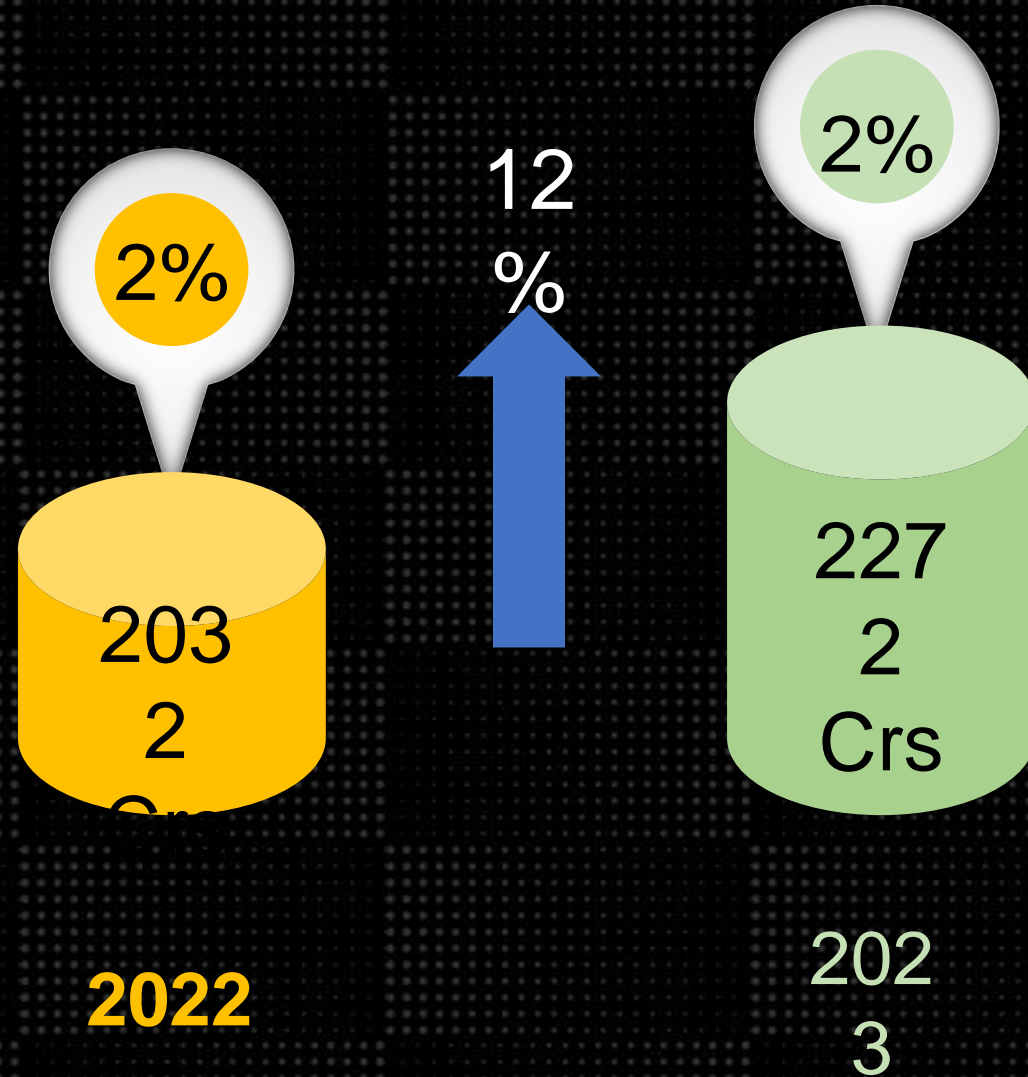
Real Estate contributes highest with 19% share

Product Category	2021 In Rs Crs	2022 In Rs Crs	2023 In Rs Crs	Growth % 23 / 22	Catg Contbn 2022	Catg Contbn 2023
Real Estate	472	683	789	15%	19%	19%
Organized Retail	298	463	546	18%	13%	13%
Consumer Services	237	412	483	17%	11%	12%
FMCG	289	477	460	-3%	13%	11%
BFSI	281	295	362	23%	8%	9%
Media	152	328	306	-7%	9%	7%
Automotive	111	205	231	13%	6%	6%





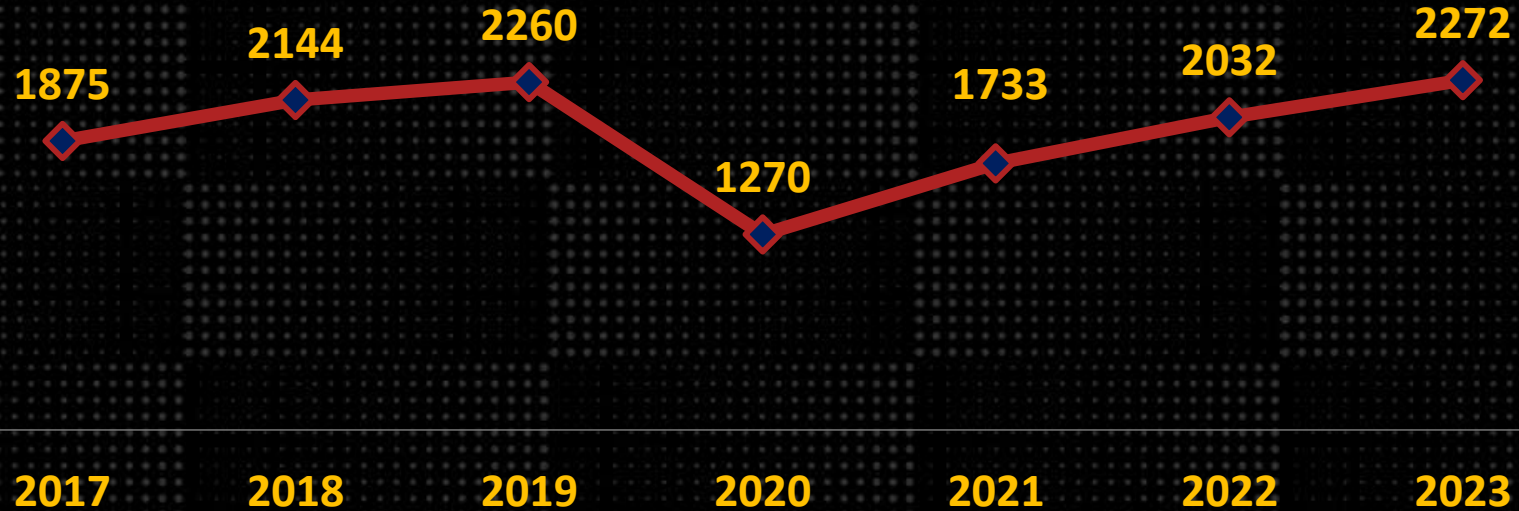
Radio Adex - 2023 / 2022



Radio Adex growth of 12% in 2023 reaches 2272 crores

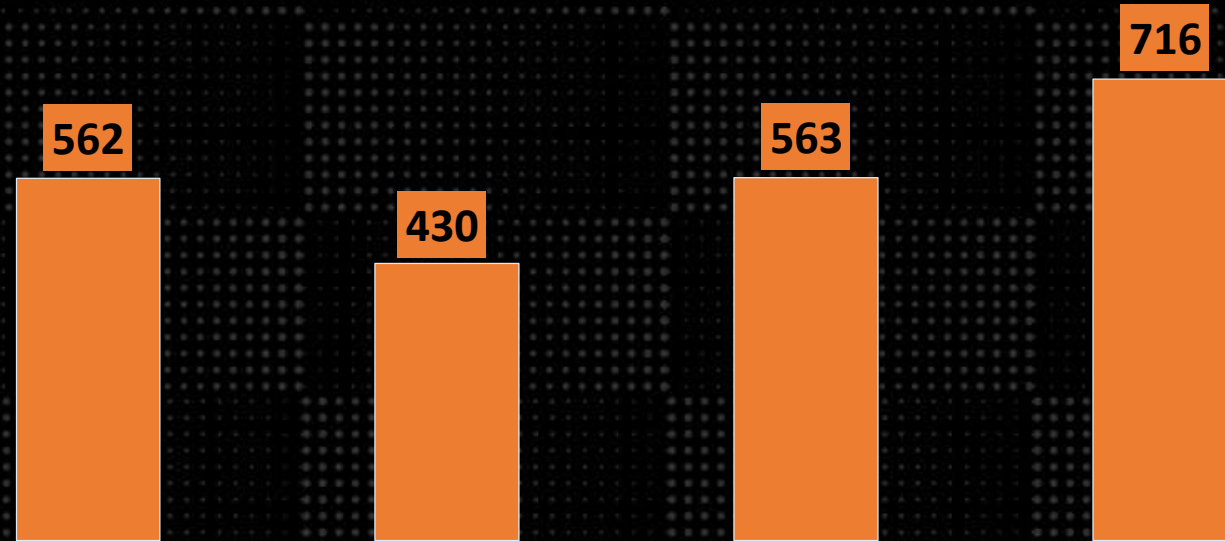
At par with pre covid levels

In Crores



H2 contributes almost 60% of the total Radio revenue but low growth rate

In Crores



RADIO	Q1	Q2	Q3	Q4
% Share	25%	19%	25%	32%
% Growth 23 / 22	17%	28%	6%	5%



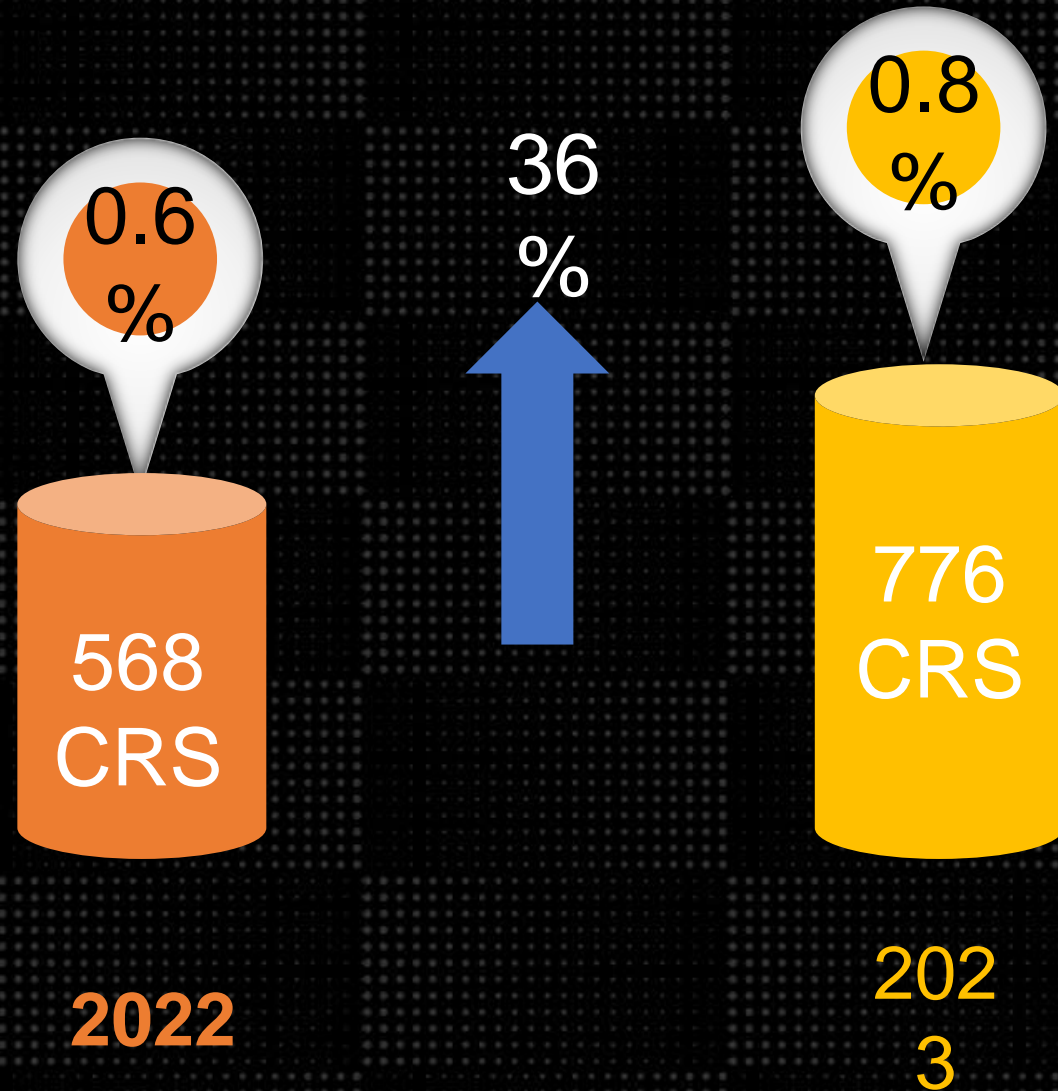
Real Estate, FMCG & Auto are main contributors to growth contributing 38% share (LY 35%)

Product Category	Yr 2021 In Rs Crs	Yr 2022 In Rs Crs	Yr 2023 In Rs Crs	Growth % 23 / 22	Catg Contbn 2022	Catg Contbn 2023
Real Estate	183	284	358	26%	14%	16%
FMCG	229	261	270	4%	13%	12%
Auto	141	161	239	48%	8%	11%
BFSI	229	196	210	7%	10%	9%
Retail	85	124	154	24%	6%	7%
E - Commerce	166	201	140	-30%	10%	6%
Clothing Fashion Jewellery	50	75	105	40%	4%	5%



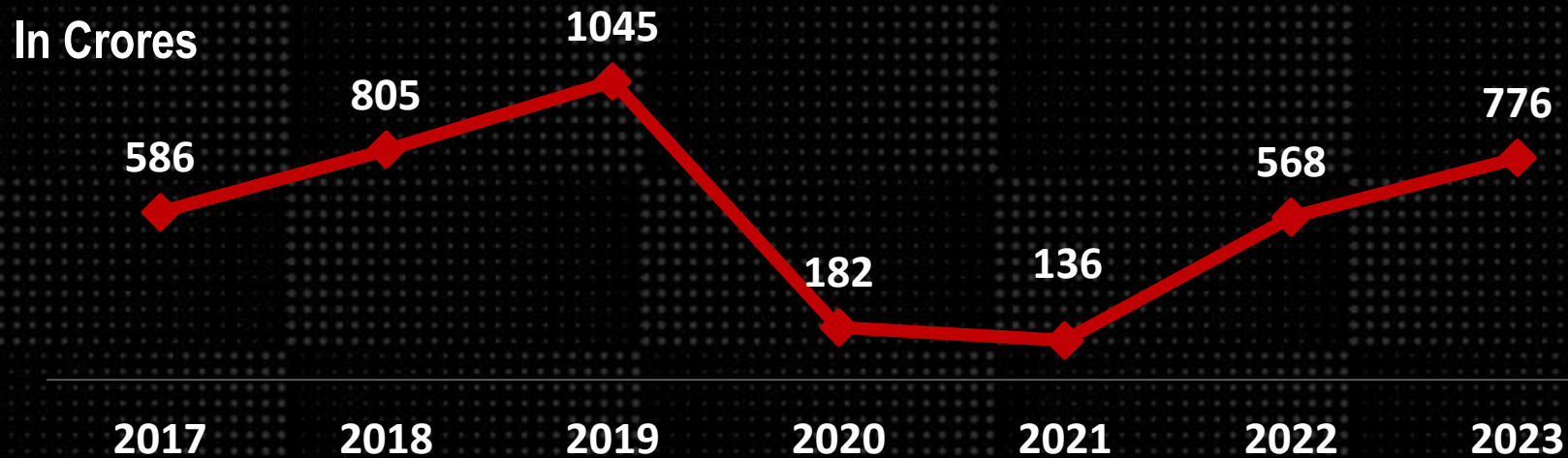
CINEMA

Cinema Adex - 2023 / 2022



Cinema is still short of Pre Covid level by almost 300 crores

2023 Revenue is similar to 2018



Growth Forecast

2024

Indian Adex Forecast to grow 12% - To add 12000 crores

Global Adex estimated to grow by 8%

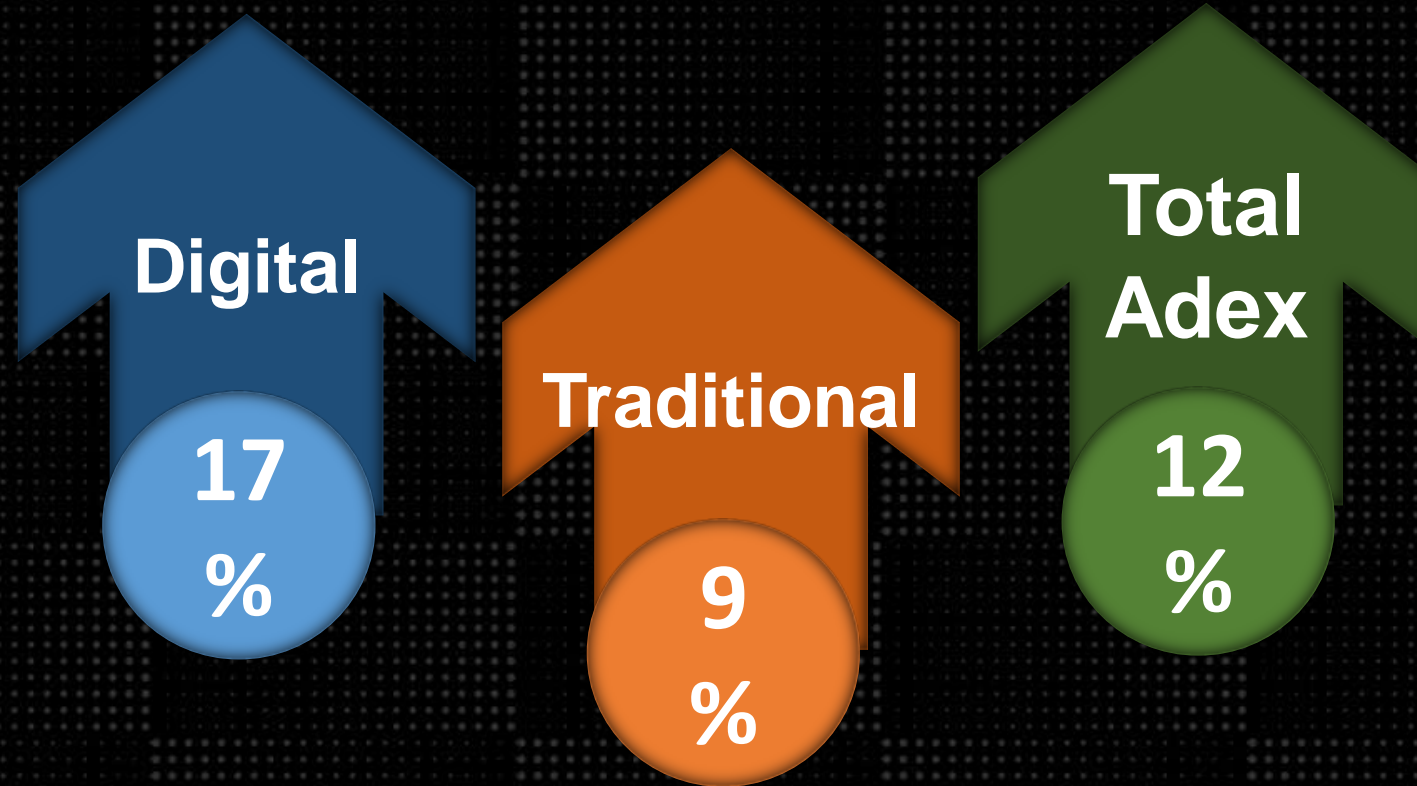


+ 12%

A large, curved orange arrow pointing from the 2023 data point to the 2024 projection data point.



Indian Adex Forecast in 2024 over 2023



WHY 12%

- **Upcoming T20 Cricket world Cup**
- **General Elections leading to heavy spends by Political Parties**
- **Organic growth coming from the largest contributor to Adex, FMCG**
- **New Launches in Automobile sector**
- **Increasing spends on Digital Medium**

TAILWINDS

- **New aggressive reforms to stimulate the economy, post-election results**
- **Growth in Volume in FMCG**

HEADWINDS

- **Global Uncertainties**
- **Continuing war and the aggravation of disputes among nations**
- **Funding Winter to continue at least till first half to Start-Ups**

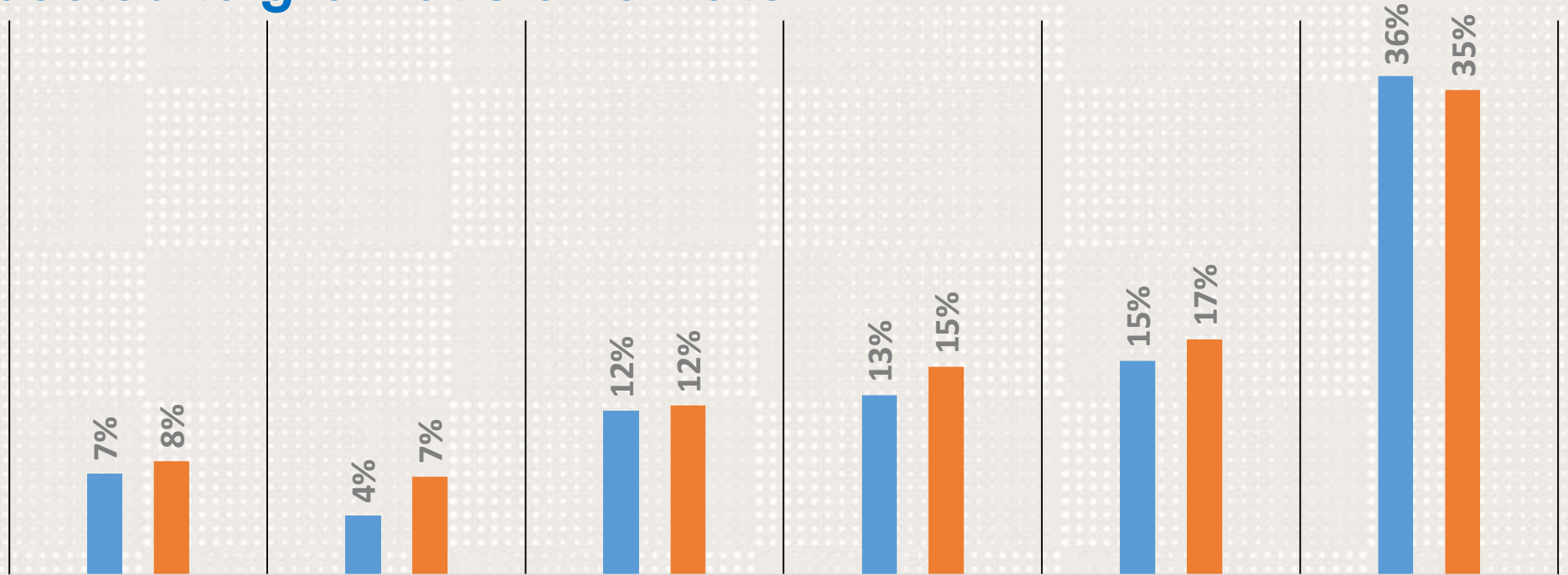
Digital & OOH to grow highest in 2024

TV & Print expected to grow at slower rate

Growth %

2022 / 23

2024 / 23



In Rs Crores

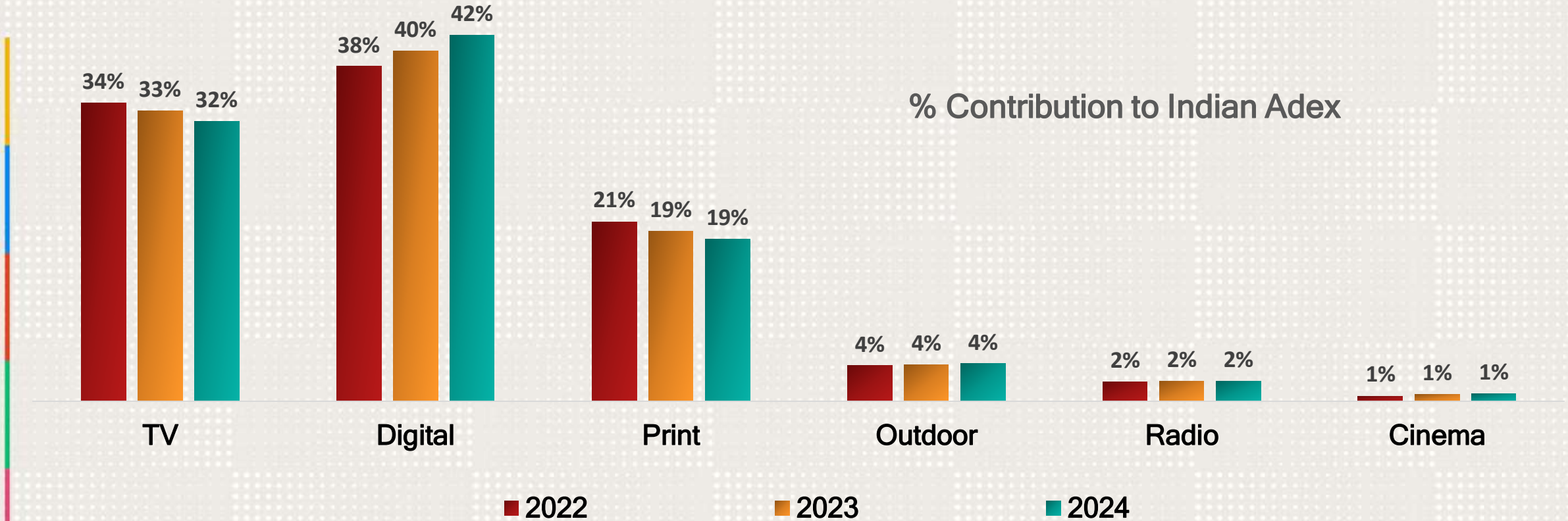
Year	Total Adex
2023	99038
2024 Est	111110

TV	PRINT	RADIO	OOH	DIGITAL	CINEMA
32886	19250	2272	4140	39714	776
35575	20613	2549	4761	46565	1047

Digital to further gain share and will be 10 points more than TV

Non TV Traditional Medium likely to maintain share

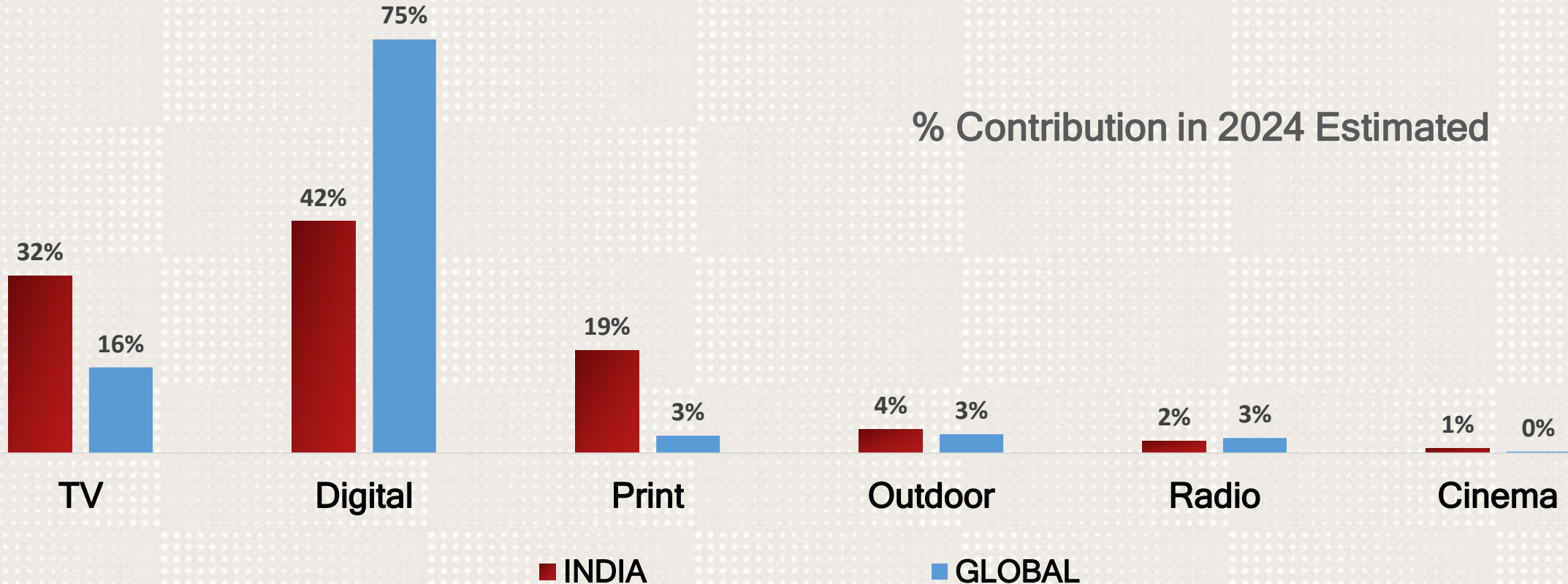
% Contribution to Indian Adex



India in 2024

Share of TV is 2X of Global, But Digital is almost Half of Global

% Contribution in 2024 Estimated



Our Advice To Advertisers

2024

01

Focus on Volume growth

- Do not sacrifice brand-building advertising activity to protect profit.
- Market analysts today understand the game and reward volume growth, not just profit.
- You can't build a successful sustainable company through cost-cutting

02

Focus on premium products

- There is a growing realization that we now have in India a large number of upwardly mobile individuals who are upgrading, buying larger cars with more gizmos, travelling more, taking more holidays, upgrading to larger houses, buying larger TV screens and buying more gizmos.
- In contrast the large lower middle class are a bit constrained with low increase in income and inflation

03

Focus on Modern trade

Modern trade is growing at a faster pace than kirana stores

04

Increase Media Reach

- This is necessary for large brands to take full advantage of India's demography.
- TV is efficient and effective for Brand Building, but some viewers are watching less of Linear TV or not watching at all having moved to Connected TV.
- Use Digital and Mobile to reach those audiences who watch less Linear TV

05

Urgent need in Industry for Advertisers to establish common measurement study for multi-media

With more and more brands using multimedia, this should become a priority. Advertisers should take the initiative to do this and fund such a study. We cannot expect media owners with conflicting interests to agree on a common methodology.

THANK YOU

