

शाइन
सालों साल



**TRACTOR
SHYNE** ✨



**ACE
SHYNE** ✨





EXTENSIVE USE OF LOCAL INSIGHT & PLANNING



CENSUS 2011
TOWN EXPLORATION STUDY
900+ TOWN INFILTRATION



CURATED MEDIA
SELECTION





450+
Towns

1000+
Media units

4.8
Lac Sq Ft



Build Coverage and Scale → Local depth → Higher penetration



LAST MILE APPROACH



50 Trucks

3,00,000+
kms covered

40+
Dealers Covered

80 Mn+
Impressions



BUS STAND COVERAGE ACROSS 33 DISTRICTS IN RAJASTHAN



ST. STAND ANNOUNCEMENTS

- 1320 SPOTS
- DAILY REACH 6 LAC +
- Total FCT - 3.69 LAC

REACHING THE MASSES

HIGH IMPACT CREATED ON RAILWAY STATIONS

7 STATES | 108 STATIONS | 664 SCREENS | 8,44,560 FCT IN 15 DAYS

