

TM



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The Pune's leading vehicle branding agency



The Company

- Proud to be the Pune's leading vehicle branding company
- Facilitating the branding on privately owned commercial vehicles
- Providing access to the valuable exterior space of thousands of privately owned vehicles i.e Car, Bus & Auto
- Offer a complete service including advert print, fitting, monitoring and removal
- Innovative and Powerful form of advertising



Why Use Vehicle Branding ?

- Vehicle branding is a well proven media that demands attention 24/7 - It is never turned off
- Ability to attract up to 3000 views per hour equating to 30,000 – 70,000 per day
- Achieves a lower CPM than any other form of advertising from 25 paise per 1000 impressions
- A unique and innovative way of promoting your brand on a massive scale
- Inherent flexibility allows you to target your advertisement to specific localised areas
- Vehicle branding also offers the opportunity to reach a very varied demographic
- Branded vehicles can be used as an extremely effective PR tool
- Reach previously unattainable audiences such as motorway commuters
- Eye – Level advertising ensures maximum exposure



The benefits of using private vehicles ?

- No vehicle maintenance or running costs
- Flexibility to advertise in any local area of the Pune
- Driven by respectable brand ambassadors with a clean driving record
- Vehicles spend 90% of time in urban environments maximizing brand exposure
- Minimum driving distance of 500 miles per Month fully exploiting brand publicity
- Vehicles parked in highly visible busy locations both day and night
- All vehicles newer than Year 2000 ensuring a clean & modern appearance
- Advertisements cleaned regularly and fully maintained to the highest standard
- Ability to target specific demographics using drivers frequent destinations

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Products

We offers advertisement on **Cars, Bus** and **Auto** to suit individual budget and marketing requirement.

Advertisement On Car

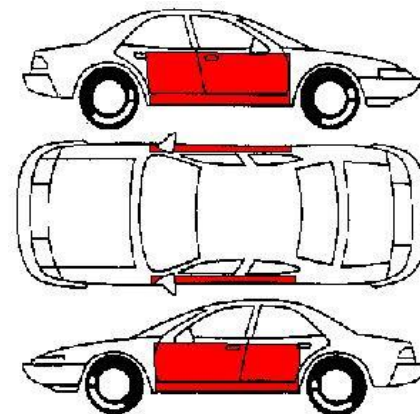


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Ads on Cars

- **Complete coverage of 4 door**
- Large surface area of approximately 1600 x 600 mm* in total
*(Dependant on vehicle type)
- **Innovative and Powerful form of advertisement**
- Offers excellent all-round visibility from sides with high impact
- High Exposure - **OTS approx 900,000 views per vehicle per Month**
- High average viewing time of **2 - 3 Minutes per view**
- Captures Pedestrian and **Driver Demographics**
- Prices from **6500/- per Month**
- High quality Vinyl Film



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Ads on Bus

- Complete coverage of **entire vehicle (Full vehicle wrap)**
- Large surface area of approximately 17000 x 5500 mm* in total
*(Dependant on vehicle type)
- Offers excellent **all-round visibility from front, sides, rear and above**
- High Exposure - **OTS approx 210,00,00 views per vehicle per Month**
- Captures Pedestrian and Driver Demographics
- **Highly effective PR tool**
- Extremely low CPM value of 0.32
- **Ultra high impact medium**



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Ads on Auto

- Complete coverage of entire rear area
- Offers excellent all-round visibility from sides and rear
- High Exposure - OTS approx **225,000 views** per vehicle per Month
- Captures Pedestrian Demographics
- Prices from **1200/- per Month**
- Extremely low CPM value of 0.10
- **Effective and low cost advertisement**



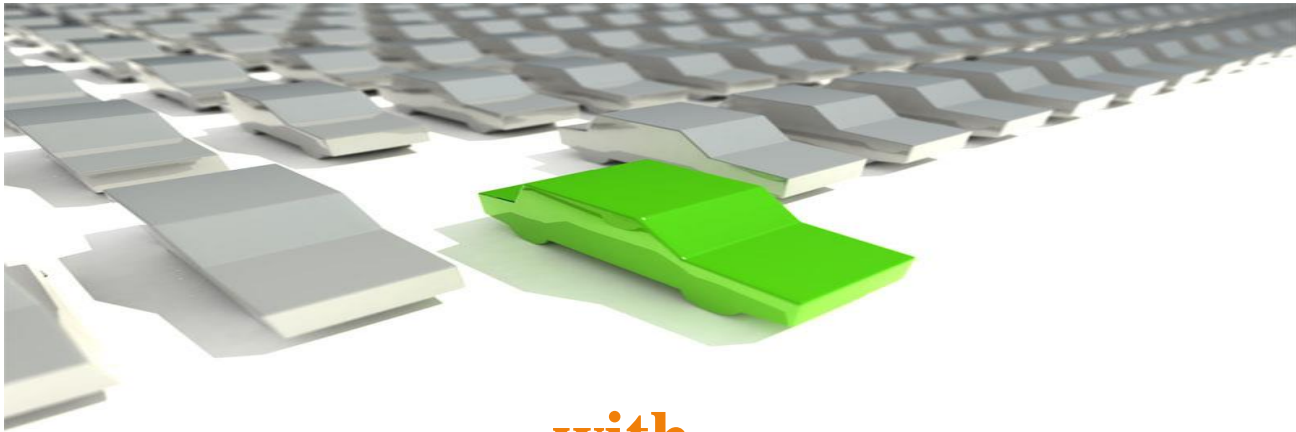
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Makes the lasting impression



with



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