

Wednesday, January 11, 2006

Latest Newsletter from AdEx India, a division of TAM Media Research

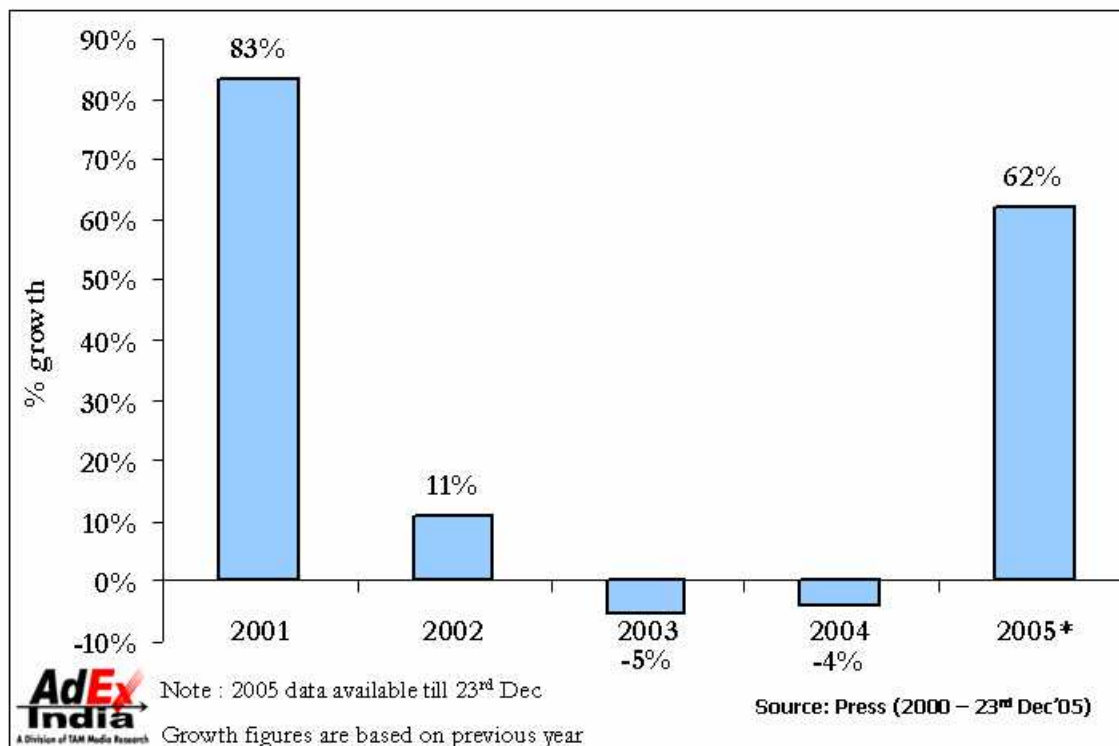
Subject: Biscuits advertising spends grew 62% in the year 2005 compared to 2004

Key Findings:

- **Biscuits advertising spends in Print rises 62% in 2005 compared to 2004**
- **'Priya Gold Biscuit' leads Biscuits advertising in Print in the year 2005**
- **Max. advertising spends on Newspapers**
- **Children Publications gets only 8% of the advertising share**

This week, AdEx India looks at the **'Biscuits'** category. Let's look at advertising spends of Biscuits across the years 2000-05.

Biscuits advertising spends rises 62% in 2005* compared to 2004



- Growth of 62% in Biscuits advertising spends in 2005 compared to 2004

- 5% dip in Biscuits advertising spends in 2003 compared to that of 2002

Let's look at the Top Biscuits brands advertised on Print Medium in the year 2005.

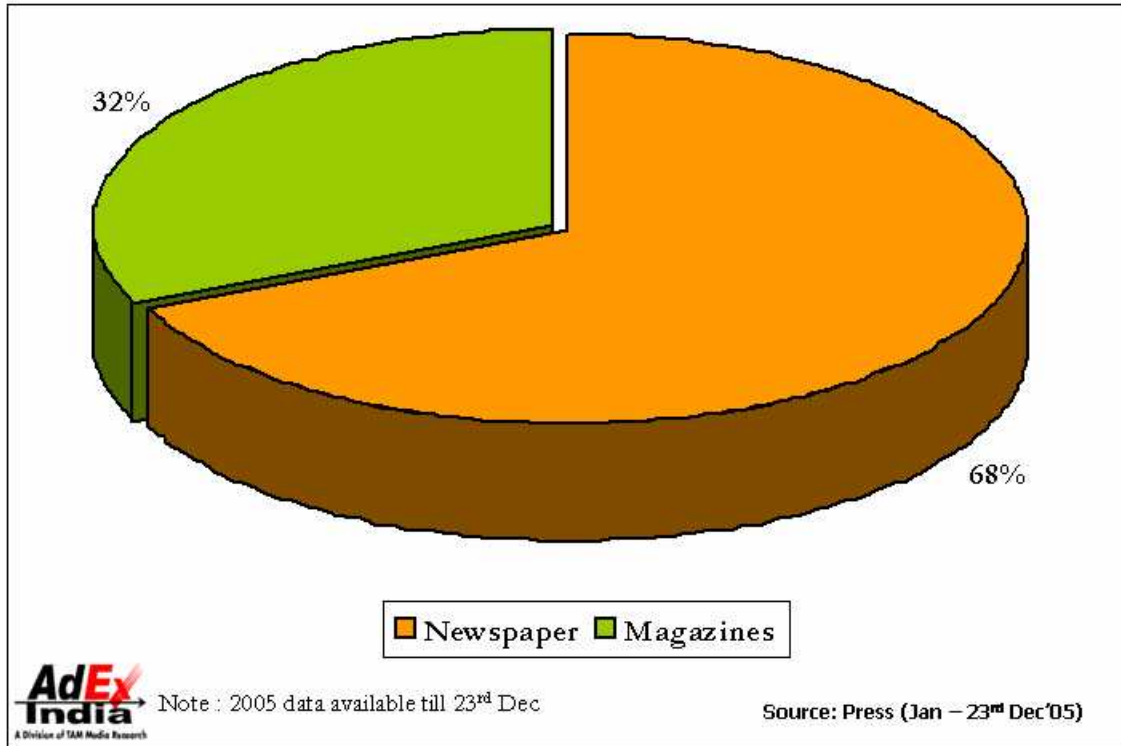
Priya Gold Biscuits dominates Biscuits advertising on Print in 2005*

Brands	Advertiser	% Spends
Priya Gold Biscuits	Surya Food And Agro Pvt Ltd	20%
Parle G Power Supply	Parle Products	19%
Sunfeast Biscuits	ITC Ltd	6%
Parle G	Parle Products	4%
Sunfeast Dark Fantasy	ITC Ltd	3%
Priya Gold Coconut Biscuits	Surya Food And Agro Pvt Ltd	3%
Priya Gold Butter Bite	Surya Food And Agro Pvt Ltd	3%
Bisk Farm Butter Biscotti	Aparna Group	3%
Parle	Parle Products	3%
Britannia Good Day Butter Biscuits	Britannia Industries Ltd	3%

- Top 10 Biscuits Brands contributes 67% advertising spends
- 'Priya Gold Biscuits' tops with 20% advertising share closely followed by 'Parle G Power Supply'

Which publication nature (Newspapers or Magazines) is used maximum by the Biscuits advertisers for their ads in the year 2005? The pie below gives the answer.

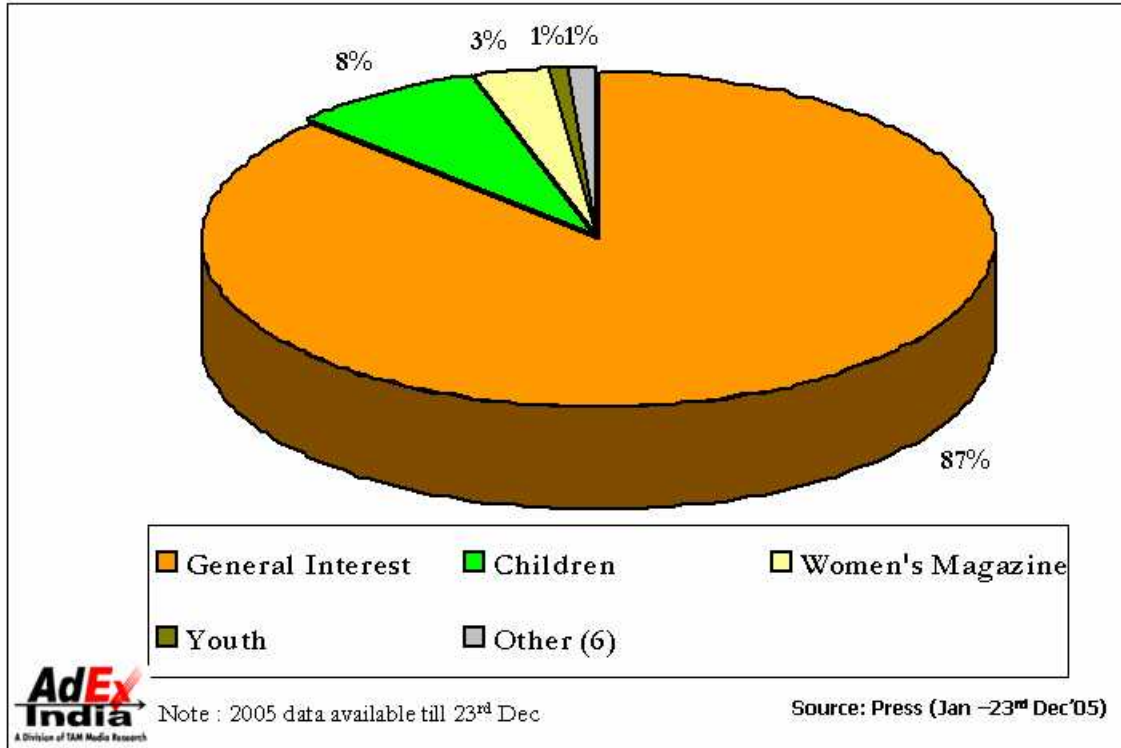
Max. Biscuits advertising spends on Newspapers



- Maximum Biscuits advertising in Newspapers.

Lastly let's find out which publication genre is used maximum by advertisers for advertising.

Only 8% of Biscuits advertising spends on Children's publications



- Max. Biscuits advertising on General Interest Publications
- Children's Publications at second position

We shall be coming out with similar analyses on other categories in the coming days.

(Analysis from AdEx India-A Division of TAM Media Research)

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