

Wednesday, September 21, 2005

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

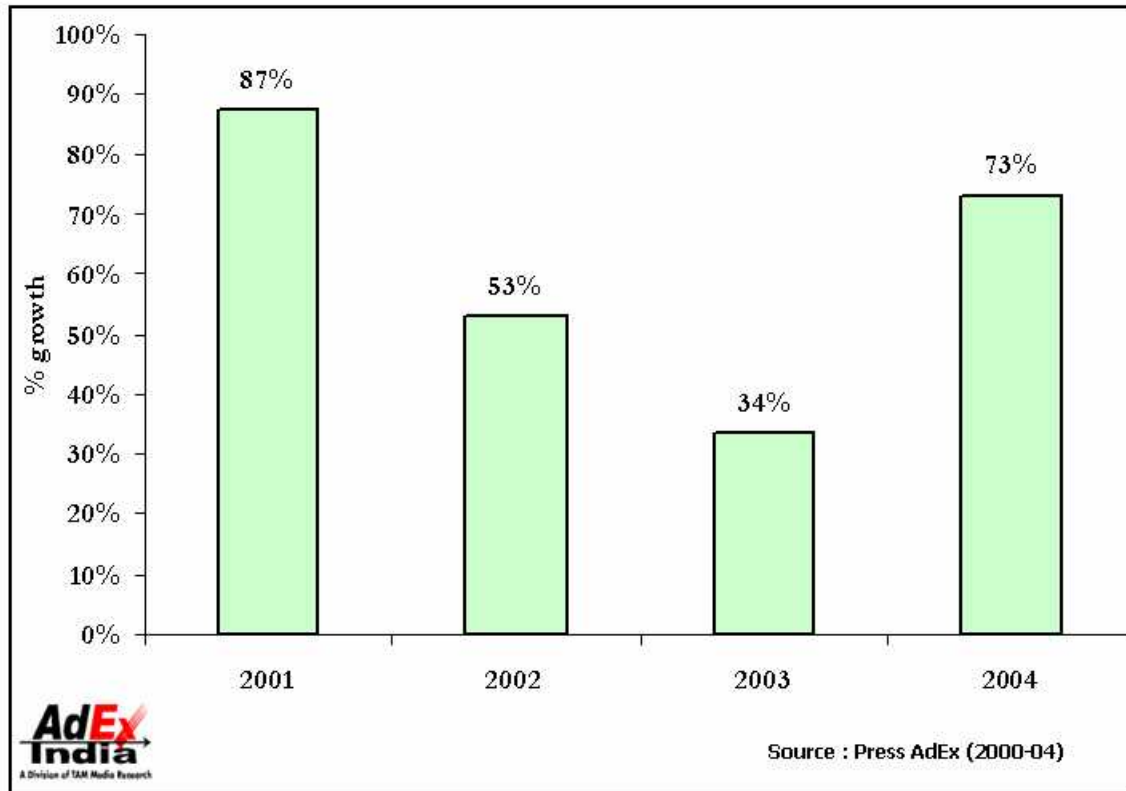
Subject: Branded Jewellery advertising on Print medium grew by 66% in the 1st half of 2005 compared to the 1st half 2004

Key Findings:

- **Growth in Branded Jewellery advertising across last four years**
- **Wedding Season, the most preferred time for advertising**
- **66% rise in advertising spends in the 1st half of 2005 compared to 1st half 2004**
- **'Platinum Guild International' & 'Sangini Diamond Jewellery' tops the brand list in Press in the 1st half of 2005**
- **Branded Jewellery spenders prefer Newspapers for advertising**

This week, AdEx India looks at the '**Branded Jewellery**' category. Let's have a look at the growth in Branded Jewellery advertising spends during the years 2000-04 on Print medium.

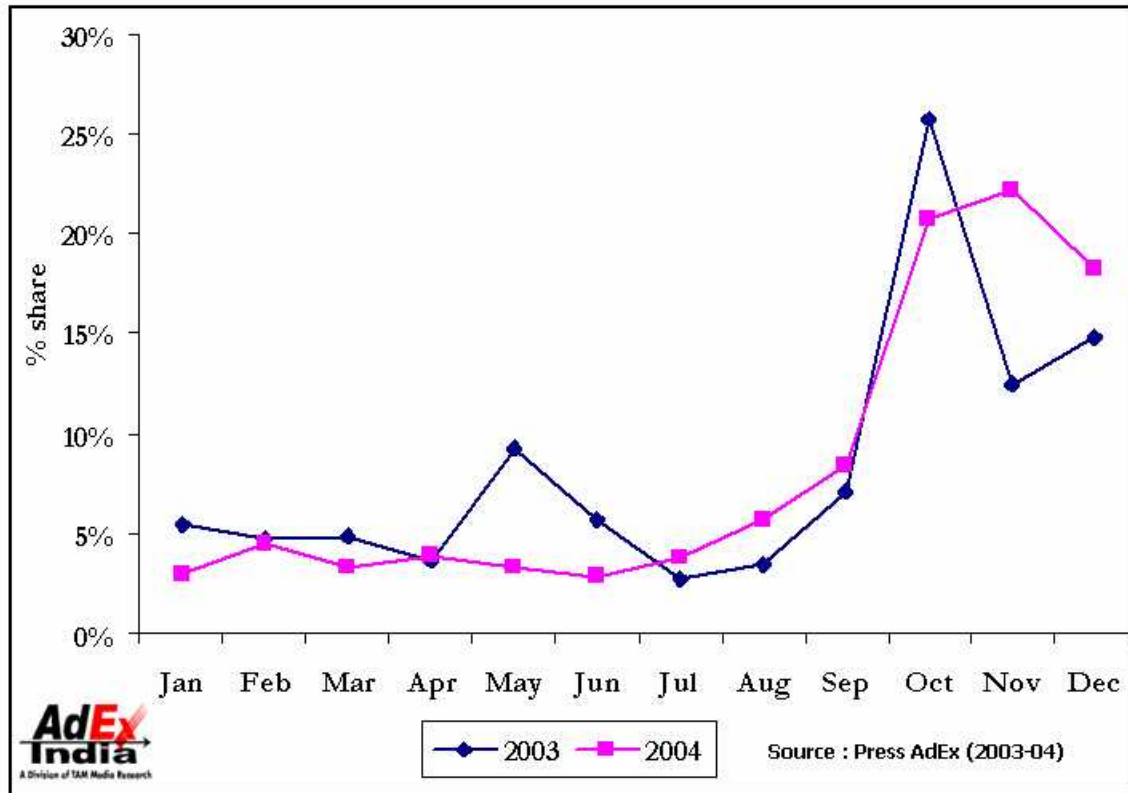
Growth across last four years in Branded Jewellery advertising in Print Medium



- 2001 observes max. growth(87%) in 2001 compared to 2000
- 73% rise in Braded Jewellery advertising in 2004 compared to 2003

Which period is most preferred for Branded Jewellery advertisers across the year? The graph below gives the answer.

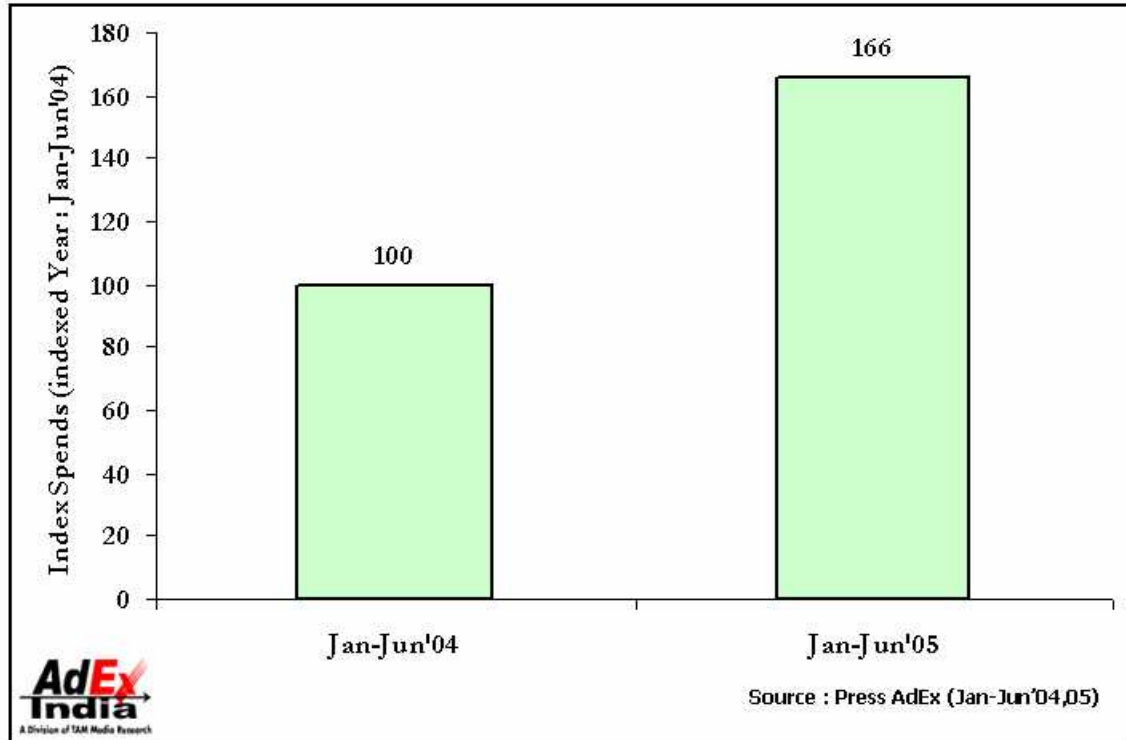
Max. advertising during Weddings Season



- Branded Jewellery advertisers prefer Wedding season for advertising

Let's check out whether the category advertising spends in the 1st half of 2005 shows a rise or dip compared to it's spends in the 1st half of the previous year in Print medium. The chart below gives the answers.

66% rise in Branded Jewellery advertising in 1st half of 2005 compared to that of 2004



- 66% rise in advertising spends in the 1st half of 2005 compared to the 1st half of 2004 in Print Medium

Let's look at the Top 10 brands of Branded Jewellery along with advertisers advertised in Press during the 1st half of 2005.

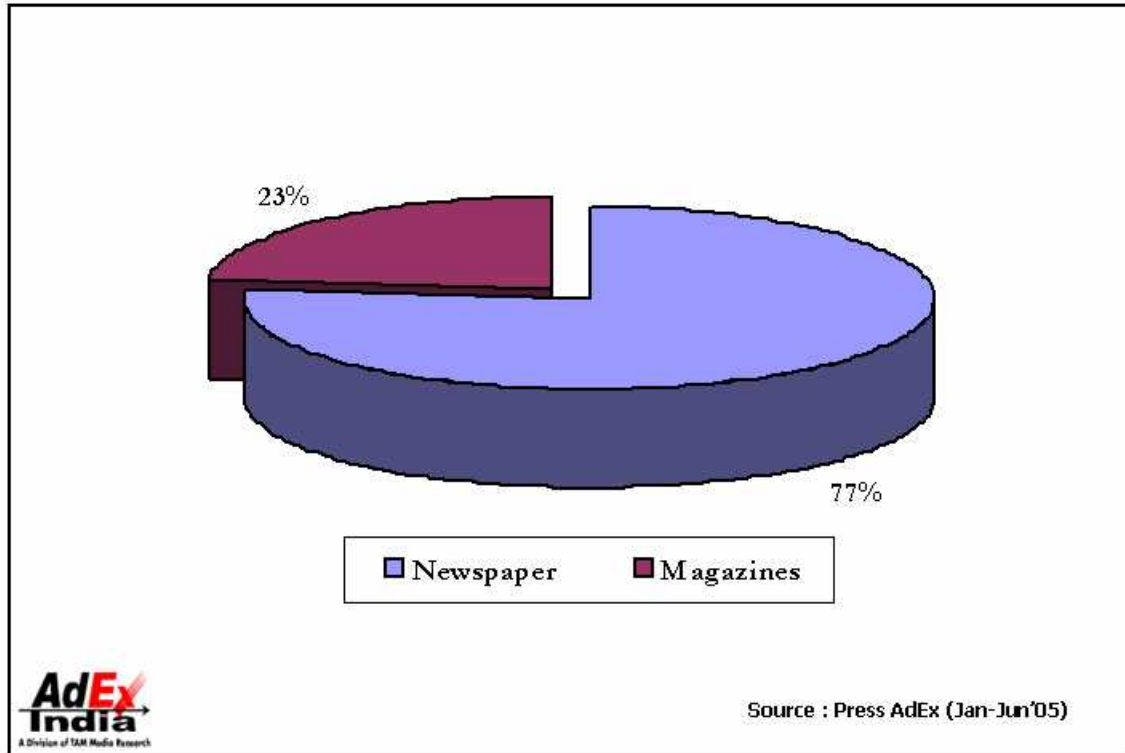
Top 10 Brands in 1st half of 2005

Brands	Advertiser	% Share
Platinum Guild International	Platinum Guild International	9%
Sangini Diamond Jewellery	De Beer	9%
DTC	The Diamond Trading Company	8%
Nakshatra Diamond	De Beer	8%
Orra Jewellery	Rosy Blue (India) Pvt Ltd	8%
Tanishq Jewellery(gold+studded)	Titan Industries Ltd	7%
Tanishq Soubhagya Vivah Abhushan	Titan Industries Ltd	6%
Tanishq Colours	Titan Industries Ltd	5%
Kiah Diamond Jewellery	Sheetal Group of Co	4%
Asmi Diamond Jewellery	De Beer	3%

- 'Platinum Guild International' & 'Sangini Diamond Jewellery' tops advertising in the 1st half of 2005

Which publication nature (i.e. Newspapers or Magazines) is preferred by the Branded Jewellery advertisers in the 1st half of 2005? The pie below gives the answers.

77% advertising in Newspapers where as only 23% on Magazines



- 77% of the advertising spends in Newspapers
- Magazines gets 23% advertising spends

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)

+++

Siddhartha Mukherjee

Director - Corporate Communications
TAM Media Research
Dr. Babasaheb Ambedkar Road
Chinchpokli (E)
Mumbai - 400 033
India
Tel: +91 22 23718103/8325/8912; Extn: 540
Mobile: +91 9820082516
Fax: +91 22 23718086
E-mail: siddhartha@tamindia.com
website: www.tamindia.com