

Wednesday, November 16, 2005

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

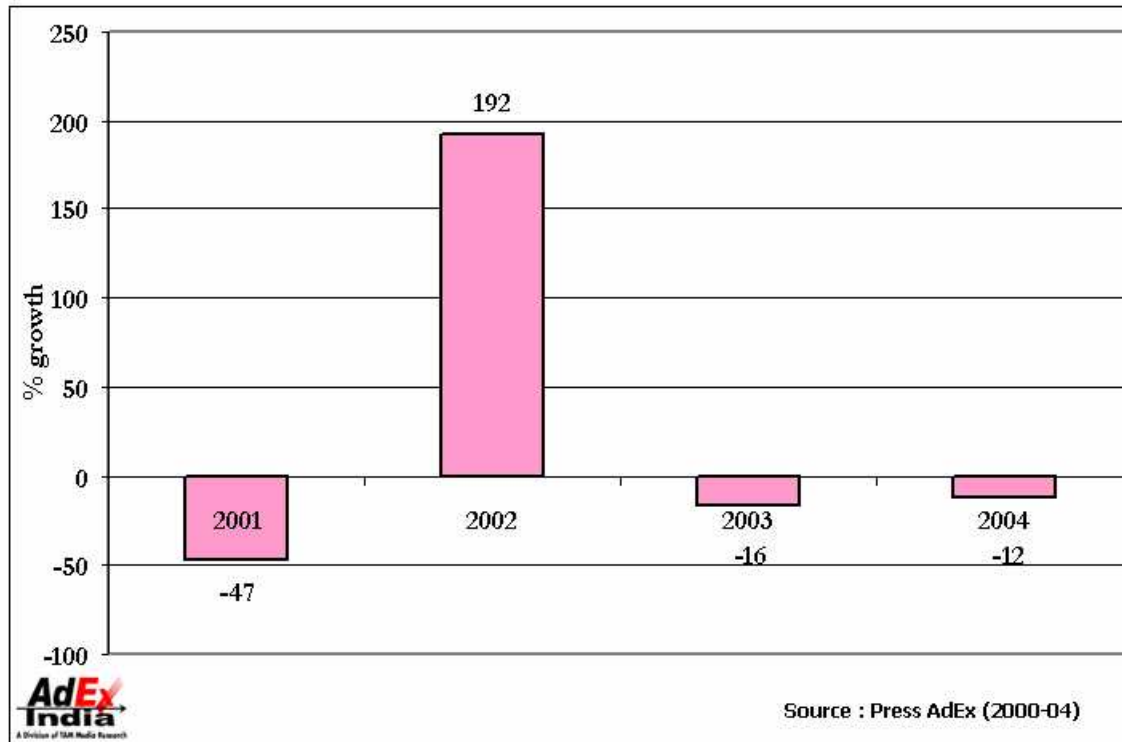
Subject: Instant Mix advertising rises 4% during Jan-Sept'05 compared to the Jan-Sept'04 in Print medium

Key Findings:

- **Just 4% rise in Press advertising spends during the first three quarters of 2005 compared to the same period in 2004**
- **Instant Mix advertising observed a 12% dip in 2004 compared to 2003**
- **'Pillsbury Variety Mix' tops the brand list in Press during the first three quarters of 2005**
- **Around 40% of advertising spends on Magazines**
- **Max spends on General Interest Publications**

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

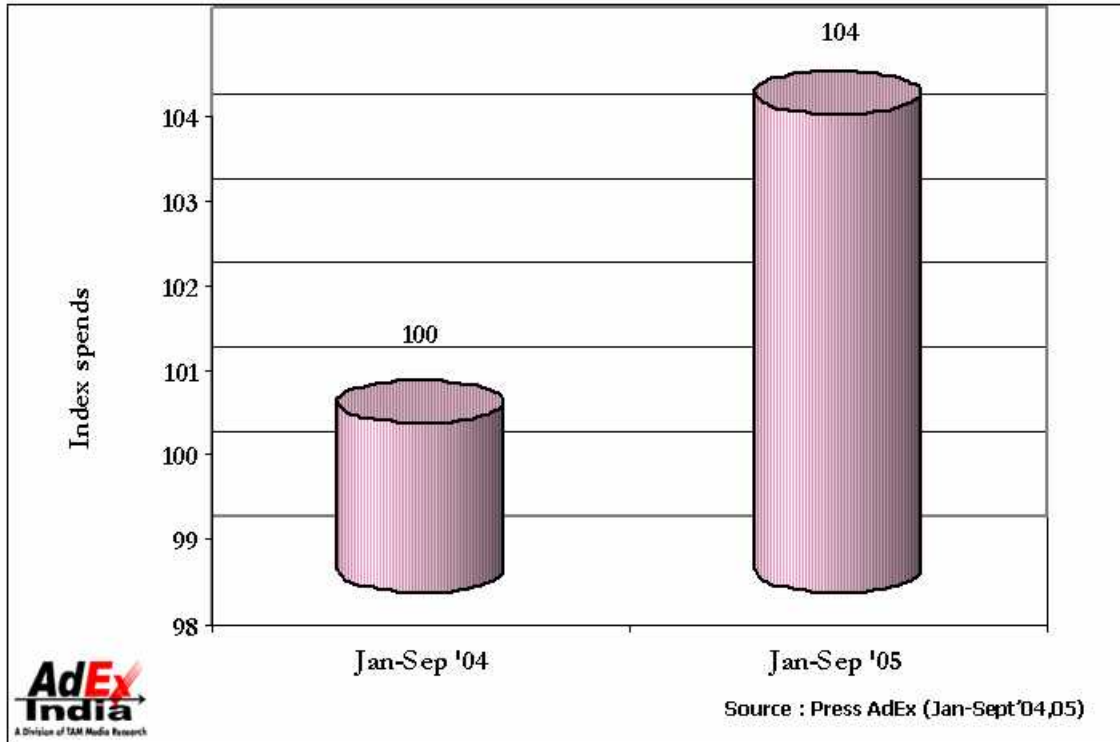
Growth observed only in Year 2002 compared to 2001



- Instant Mix advertising spends dipped 12% in 2004 compared to that of 2003
- Max. growth (192%) observed in 2002 compared to that of 2001

After observing dip across the last two years, whether Instant Mix advertising spends shows the same trend in 2005? Let's have a look at the chart which shows the growing pattern during the first three quarters of 2005 compared to the same period in 2004.

Instant Mix advertising spends rises 4% in 1st three quarters of 2005 compared to that of 2004



- Minor 4% rise in advertising spends in Jan-Sept'05 compared to the Jan-Sept'04 in Print Medium

Let's watch out the Top 5 Instant Mix brands in Press during the first three quarters of 2005.

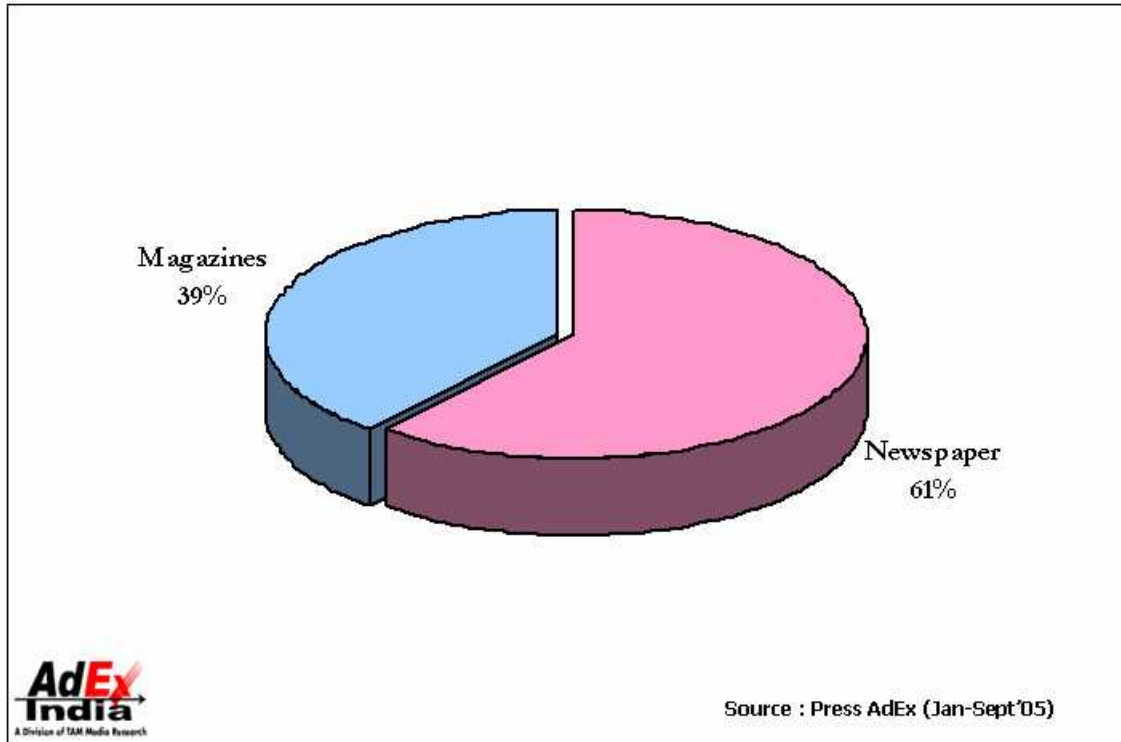
Top 5 Instant Mix brands advertising in Press in 1st three quarters of 2005

Brands	Advertiser	% share
Pillsbury Variety Mix	General Mills India	20%
Tops Instant Mix	Canwell Foods	12%
Gajanand Gulab Jamun Mix	Gajanand Foods Pvt Ltd	6%
Padmini Soya Matar	Padmini Sales Pvt Ltd	6%
Nirapara Pathiri Podi	Nirapara	5%
Total		49%

- 'Pillsbury Variety Mix' tops advertising during the first three quarters in 2005
- 'Tops Instant Mix' at second position with 12% advertising share

Which publication nature (i.e. Newspapers or Magazines) is preferred by the Instant Mix advertisers? The pie below gives its advertising share during the first three quarters of 2005.

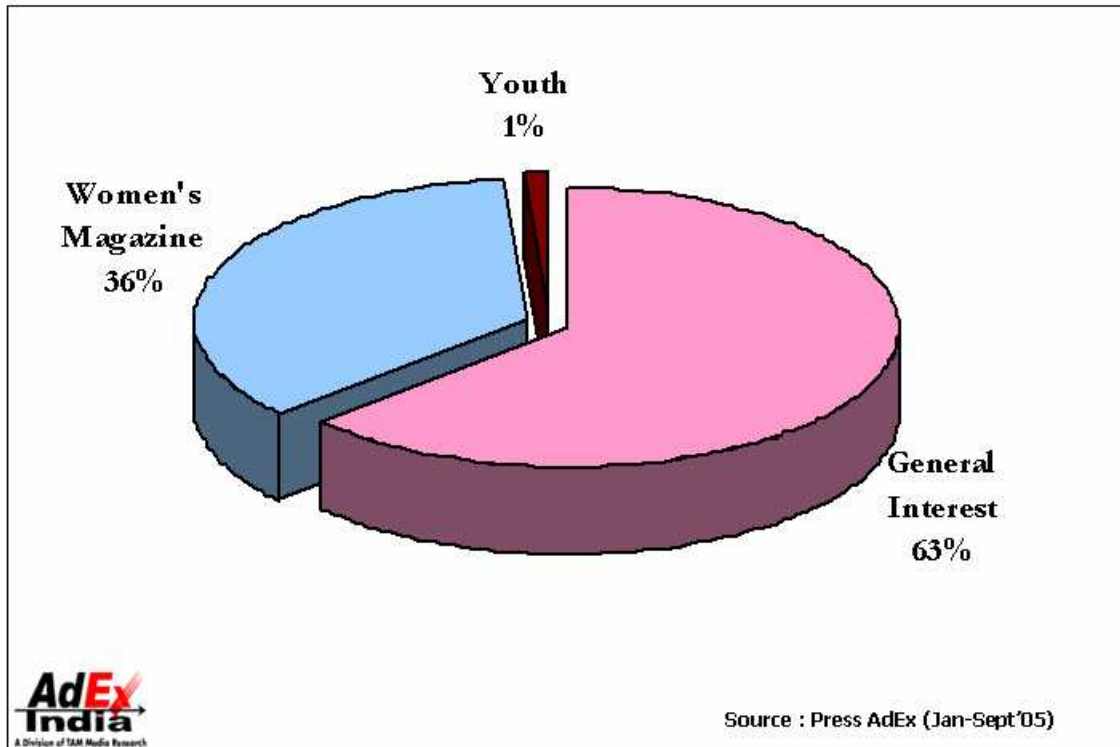
Instant Mix advertisers prefers advertising in Newspapers



- 61% of the advertising spends in Newspapers
- Magazines gets 39% advertising share

Which type of Publications do the Instant Mix advertisers prefer? Let's have a look at the chart shown below.

General Interest, the choice



- General Interest Publications, the most preferred one
- Next choice is Women's Magazine

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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