

Wednesday, November 23, 2005

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

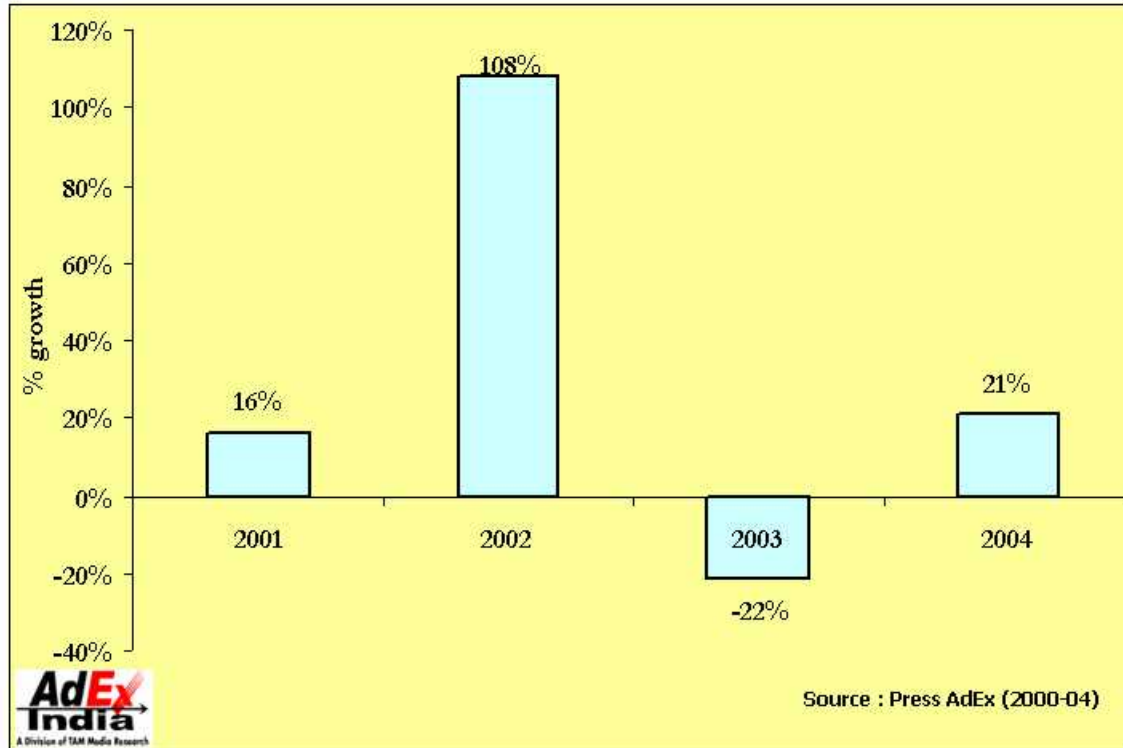
Subject: Milk Beverages advertising dipped 48% in Jan-Sept'05 that of Jan-Sept'04 in Print Medium

Key Findings:

- **Nearby 50% dip in Milk Beverages Press advertising spends during Jan-Sept'05 compared to Jan-Sept'04**
- **Press advertising spends grew 21% in 2004 compared to 2003**
- **'Horlicks Lite' tops the brand list in Press during the first three quarters of 2005**
- **Maximum advertising in Bengali Magazines and English Newspapers**
- **Maximum advertising in Women's Magazines**

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

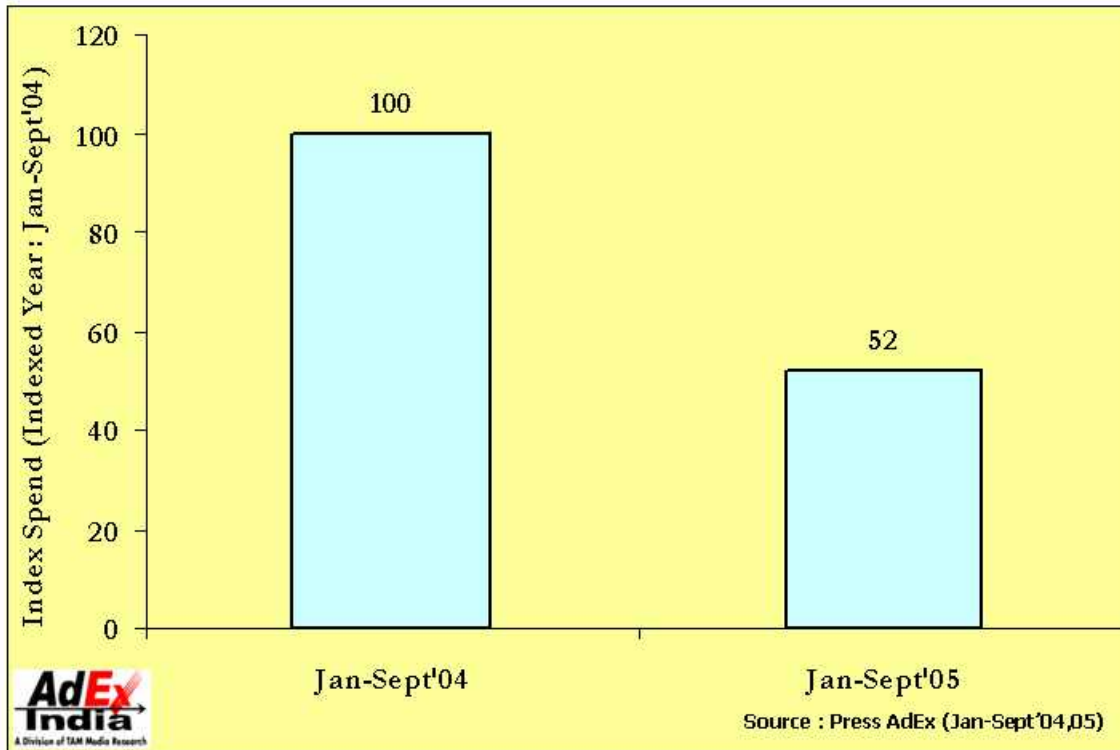
Milk Beverages advertising spends increased 21% in 2004 compared to 2003 in Print



- Max. growth (108%) observed in 2002 compared to 2001
- De-growth of 22% in Milk Beverages advertising in 2003 compared to 2002

Whether Milk Beverages advertising shows any rise/dip in the Jan-Sept'05 compared to Jan-Sept'04 in Print medium. The chart below gives the answers.

Milk Beverages advertising spends declined 48% in 1st three quarters of 2005 compared to that of 2004



- Advertising spends dipped 48% in 1st three quarters of 2005 compared to that of 2004

Let's look at the Top 5 Milk Beverages brands along with their advertisers in Press during the Jan-Sept'05.

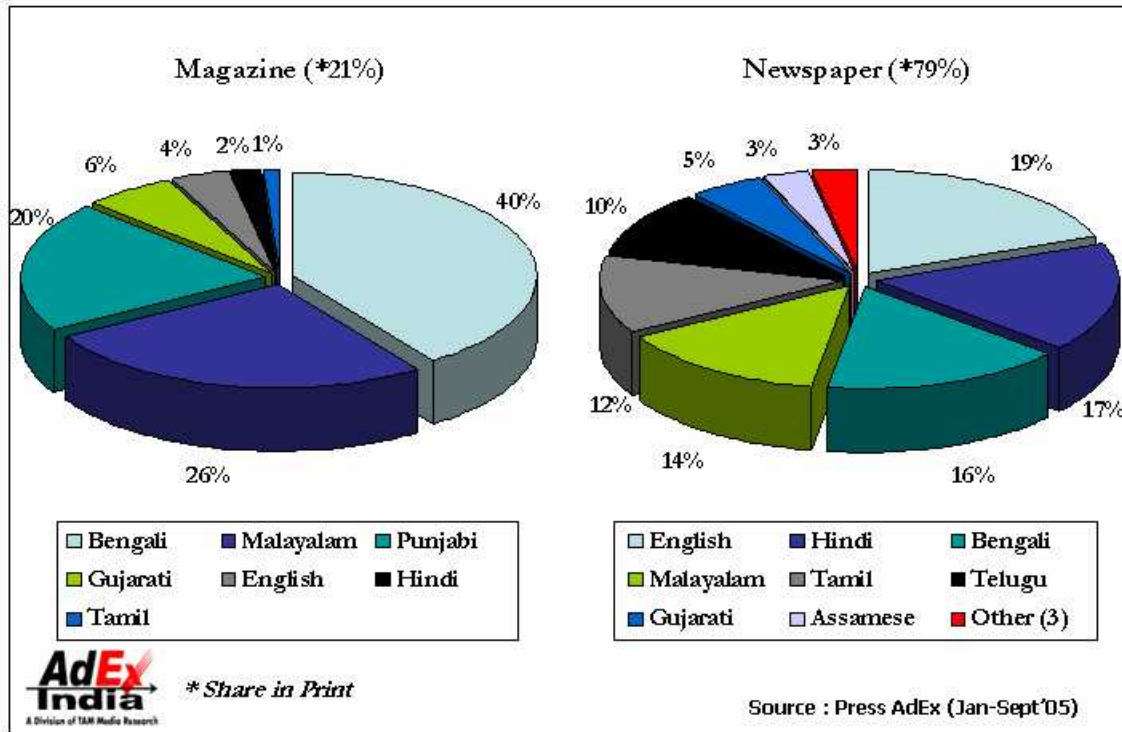
Top 5 Milk Beverages in 1st three quarters of 2005 in Print

Brands	Advertiser	% Spends
Horlicks Lite	Smithkline Beecham	36%
Rasna Shake Up	Rasna Enterprises Ltd	23%
Dabur Fit N Active	Dabur India Ltd	10%
Nestle Nido	Nestle India Limited	6%
Horlicks	Smithkline Beecham	5%

- Tops 5 Milk Beverages brands constitute 80% advertising share
- 'Horlicks Lite' of 'Smithkline Beecham' at 1st position with 36% advertising share followed by 'Rasna Shake Up' at 2nd position

Which language of publication is preferred by the Milk Beverages advertisers during the first three quarters of 2005? The pie below gives the answers.

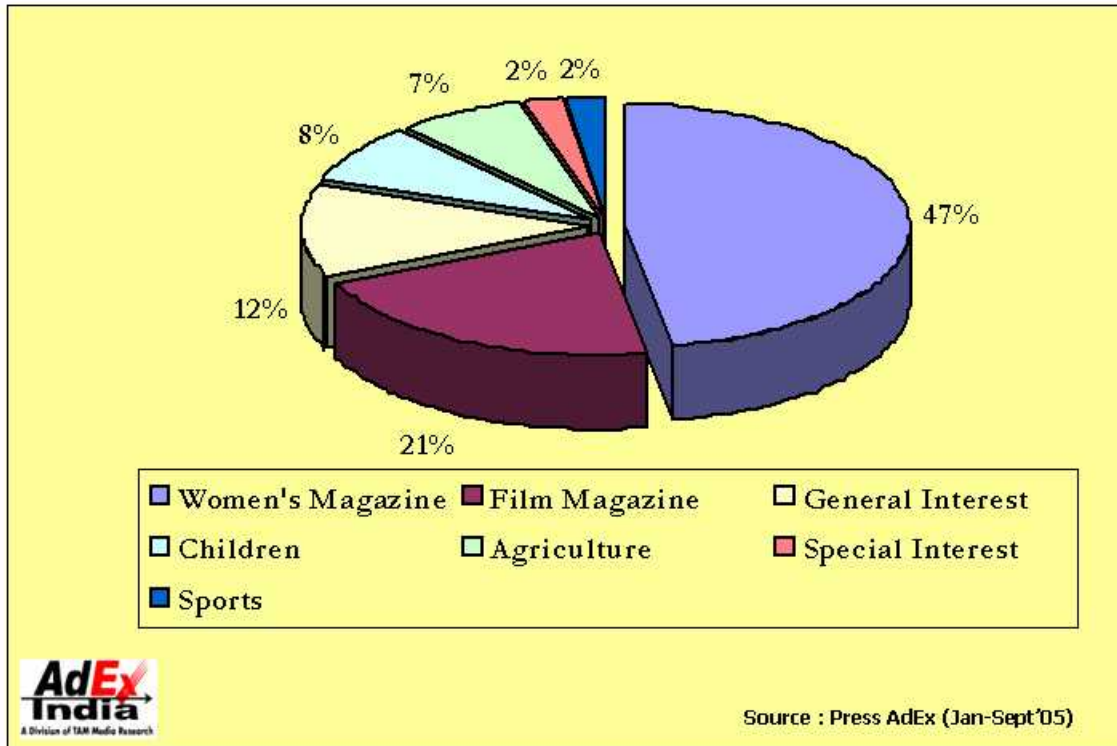
Bengali Magazine & English Newspaper, the choice of Milk Beverages Advertisers



- 79% of Milk Beverages advertising in Newspapers whereas 21% on Magazines
- Milk Beverages advertisers prefer Bengali Magazine and English Newspapers

Let's also find out which Publication genre is preferred by Milk Beverages advertisers in Jan-Sept'05?

Women's Magazine gets max. Magazine advertising share



- Milk Beverages advertisers prefer Women's Magazine for their ad space
- Next choice is Film Magazines

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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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