

Wednesday, November 09, 2005

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

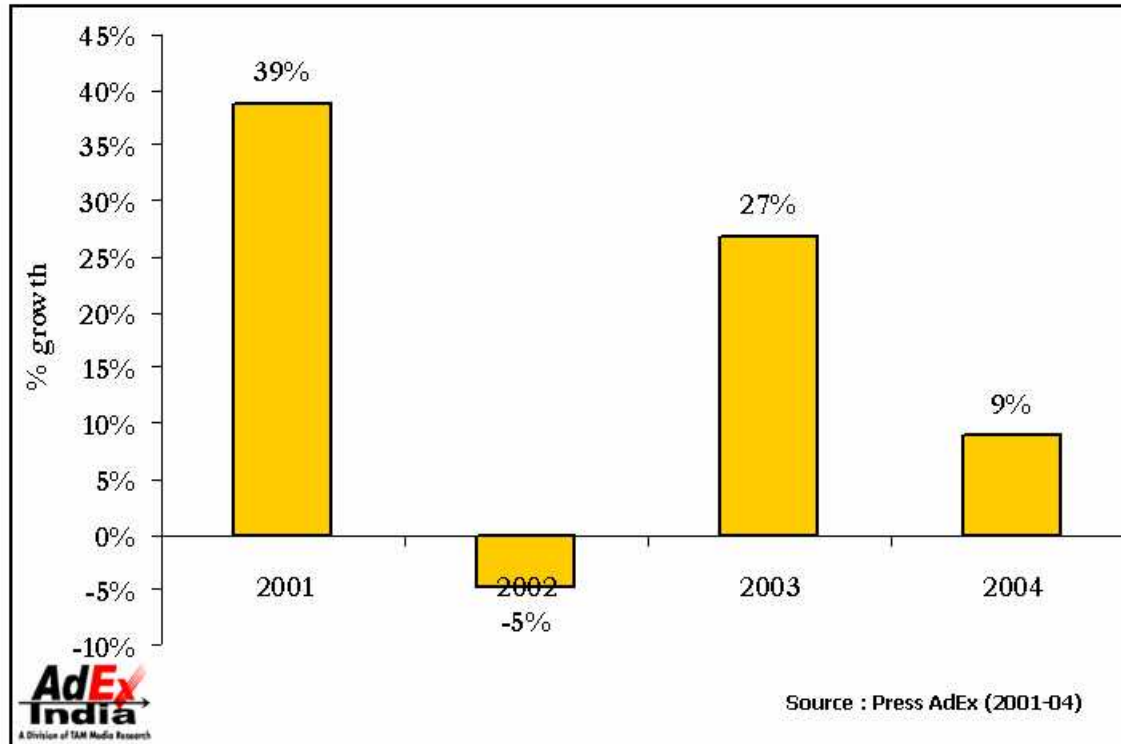
Subject: Readymade Garments advertising spends rises 23% in Print medium in 1st three quarters of 2005 compared to that of 2004

Key Findings:

- **23% rise in Press advertising spends in the 1st three quarters of 2005 compared to that of 2004**
- **Readymade Garments advertising grew 9% in 2004 compared to 2003**
- **Summer and Winter, the most preferred time period**
- **'Stanza' and 'John Players' tops the brand list in Press during the first three quarters of 2005**
- **Maximum spends in English Publications**

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

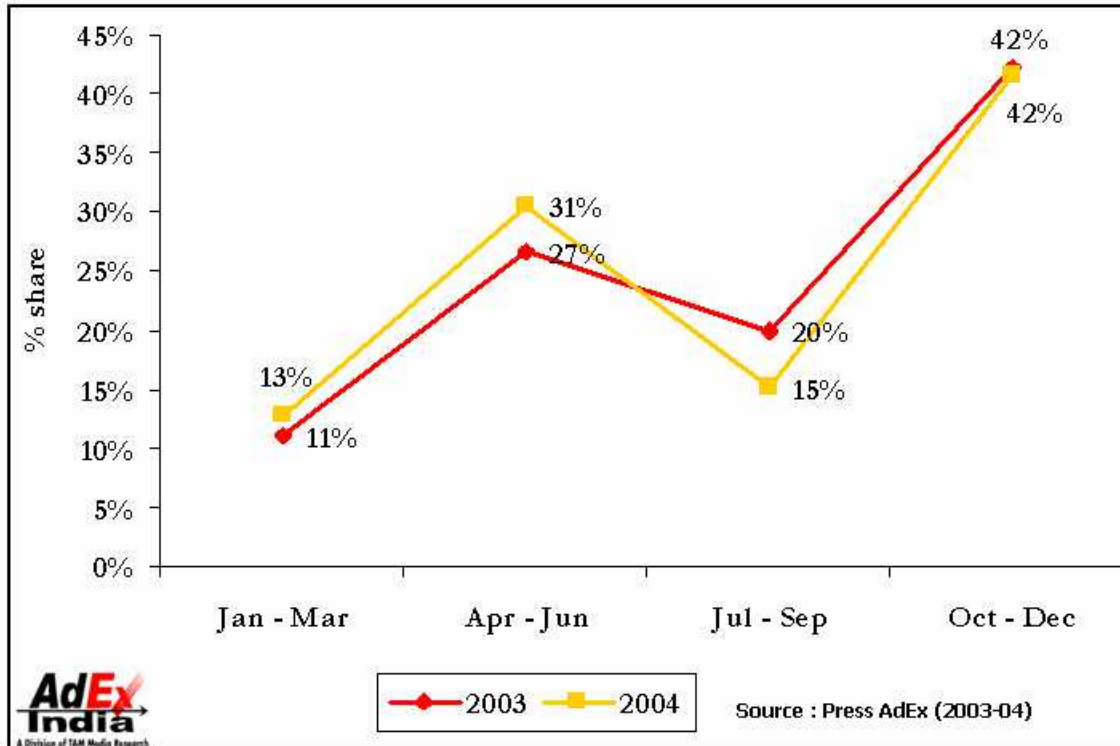
Growth of 9% in Readymade Garments advertising spends in 2004 compared to 2003



- 9% rise in Readymade Garments advertising spends in 2004 compared to 2003
- De-growth (5%) observed only in 2002 compared to 2001

Which period is most preferred by Readymade Garments advertisers across the year? The graph below gives the answer.

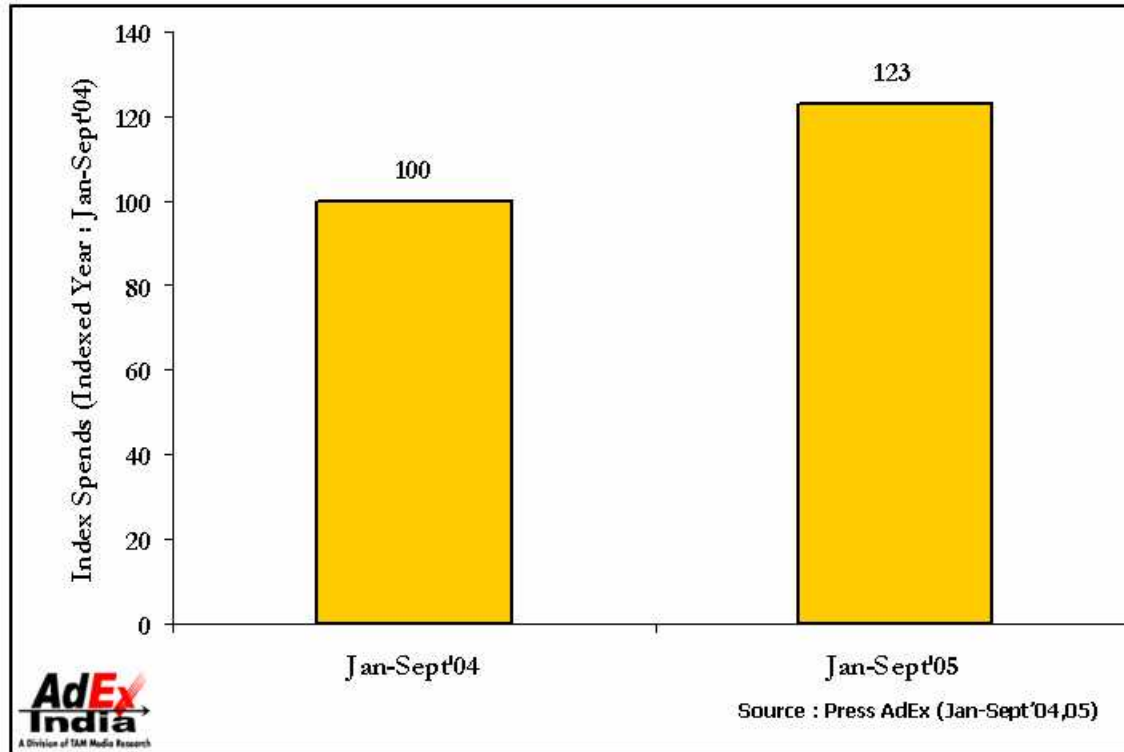
Readymade Garments advertising peaks in Summers and Winters



- Max. advertising during Summers and Winters

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

Readymade Garments advertising rise 23% in 1st three quarters of 2005 compared to that of 2004



- 23% rise in Readymade Garments advertising spends in 1st three quarters of 2005 compared to that of 2004 in Print Medium

Watch out the Top 5 Readymade Garments brands advertised in Press during Jan-Sept'05.

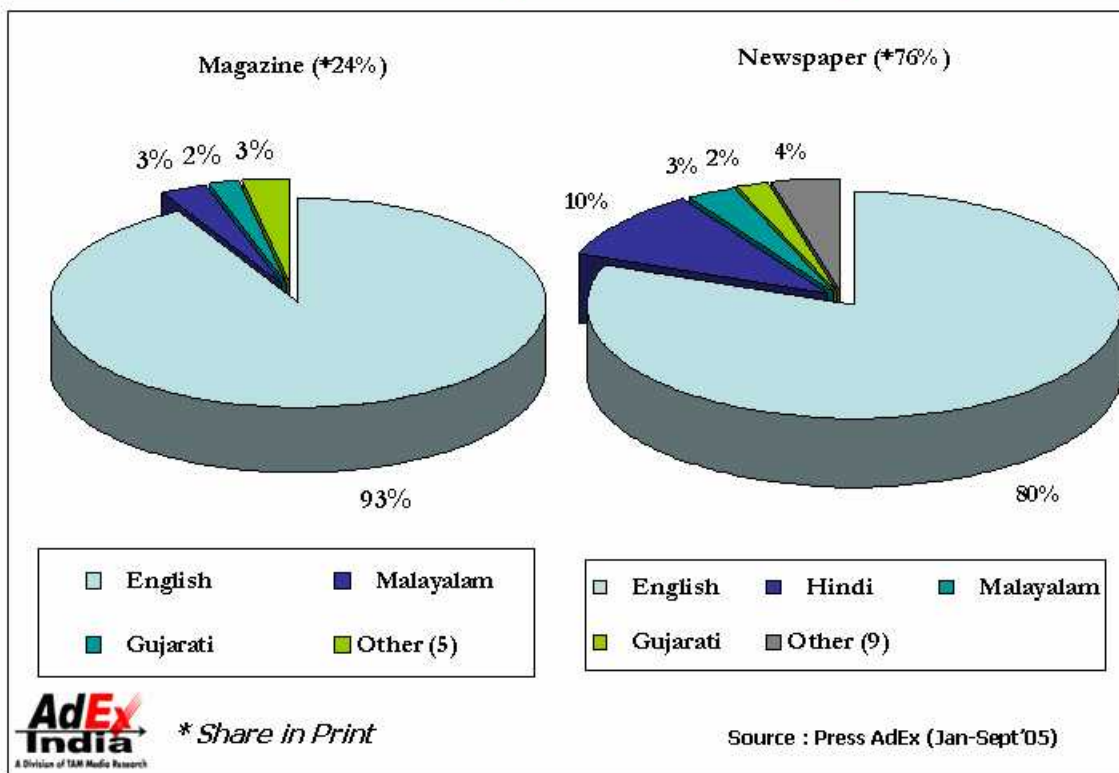
Top 5 Readymade Garments advertised in 1st three quarter of 2005

| Brand | Advertiser | % Share |
|--------------------|--------------------------|---------|
| Stanza | Stanza | 5% |
| John Players | ITC Ltd | 5% |
| Koutons Readymades | Charlie | 4% |
| Provogue | Provogue (India) Pvt Ltd | 4% |
| Park Avenue | Raymond Ltd | 3% |

- 'Stanza' and 'John Players' tops Readymade Garments advertising in Print

Which publication language is preferred by the Readymade Garments advertisers in Jan-Sept'05?
The pie below gives the answers.

Readymade Garments advertisers prefer to advertise in English Publications



- 76% of the advertising spends in Newspapers, whereas 24% in Magazines
- Max. advertising in English Publications

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