

Wednesday September 28, 2005

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

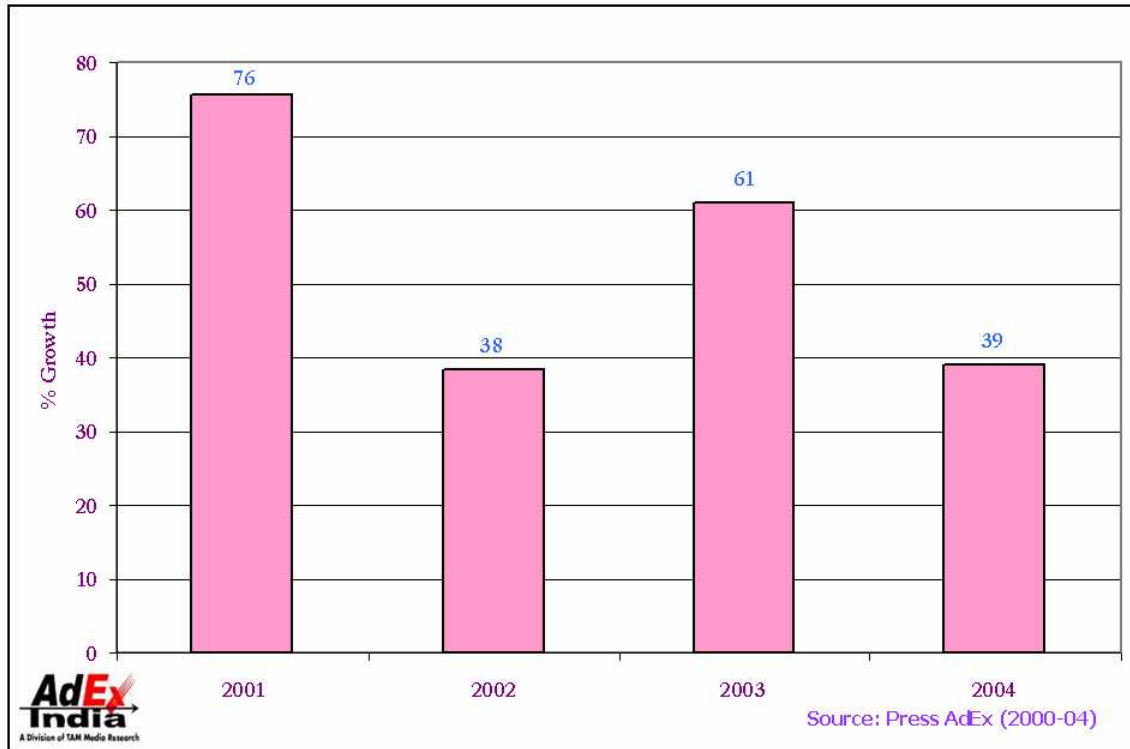
Subject: Properties/Real Estates advertising register 46% rise during 1st half of 2005 compared to that of 2004

Key Findings:

- **39% rise in Press advertising spends in 2004 compared to 2003**
- **Properties/Real Estates advertising in 1st half of 2005 rises 46% compared to that of 2004**
- **'Royal Palm Estates' tops the advertisers list in the 1st half of 2005**
- **95% of advertising spends in Newspapers**
- **West Zone publications gets the maximum advertising**

This week, AdEx India looks at the '**Properties/Real Estates**' category. Let's have a look at the growth in Properties/Real Estates advertising spends across the past years 2000-04 in print medium.

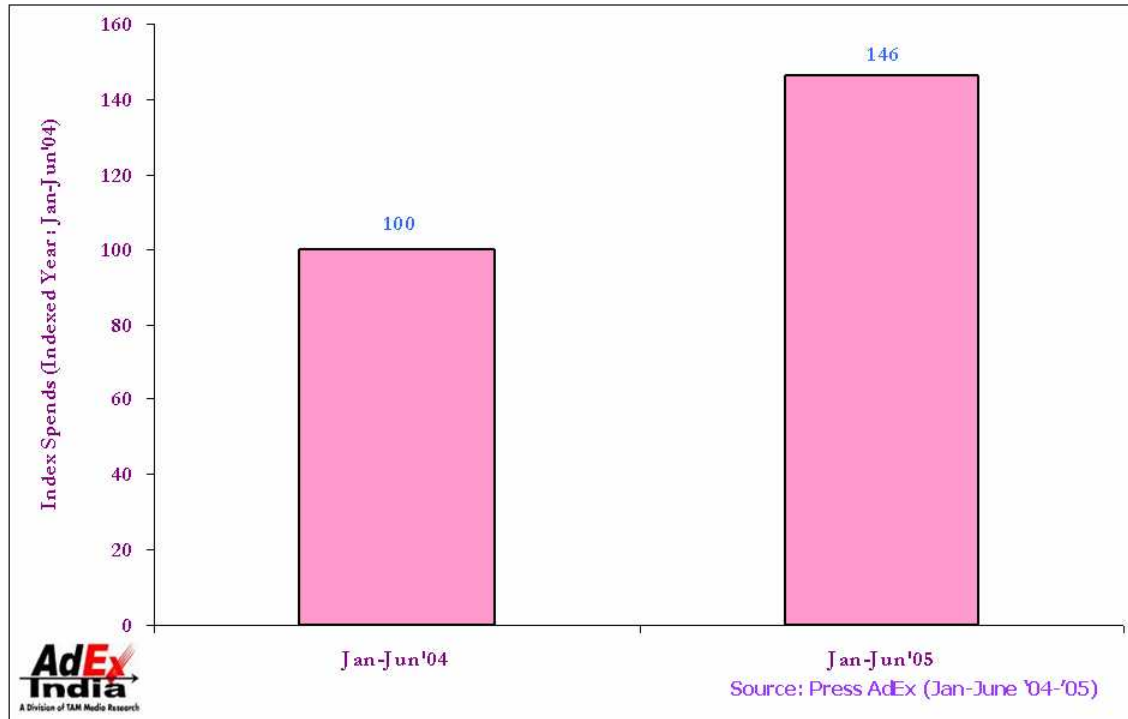
Growth in advertising spends observed in Press across the years 2001-04



- Category observes growth in advertising spends across all the years 2001-04
- 39% rise in advertising spends in 2004 compared to 2003

Is there any rise in Properties/Real Estates advertising spends in the 1st half of 2005 compared to that of previous year? The chart below gives the answers.

46% rise in Press advertising spends in the 1st half of 2005 compared to the 1st half 2004



- Advertising spends in the 1st half of 2005 rises 46% compared to 1st half 2004

Let's look at the Top 10 Properties/Real Estates advertisers in Press during the 1st half of 2005.

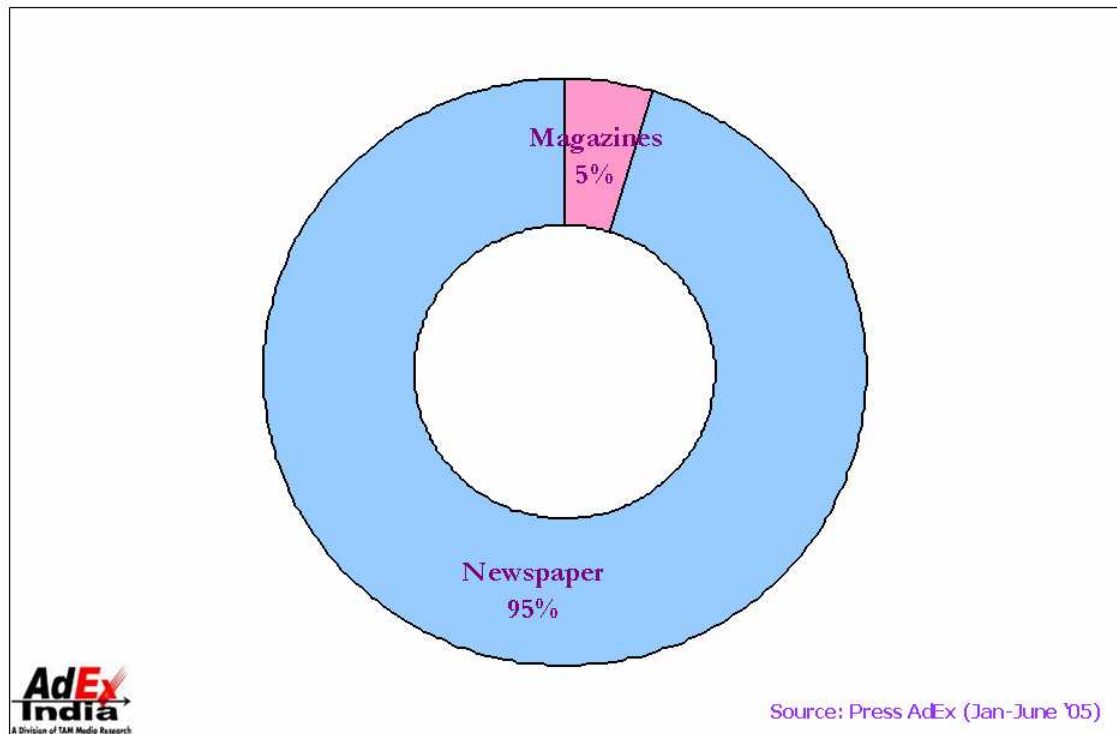
Top 10 Advertisers in Print Medium in the 1st half 2005

Advertiser	% share
Royal Palms Estates	4%
Parsvanath Developers	2%
Hiranandani Construction P Ltd	2%
Unitech Limited	2%
Omaxe Construction Ltd	2%
Nirmal Group	1%
Ansal Properties&infrastructure	1%
Jaipur Development Authority	1%
Puravankara Project	1%
Kalpataru Construction	1%
Total	18%

- Top 10 Properties/Real Estates advertisers contributes just 18% share
- 'Royal Palms Estates' tops the advertisers list with 4% advertising share

Do the Properties/Real Estates advertisers spend more in Newspapers or Magazines? Let's have a look at its advertising share in the 1st half of 2005.

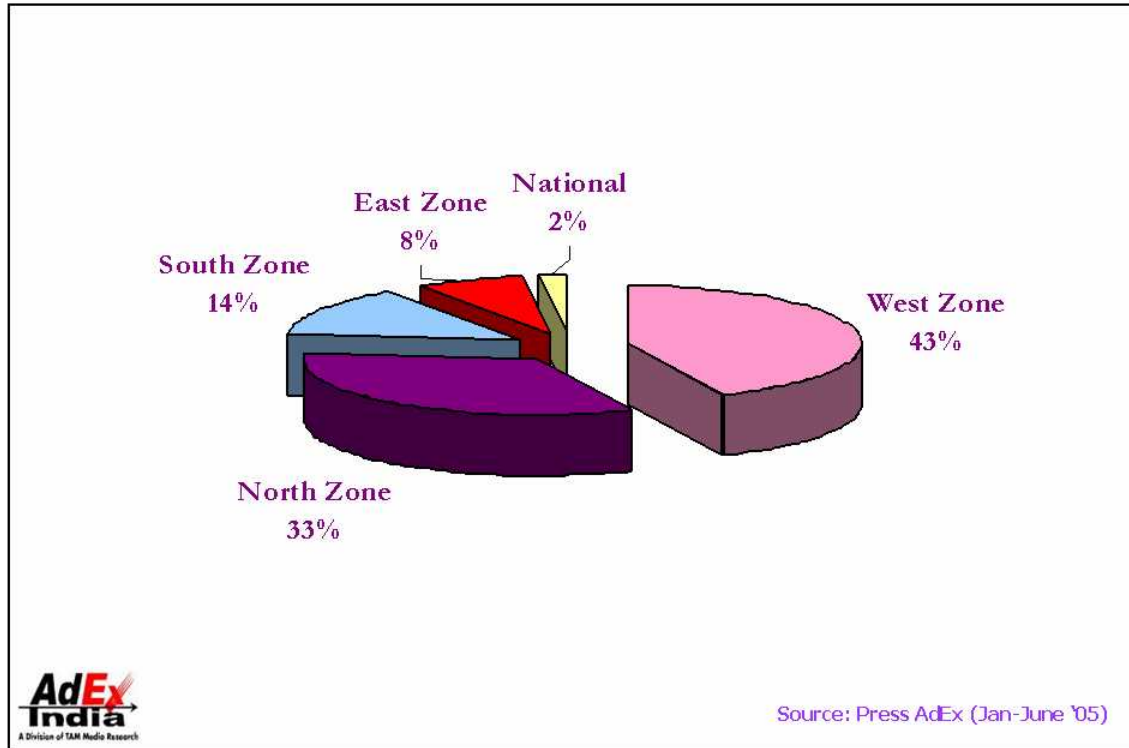
95% of advertising spends in Newspapers



- Newspapers gets 95% advertising share in 1st half of 2005
- 5% of advertising spends in Magazines

Let's also look at the publication zone with maximum advertising spends in the 1st half of 2005.

West Zone publications with maximum advertising spends



- 43% of the advertising spends in West zone publications
- North zone publications on second position with 33% share

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