

Wednesday, December 28, 2005

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

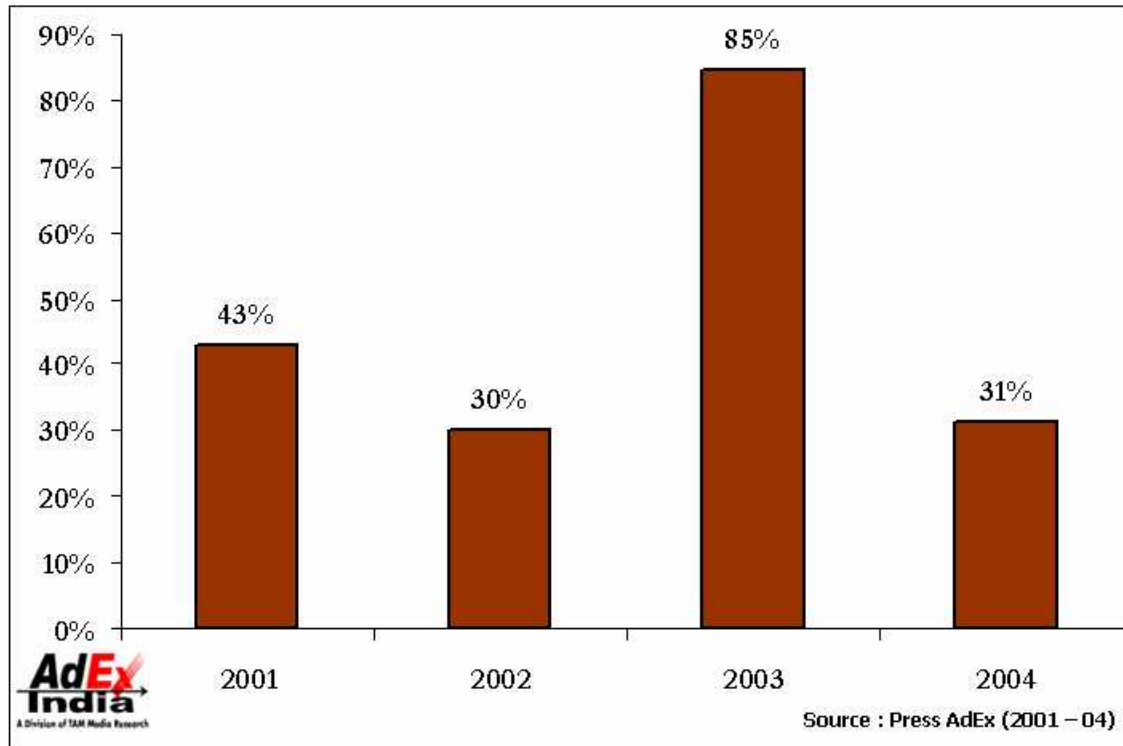
**Subject: Shopping Malls advertising rose 44% during Jan–Nov '05 compared to Jan-Nov '04 in Print**

**Key Findings:**

- **44% rise in Shopping Malls advertising spends in Jan–Nov'05 compared to that of 2004**
- **Maximum spends during the 2<sup>nd</sup> half**
- **'Big Bazaar' tops advertising in Print during Jan–Nov'05**
- **Only 10% advertising spends in Magazines**
- **Primary focus on Maharashtra Newspapers and National Magazines**

This week, AdEx India looks at the '**Shopping Malls**' category. Let's look at the advertising trend of Shopping Malls in past four years.

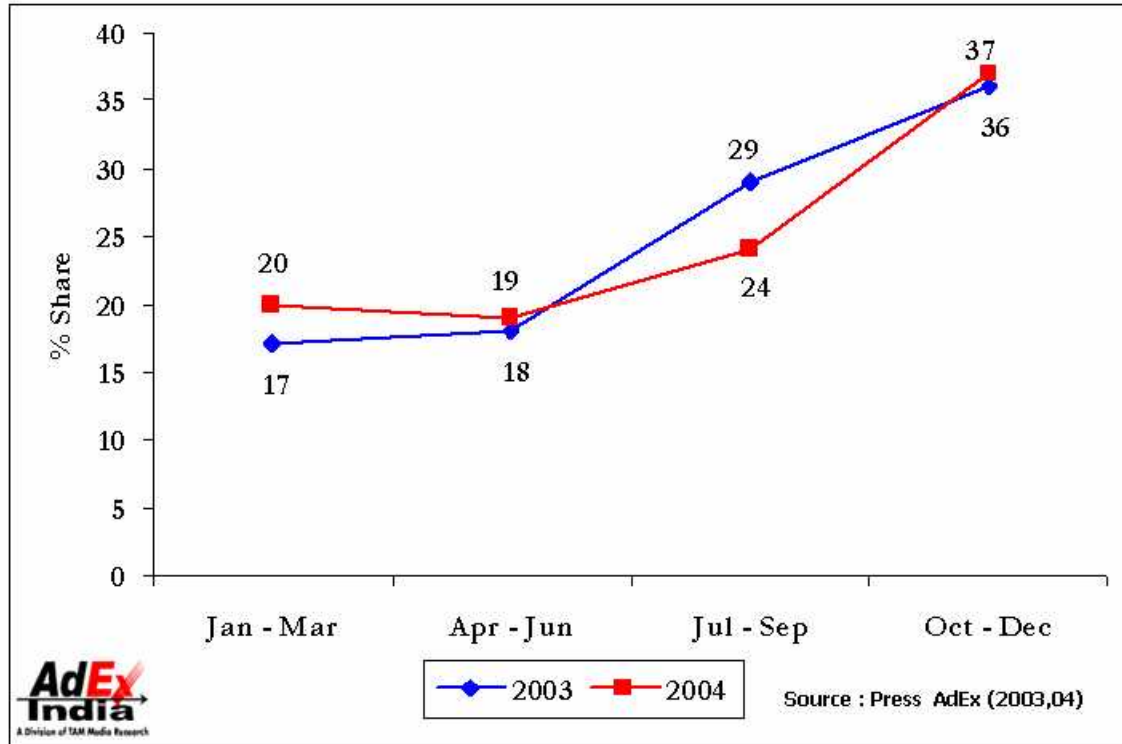
85% rise in Shopping Malls advertising spends in 2003 compared to that of 2002



- 2004 sees a 31% rise in Shopping Malls advertising spends compared to 2003
- Maximum growth observed in 2003

Now, let's see which quarter gets the maximum advertising by Shopping Malls.

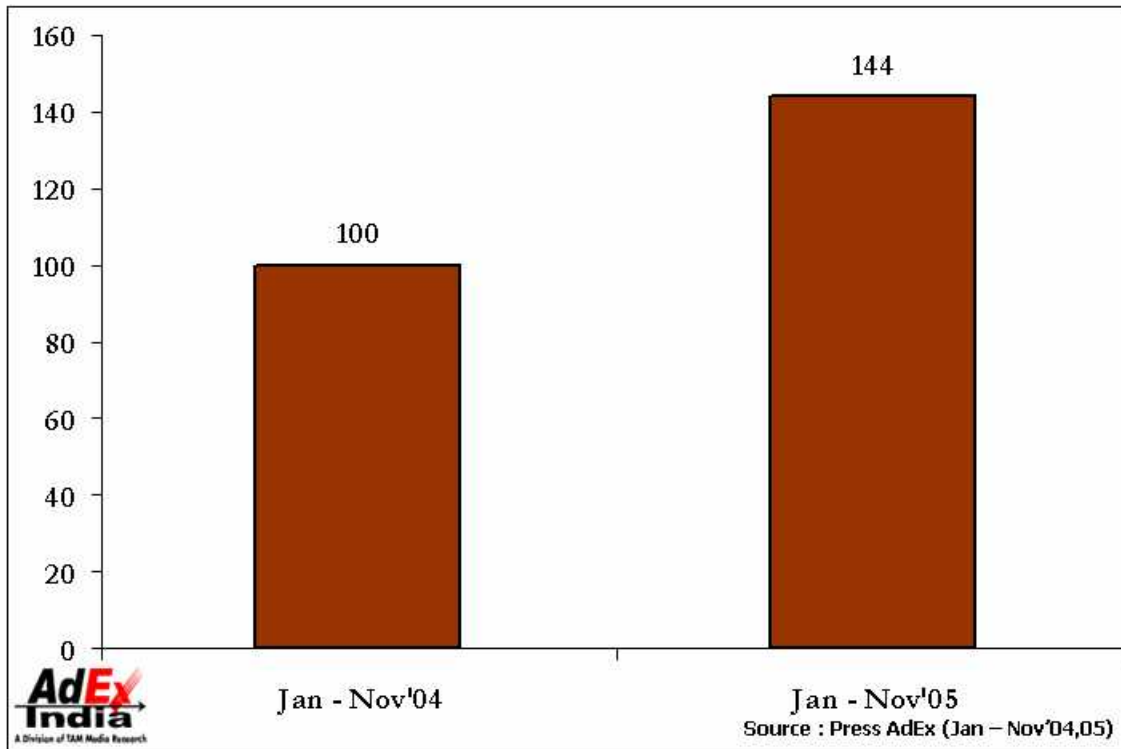
Shopping Malls increase their advertising spends during 2<sup>nd</sup> half



- Maximum advertising spends observed during second half across 2003-04

Let's have a look at the advertising spends of Shopping Malls in 2005. The chart below show its advertising spends during Jan-Nov in 2005 compared to that of 2004.

Shopping Malls raised advertising spends 44% in Jan – Nov'05 compared to that of 2004



- 44% rise in Shopping Malls advertising spends in Jan–Nov'05 compared to that of 2004.

Let's watch out the Top Shopping Malls on Print Medium across Jan– Nov'05.

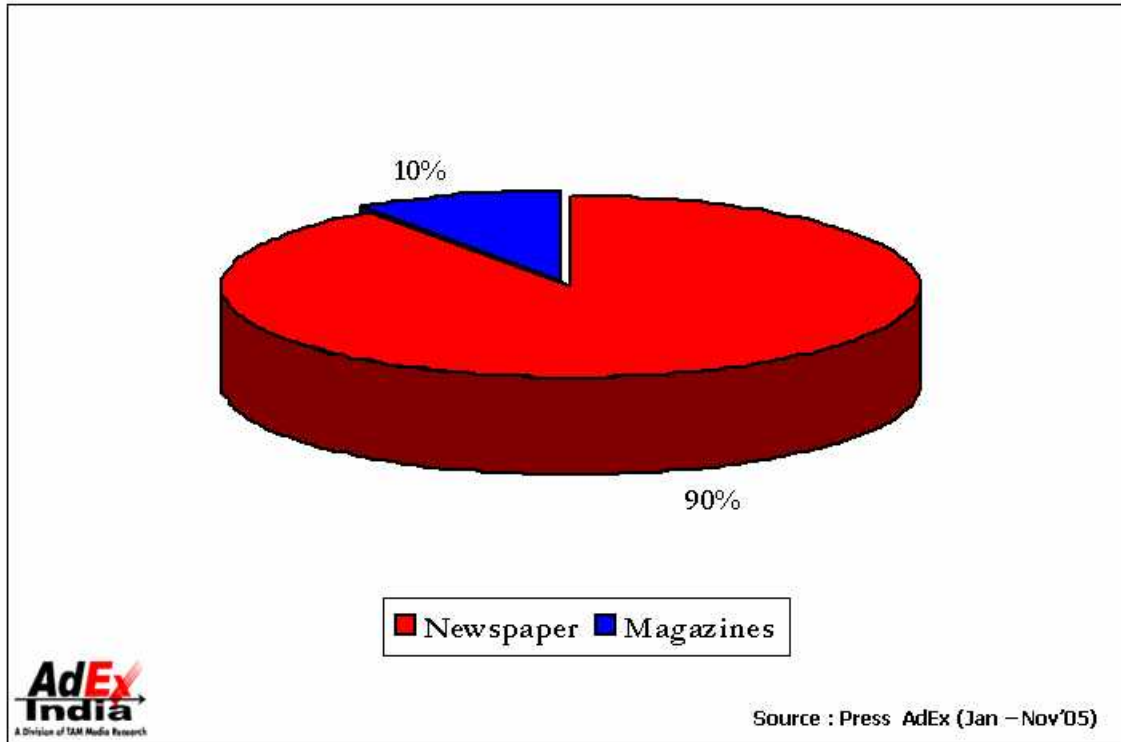
**Top 10 Shopping Malls**

<b>Brands</b>	<b>% Spends</b>
Big Bazaar	11%
Pantaloons Super Store	5%
Food Bazaar/Big Bazaar	3%
Alukkas Group	3%
Vishal Mega-Mart	2%
Food Bazaar	2%
Shoppers Stop	2%
Globus	1%
Westside	1%
Vijay Sales	1%

- 'Big Bazaar' tops the Shopping Malls advertising in Print medium
- 'Pantaloons Super Store' gets the second position

Which publication nature (Newspapers or Magazines) is used maximum by the Shopping Malls during Jan–Nov'05? The pie below gives the answer.

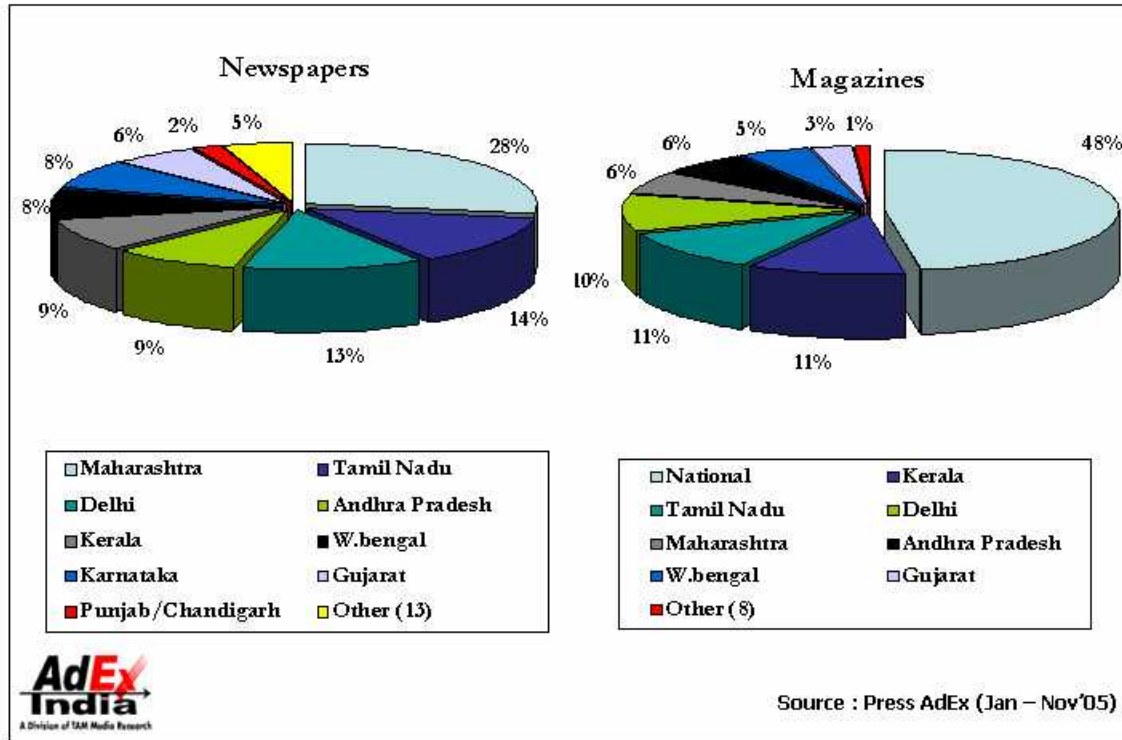
90% of Shopping Malls advertising revenue on Newspapers



- Maximum advertising spends in Newspapers.

Lastly, let's look at the Publication state used by Shopping Malls.

Revenue split in different states



- Maharashtra Newspapers and National Magazines gets the maximum spends by the Shopping Malls

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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