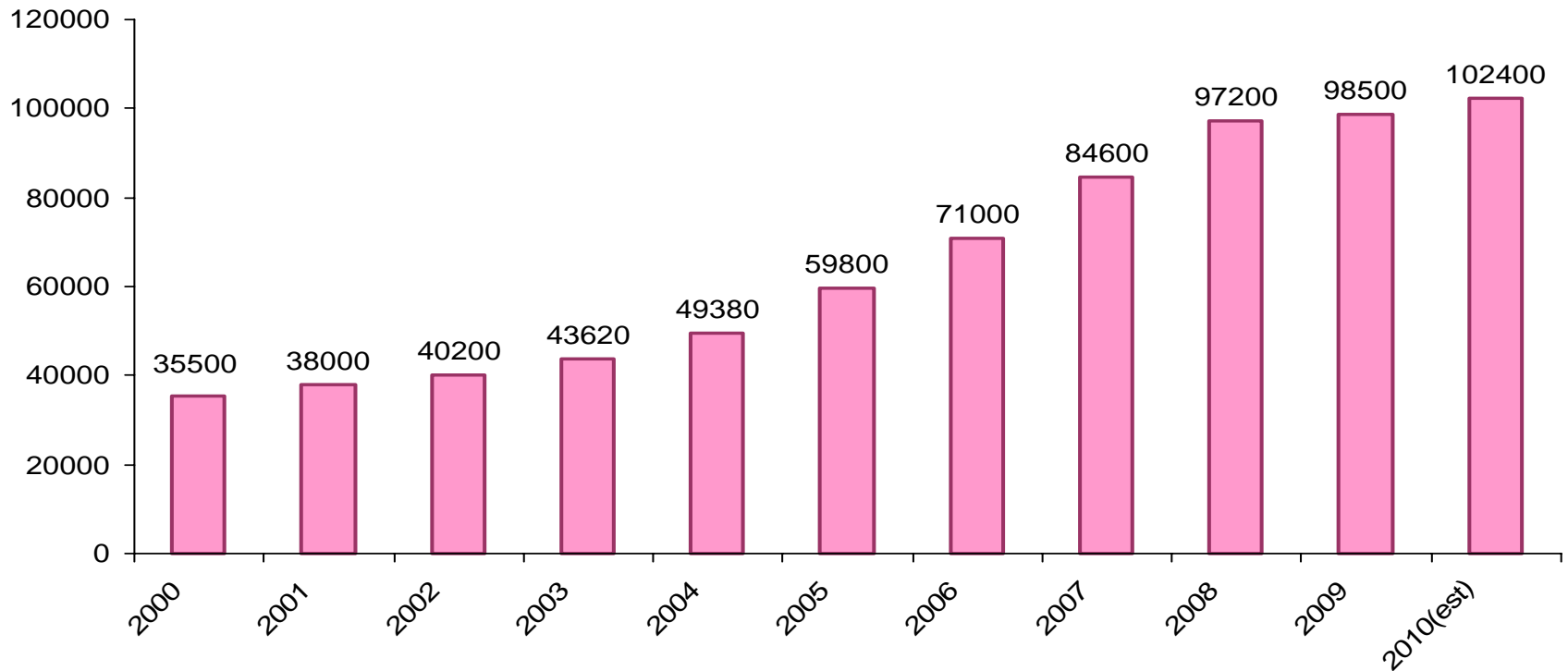


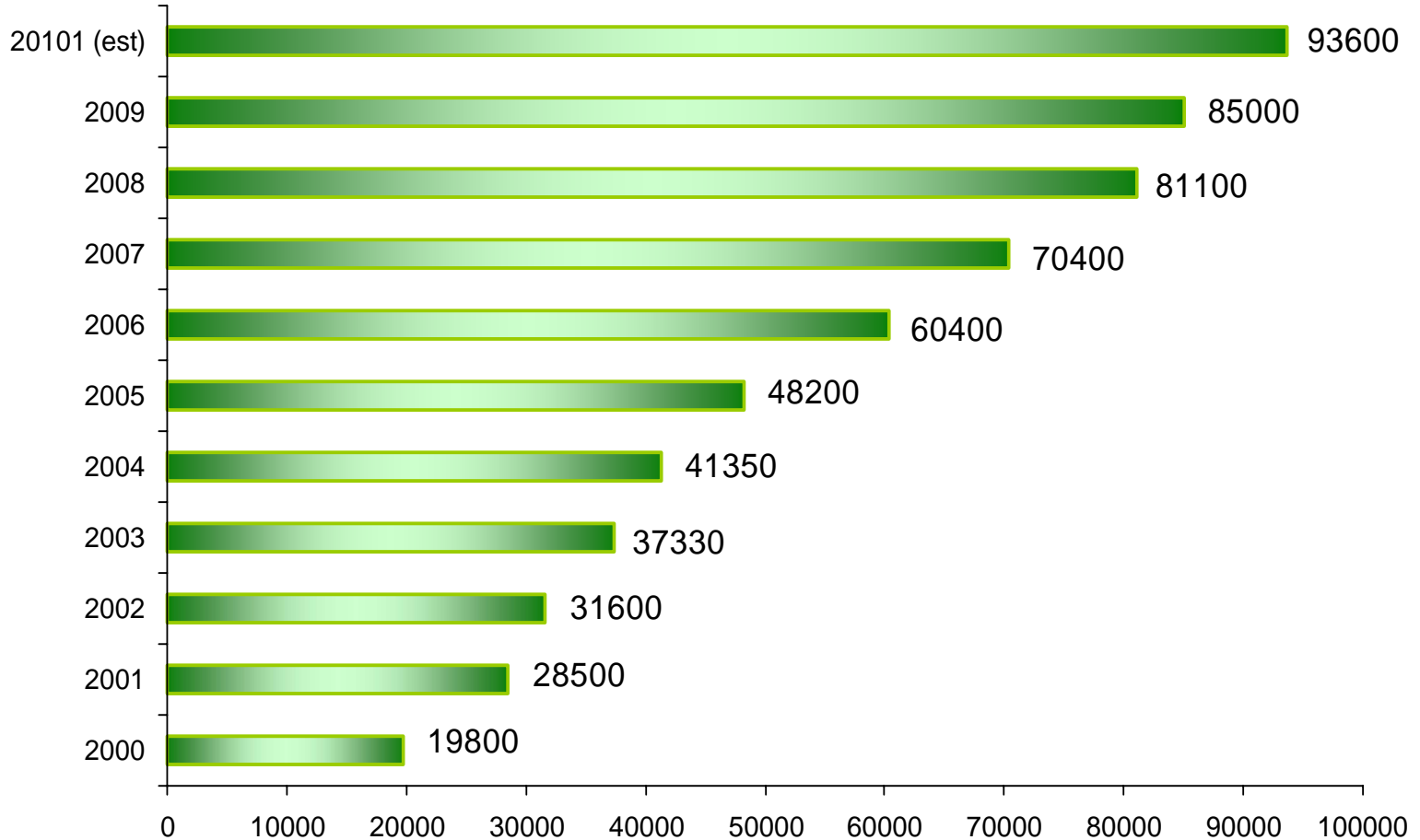
# Advertising Trends – Print : 2000-2010

*INR in Million*



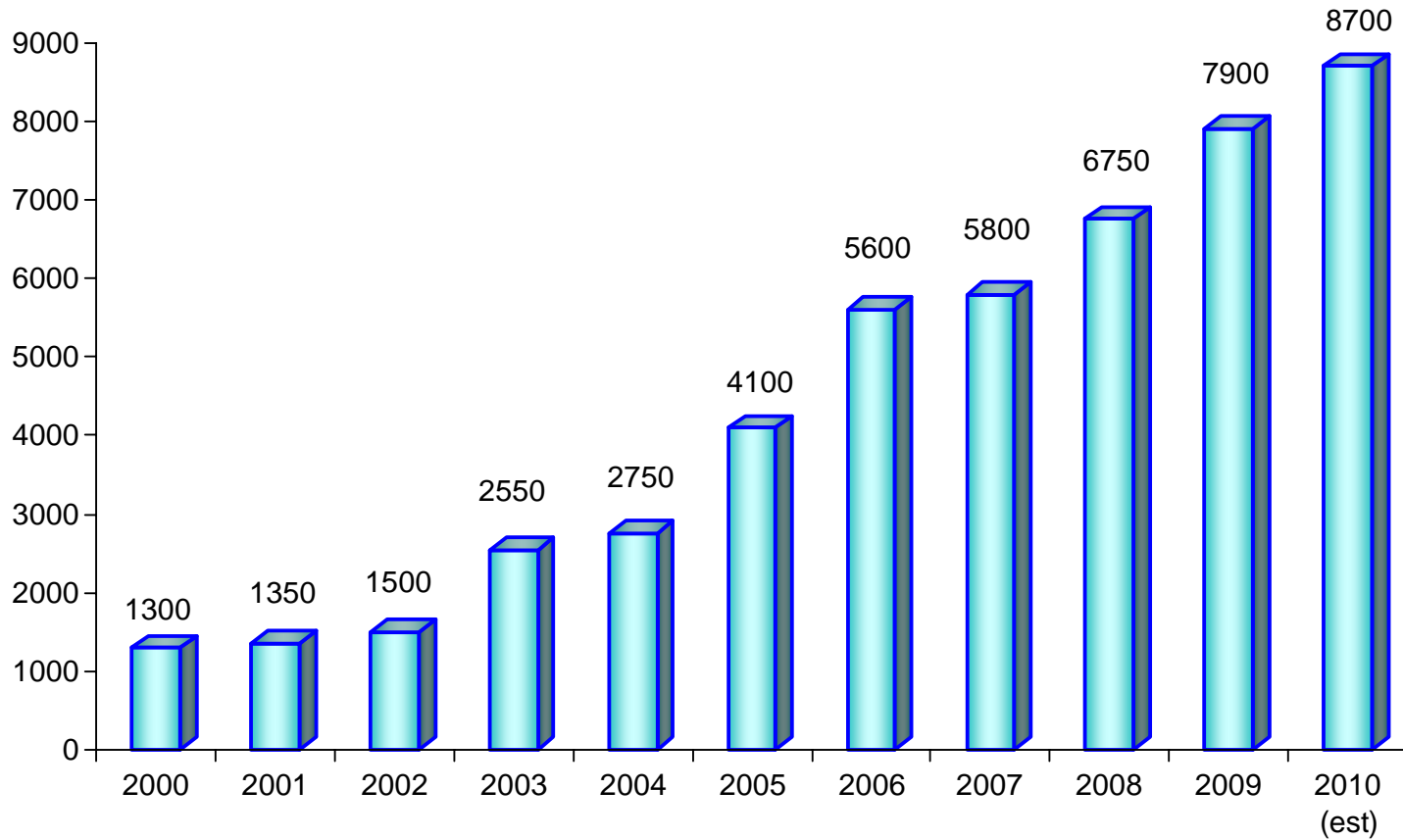
# Advertising Trends – Television : 2000-2010

*INR in Million*



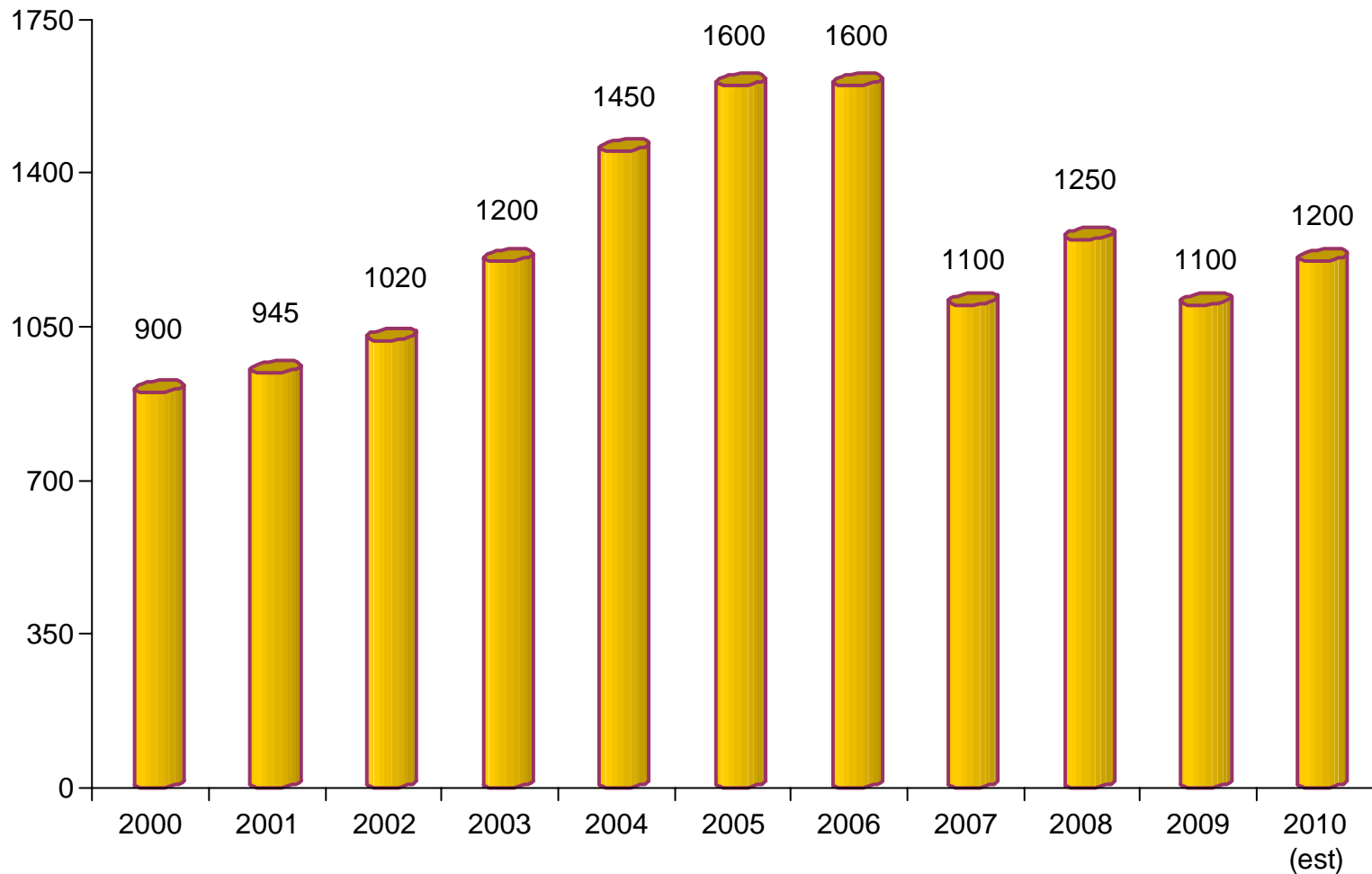
# Advertising Trends – Radio : 2000-2010

*INR in Million*



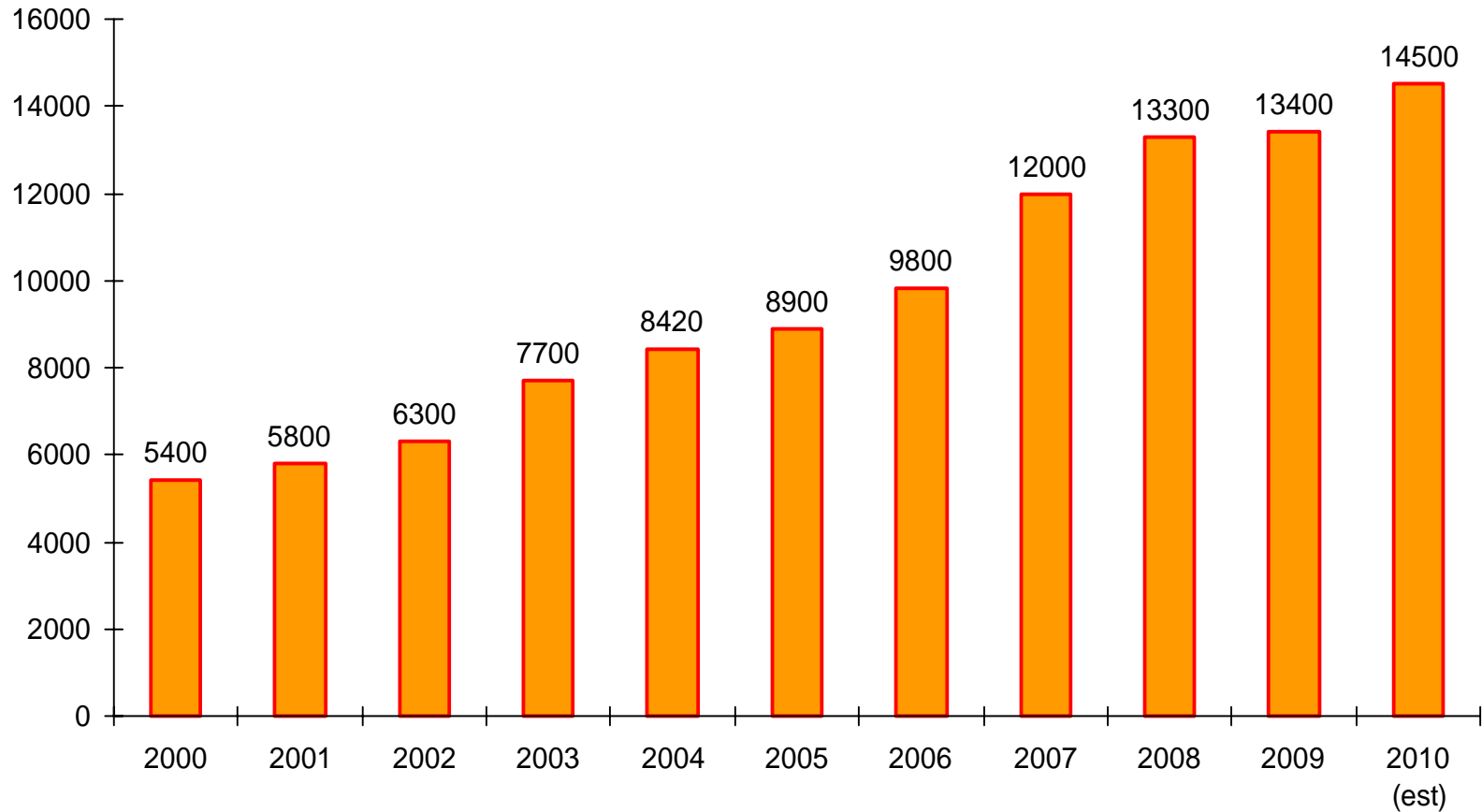
# Advertising Trends – Cinema : 2000-2010

*INR in Million*



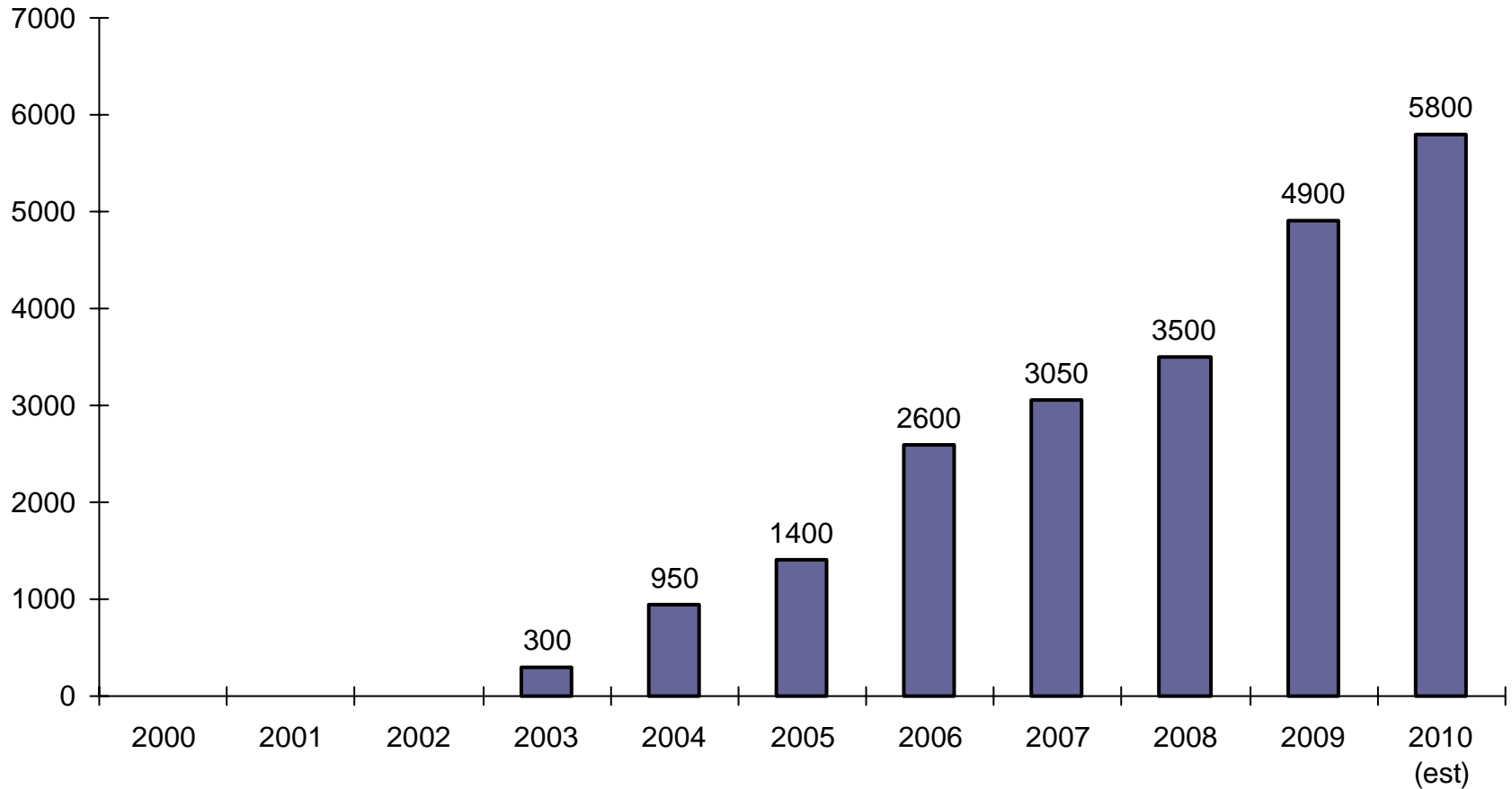
# Advertising Trends – OOH : 2000-2010

*INR in Million*



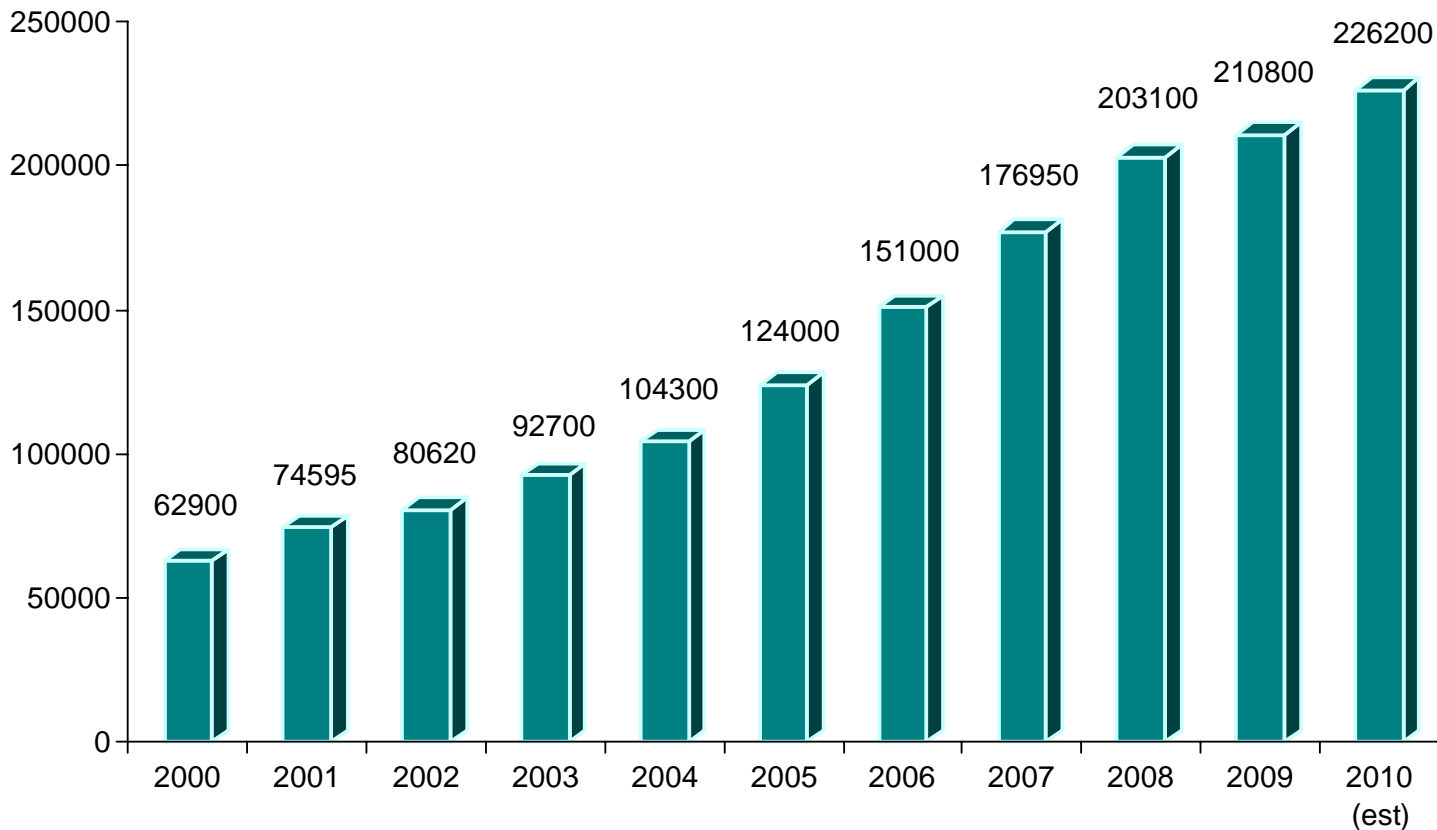
# Advertising Trends – Internet : 2000-2010

*INR in Million*

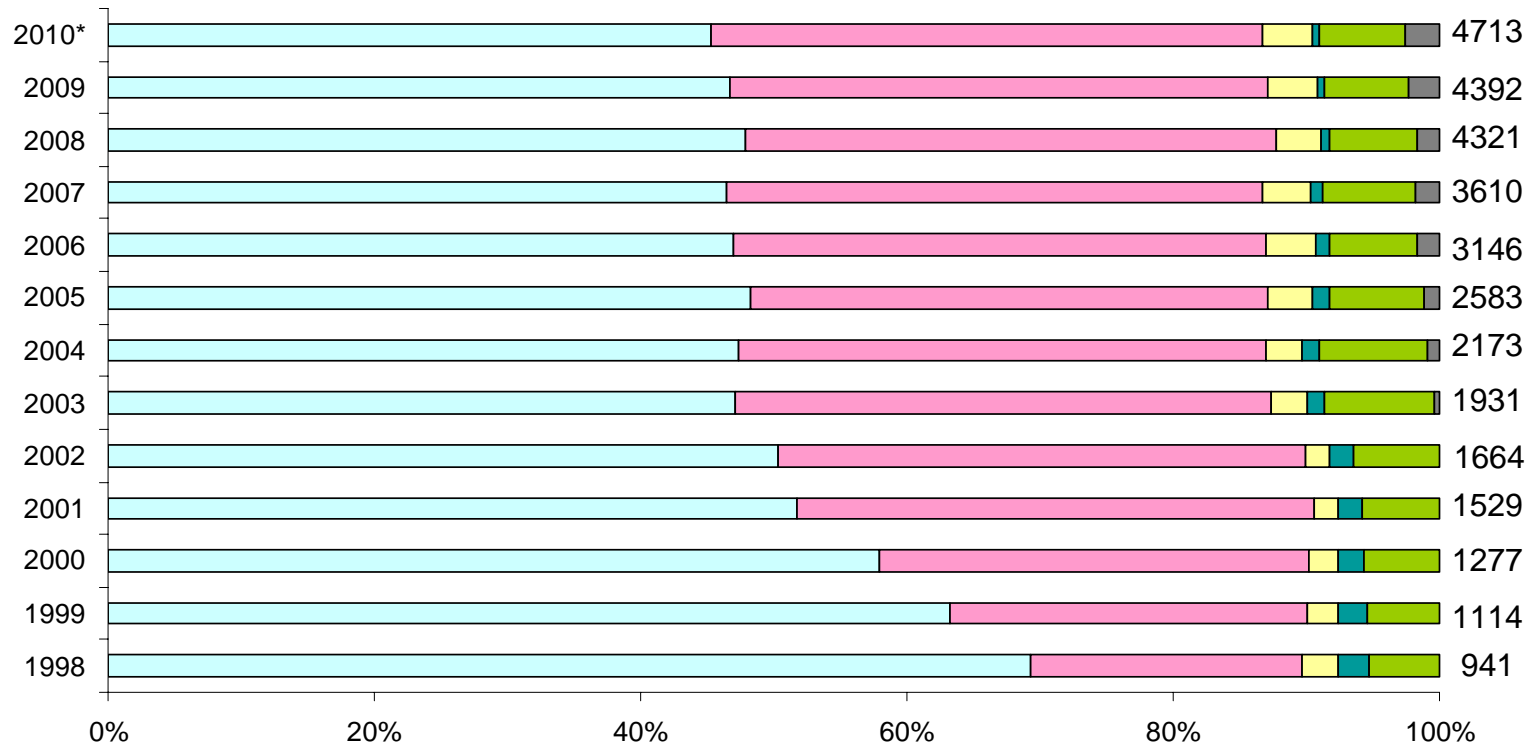


# Total Advertising Expenditure : 2000-2010

*INR in Million*



# Advertising Trends : 2000-2010



	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010*
Internet	0	0	0	0	0	30	95	140	260	305	350	490	580
Outdoor	240	290	350	430	520	770	842	890	980	1210	1330	1340	1450
Cinema	106	114	120	126	138	120	145	160	160	165	125	110	120
Radio	120	125	130	135	150	255	275	410	560	620	675	790	870
TV	920	1440	1980	2850	3160	3733	4135	4820	6040	6970	8110	8500	9360
Print	3130	3380	3550	3800	4020	4362	4938	5980	7100	8060	9720	9850	10240

*Spends USD Million*

**Share of TV steadily growing and Print going down.  
Mobile service is one of the top most advertised categories for the last few years**