INCODA TV HD



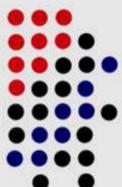
INCODA TV HD

An optic Fibre Digital Channel transmitting through 4 exclusive channel programmes for all the 23 stations of the Metro Railway Kolkata

The First HD Channel of Eastern India from July 2013 onward.

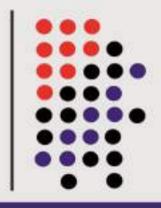






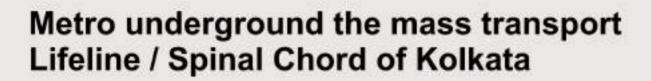


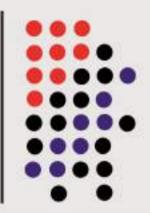




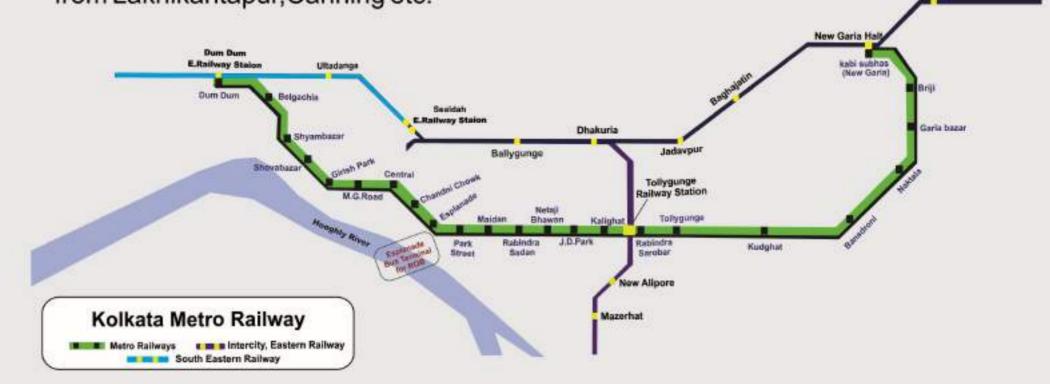
Metro underground the mass transport Lifeline / Spinal Chord of Kolkata

- Kolkata,is a linear city, with Metro running through the middle, covering the entire stretch of Kolkata, from the extreme south to the extreme north.
- The north terminus DumDum station is inter connected with the DumDum station of the Eastern Railway bringing in huge daily commuters to the Metro.
- The Esplanade Metro Station of metro railways is just adjacent to the main bus terminal which is the terminal for buses, to the entire Rest of Bengal.
- Rabindra Sarobar Metro Station is also interconnected to the Tollygunge station of the intercity, Local train system.

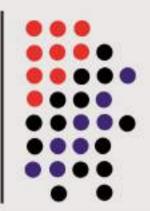


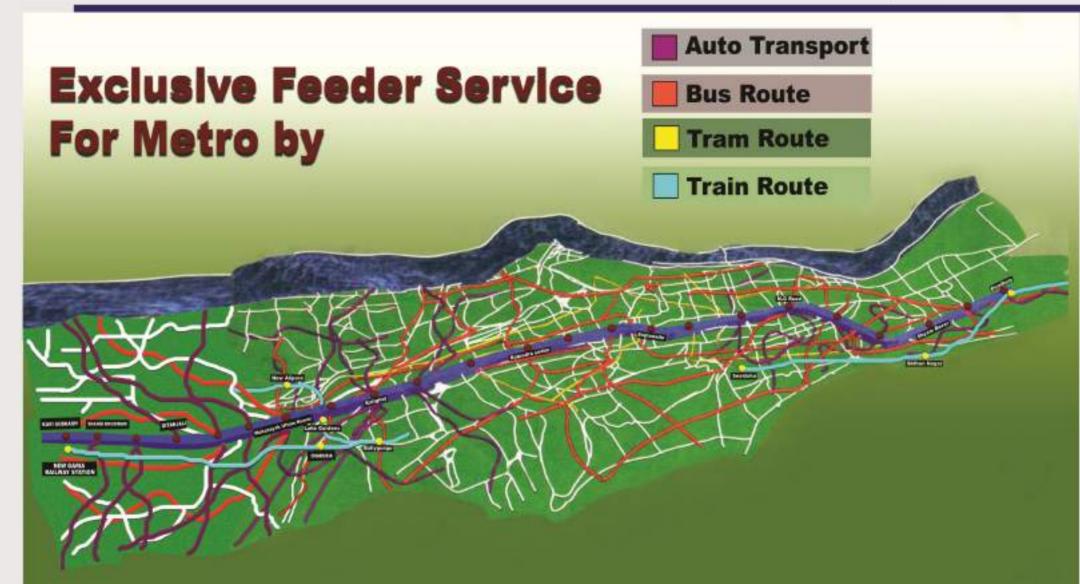


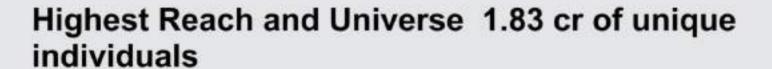
The extreme south terminus of Metro i.e. KABI SUBHAS recently got interconnected to a newly constructed station NEW GARIA HALT which has opened in between BAGHAJATIN & GARIA for metro connectivity with the southern local train services from Lakhikantapur, Canning etc.

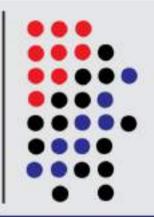


Metro has, exclusive feeder services such as autos, buses, trams etc. Bringing in huge influx of commuters throughout the day.









- Out of the population of 1.41 crore in Kolkata and an estimated approx 2.50 cr of commuters from Rest of Bengal who come to kolkata during a month for their daily livelihood a whooping 1.83 cr of unique individual commuters use Metro Railway from Kolkata,greater Kolkata and ROB as their mode of traveling either regularly and /or frequently during a month's time.
- ➡ With 91% of the commuters from SEC A & B and most of them are educated general / professional and a monthly household income of more than Rs 30,000, the profile of the Metro commuters are the ideal target group for any brand/segments.

Certificate from Metro Railway - 1.83 Crores of (unique individual) availing Metro Railway during a month's time.



मेट्रो रेलवे / METRO RAILWAY मेट्रो रेल भवन / Metro Rail Bhavan, ३३/१, जे. एल. नेहेर रोड / 33/1, J.L.Nehru Road, कोलकाता - ७०००६१ / Kolkata - 700 071

OFFICE OF THE PRINCIPAL CHIEF OPERATIONS MANAGER

No. Metro/Div/O&M/CCTV/24 Stns./2018/Incoda/Pt.I

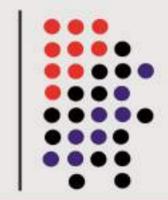
Date: 22 .06.2018

TO WHOM IT MAY CONCERN

As per the latest trend of purchase of tokens and Smart Cards, an estimated 1.83 Crores (approx.) people (unique individual) from Kolkata, greater Kolkata and Rest of Bengal uses Metro Railway as their mode of traveling either regularly and/or infrequently during a months time.

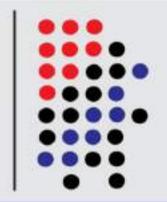
/A F Marro

Dy. Chief Operations Manager/Commi, सूची विशिषक मुख्य परिचालक प्रतीयक्ष For Principal Chief Operations Manager



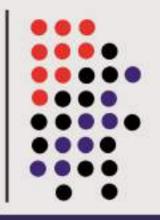
Psychographics of Metro Commuters

Metro Commuters are a "Cut above the Mass"; they are well Educated and Decision makers of the family. They have a mindset of a "Changer" as they have selected metro as their mode of transportation in the first place, as it is time convenient, safe, well-connected, air cooled, hassle-free etc. In fact, Metro commuting costs between Rs.15 –Rs.25 for one way journey, so basically, they are spending more than their conventional commuting like buses and trams etc. Therefore, we can safely say that people who avail the metro services for daily commuting are not resistant to changes in life and have an "Open Mindset". They understand what is better in life and do not hesitate to act accordingly. So if a better option is presented to them through advertising, they are more prone to sample the product / services, if they think the option is better for them. In other words, they do not hesitate to take decisions and do not have a "Rigid Mindset". So, we can conclude metro commuters are a dream TG for any sector.



Psychographics of Metro Commuters

- On the contrary, for e.g., a housewife sitting and watching a regional Bengali channel like Akash 8 / Ruposhi Bangla can be said to have a "Closed Mindset" as by a flick of a remote button she can easily watch a much better/glossier and costlier serial may it be National or even International channel at the same time she chooses to watch the same channel that she is habituated to so she is resistant to changes in life and will be stuck to her comfort zone. So, in the same way she would be resistant to welcome any new product/services, which she gets exposed to.
- Hence, from an advertiser's point of view totally ignoring these 1.83 crore of Metro Commuters, who are mostly decision makers, and only banking on the TG from the Regional Bengali Channels and that too primarily Bengali TG and totally ignoring the vast Non-Bengali TG of Kolkata, who doesn't get exposed through the Regional Bengali channels may not be a totally wise decision, from Media Planning perspective.

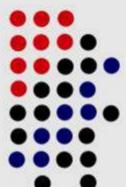


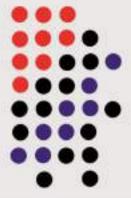
A Total Captive audience-As no diversion and distraction inside the platform

- Less Connectivity of Mobile signals No Sunlight
- No Porters / Hawkers
 No Chaos
- No toilets
 No radio reception
- No smoking

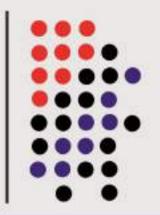
 → No noise pollution etc
- Without any kind of distraction, the commuters have no option but to wait for the trains giving INCODA TV HD the total captive audience when they are at the best receptive state.











HD LED TV's and Specialized Digital Home theater effect

- The air-cooled ambience also ensure the commuters to watch and enjoy

 INCODA TV HD and with no option of channel surfing making INCODA TV HD

 a MUST VIEW OPTION in a diversion free platforms.
- With more than 80 − 100 additional ceiling mounted stereo speakers and additional tv speakers spread throughout the platform give an auditorium effect to the INCODA TV HD
- 6-10 numbers of 47"/49" HD LED TV's installed per station, giving a clear quality of the advertisement viewed by the commuters. These Tv's are positioned strategically and evenly distributed all throughout the platforms in order to capture the attention of all the commuters.

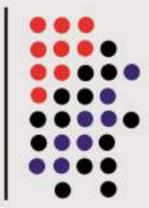




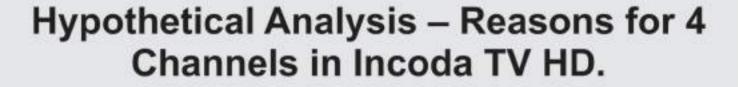


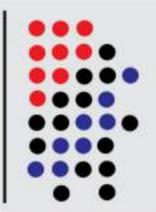


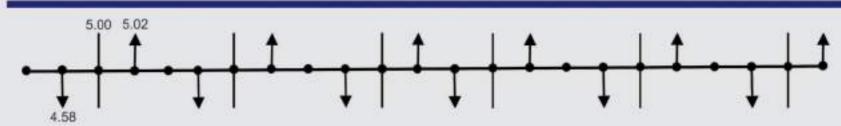
INCODA TV HD has 4 separate channels in 23 stations to ensure highest reach and minimal wastage.



- ➡ The advertisement capsules are intercepted in between Programs just before the train enters the platform ensuring highest OTS.
- ➡ INCODA TV HD also ensures highest reach and minimal wastage of OTS by having different advertisement capsule timings for different individual stations by the virtue of grouping 23 stations into 4 group of channels depending on the similarity /synchronization of the departure timing at those stations.







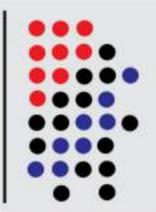
Let's consider, if we were to telecast through 1 Channel only for all the 23 Stations and the Client's Advertisement is supposed to be aired simultaneously at all 23 Stations. In such a scenario:

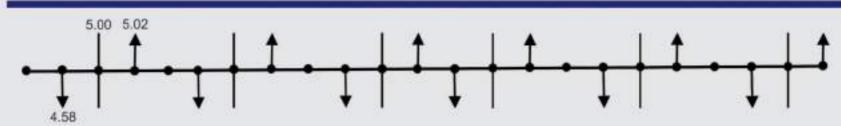
Assuming, the Client's Advertisement is being aired at 5.00 pm at all stations, then these 3 Scenarios would crop up at different Station exactly at 5.00 pm during the telecast time of the said Advertisement.

Scenario 1: At 5 / 6 stations it would be seen that the Trains are at the Platforms at each of these stations. Definitely not a conducive environment from Advertiser's point of view. x x

Scenario 2: At another 5 / 6 stations it would be seen that the Trains have just left the Platforms approximately 2 - 3 minutes back at each of those stations Again not a very desirable scenario from Advertiser's point of view. x

Hypothetical Analysis – Reasons for 4 Channels in Incoda TV HD.





Scenario 3: At another set of 5 / 6 stations it would be seen that the Trains are about to arrive at each of those stations within the next 2-3 minutes Definitely a very desirable scenario for the Advertiser to get maximum OTS from their Advertisement, since the commuter count at stations are at maximum.

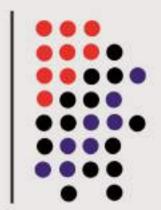
So, in order to cater to Scenario 3 for maximum of the Stations, the 23 Stations have been clubbed into 4different Groups, hence 4 different channels of Incoda TV HD matching the similarity of the Train departures at those stations.

Hence the **Grouping of 4 Channels** is done to **maximize the OTS** and to **minimize wastage**.



Highest Repetitive Exposure Media at a Cost effective Rate

At, INCODA TV HD we package our media on a monthly and long term basis with a very high frequency of exposure all through out the day at each and every stations, all through out the month ensuring delivery of 1.83 cr of coverage in a months time with a very high repetitive reach per individual and that too at a very cost effective rate.



Highest Advertisement Recall Reported

➡ To achieve high visibility, the advertisements are strategically telecasted just 2-3 minutes before the arrival of the Trains.In the recent survey – ORG MARG reports: "Above 93% claim to have seen the advertisement on INCODA TV HD The Sheer nature of the media (targeted towards captive audience) ensures high notice ability."



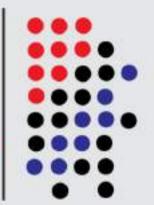






INCODA TV HD delivers the entire universe of 1.83 cr by spending rupees 9.50 lakhs only per month.(as per our Card Rate of Rs.460/- per 10 sec).

Your spend per month would be even lower depending on your package Effective Rate.



Lets plan in the following for a budget Rs.9.50 Lakhs per month

7:00 AM to 10:00 PM	Number of Departures per day in each station	Number of Exposures per day in each station	Number of Stations	Number of Days	Total Number of Exposures including all stations	Rate Per 10 sec Per Station	Net Outlay Per Month (RS)
Monday to Saturday	148	74	23	26	44,252	20	Rs.8,85,040
Sunday	76	38	23	4	3,496	20	Rs.69,920
Total				30	47,748		Rs.9,54,960 Rounded off to 9,50,000

^{*} Total no of departures for all stations in a month- 95,496 departures.

^{*} Total number of exposures in all stations - 47,748 exposures by spending 9.50 Lakhs only p.m.

^{*} The Rate of Rs.20 per station per 10 sec is based on an effective rate of Rs 460 per 10 Sec (i.e. 23 Station x Rs 20 per Station per 10 sec = Rs 460 per 10 sec)

INCODA TV delivers the entire Universe of 1.83 cr by booking 74/38 exposures per Weekday/Sunday in a Month

Total No of Departures in a Month for all the 23 stations 148 Departures x 23 Stations x 26 weekdays = 88,504 76 " x 23 " x 4 sundays = 6,992

Total No of Exposures the Client would get by Spending 9.50 lakhs
74 Exposures x 23 Stations x 26 weekdays = 44,252
38 " x 23 " x 4 sundays = 3,496

Total no of departures

95,496 nos in a month

Total no of Exposures

47,748 exp in a month

The Universe of 1.83 Cr of Unique eyeballs travels through 95,496 departures and by covering 50% of those departures, i.e. 47,748 by your advt you are ensuring minimum 50% coverage.

However, it is actually covering 100% of the entire Universe as 95% of the commuters travels more than once a month and avails of multiple departures.

We can take the following example to explain the above :-

For a commuter having a traveling pattern of 3 days a week

He is traveling- 3 days x 2 per day x 4 week= 24 times in a month i.e. he takes 24 departures out of the above 95,496 departures and since your advt are telecasted alternatively in 47,748 departures so he would be exposed to the advt a min of 12 + Times during the month.

Again for a commuter having a traveling pattern of 2 days a week

He is traveling - 2 days x 2 per days x 4 week = 16 times in a month, he takes 16 departures out of the above 95,496 departures and since your advt are telecasted alternatively in 47,748 departures so he would be exposed to the advt a min of 8 + Times during the month and so on and so forth.

Each commuter might be having a different traveling pattern during a month's time, still would be subjected to traveling much more than once in a month (2 times on the day of travel) as stated above in the example and would definitely be exposed to the advt not only once but multiple number of times with very high frequency, like,

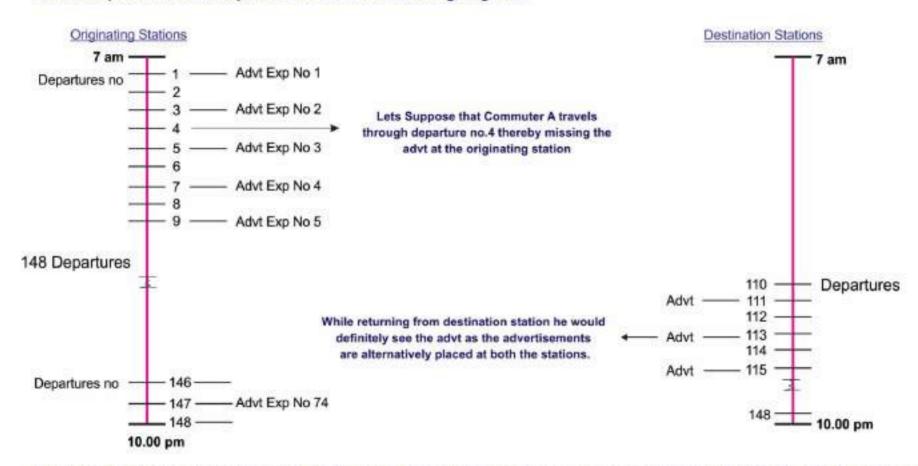
- For a commuter traveling 5 times a week Availing 40 Departures would be exposed to 20 + Times.
- For a commuter traveling Once a week Availing 8 Departures would be exposed to 4 + Times.

Hence, we can safely affirm that 95% of the commuters of the entire universe of 1.83 Cr would not only be exposed to your client's advt by booking 74/38 exposures per Week day / Sunday throughout the month, at the same time would be exposed to the advt with a very high frequency of exposure.

INCODA TV delivers the entire Universe of 1.83 cr by booking 74/38 exposures per Weekday/Sunday in a Month

Moreover, even for 5% of the commuters who travels once in a month, since on the day of travel he would be availing the Kolkata Metro 2 times (UP & DOWN), so suppose if he misses the advt in the morning at the Originating station he would definitely see the client's advt while returning from the Destination station.

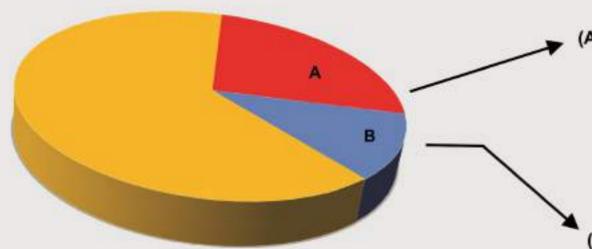
The above phenomenon is explained further in the following diagram:-



So, by taking 74 exposures/departures the 95% of the commuter are exposed to the advt with very high frequency of exposures and even the 5% of the commuters traveling once a month would see the advertisement at least once during his traveling twice a day.

Hence, you get a reach of the entire Universe of 1.83 Cr by Booking 74/38 exposures per weekday / Sunday in a month.

KOLKATA URBAN AGGLOMERATION POPULATION - 1.41 CRORE (CENSUS 2011)



(A) BELOW POVERTY LINE -

As per Census Report 2011, 24.7% of Kolkata Population are below poverty line(BPL). So out of 1.41 Crs Kolkata population around 35 Lakhs people belong to the BPL section of the society. This leaves us with 1.06 Crs people in Kolkata who are Above Poverty Line(APL).

(B) NOT OWNING TELEVISION -

According to 2015 TAM UPDATE - 83% is the TV penetration of Kolkata. So now in 2017 even if we consider the TV penetration be as high as 94% - 95% then TV owning population of Kolkata would be 1.06 Crs - 6 Lakhs = 1 Crore Kolkatans owning Television at home.

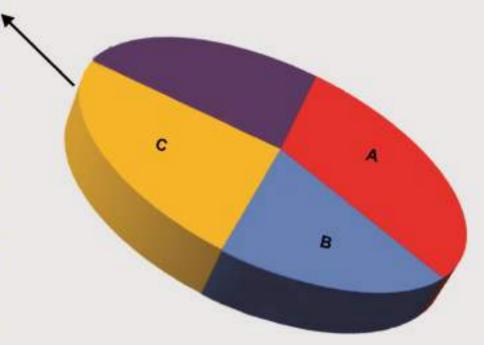
CONSIDERING 100% C & S PENETRATION -

According to 2015 TAM UPDATE Cable & Satellite penetration in Kolkata is 97%. At the same time post digitalization we can consider that 100% is the C & S penetration. So, Cable & Satellite penetration in Kolkata is 1 Crore.

KOLKATA URBAN AGGLOMERATION POPULATION - 1.41 CRORE (CENSUS 2011)

- (C) NON-BENGALI POPULATION- Kolkata is a very multi-cultured society.

 According to report by the West Bengal Cultural Affairs Ministry, the % of
 Non Bengalis residing in Kolkata is about 65% and around 70% of Total
 Land Area is owned by the Non Bengalis.
 - Areas like Park Circus, Topsia, Tangra, Khidderpore, Metiaburuz and Rajabazar have a huge Muslim Population and hence estimated 35% of the Population in Kolkata are Muslims.
 - Areas like Bhowanipur, New Alipore, Burrabazar, Alipore, Ballygunge Place are having a large number of Non Bengali Population namely Marwaris, Gujratis, Punjabis.
 - Across the city we have many areas where people from other communities reside like Sindhis, South Indians, Anglo Indians and people from North East. We have people across all communities residing in Kolkata.
 - So it will be very wrong on our part to assume that only Bengalis reside in Kolkata.



- It is quite evident that even the 4th generation Non Bengali residing in Kolkata would never watch a Regional Bengali Channel (RBC), (if not directly connected to media).
- Therefore by selecting Regional Bengali Channels, the advertisers are automatically omitting the non Bengali Chunk of their TG, who are a very huge in number and very vital.
- Even if we take the ratio of Bengalis to Non Bengalis as 50:50, then we get 1 Crore 50 Lakhs (50% of 1Crore,
 Non Bengalis having C&S connection) = 50 Lakhs Bengalis having C&S connection at home.

KOLKATA URBAN AGGLOMERATION POPULATION - 1.41 CRORE (CENSUS 2011)

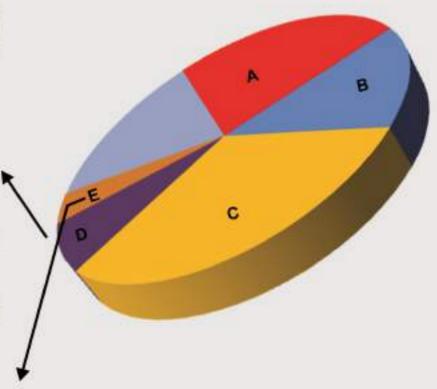
(D) <u>BENGALIS OUT OF HOME IN THE EVENING</u> – Kolkata is a very small city, people can reach their respective homes within 30 to 45 minutes. So, the floating population of Kolkata during the evening time is very high.

So Bengalis in the evening can afford not to go back to their home directly and tend to socialize. Bengalis are mostly at Cafes, Restaurants, Movies, Shopping Malls, Clubs, in transit or in office etc.

In today's busy life, people hardly get time to catch up with their friends, so usually if Bengalis are let off from work a little early then they usually love to socialize.

Even if we assume that only 30% of the Bengali population are Out of Home in the evening and 70% of the Bengalis have gone back home.

Then the number of Bengalis (having C&S connection) at home would be 50 Lakhs – 15 Lakhs (30% of 50 Lakhs) = 35 Lakhs Bengalis who are at home in the evening.



(E) BENGALIS WATCHING TELEVISION - Bengalis who are at home obviously not everyone is at home just to watch television.

For example – A working mother, after she comes back home from her days work would want to spend some time with her family and Kids in the evening, a housewife will be busy cooking for the family, teaching her children, help them with their home work, students mostly studies during evening thereby not watching TV. In fact during examination times parents also do not watch television at home in the evening.

Moreover, in today's lifestyle mostly people are busy with Facebook, WhatsApp and other social media network and hardly bothers to watch TV. Even if they are doing so during the Advertisement break they would be engrossed in Social Media.

Notwithstanding the above, let us assume the ratio of the Bengalis watching Television at home and Bengalis not watching Television at home is as high as 80:20 then, 35 Lakhs – 7 Lakhs (20% of Bengalis not watching TV) is =28 Lakhs of Bengalis who are at home in the evening and watching television.

KOLKATA URBAN AGGLOMERATION POPULATION - 1.41 CRORE (CENSUS 2011)

(F) BENGALIS WATCHING REGIONAL BENGALI CHANNELS - The Reverse is not True! Bengalis not only watch but loves to watch other National / International Channels which is easily available to them by just a flick of a remote button.

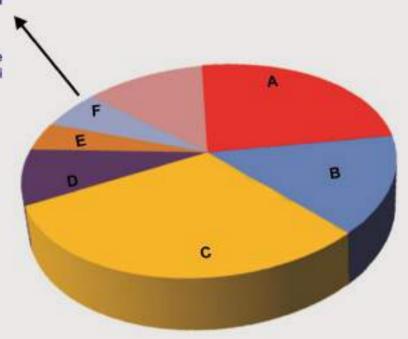
Infact in West Bengal Shah Rukh Khan / Salman Khan is anyday more popular than any topline Bengali Heros as such Hindi Movie Channels gets much more viewership than Bengali Channels as per analysis. Bengalis are crazy for Spots.

Other genres of Channels both National and International include

- i. MOVIES (Hindi and English)
- II. SPORTS
- III. NEWS (Hindi and English)
- IV. Comedy
- V. Reality Based Program
- VI. Daily Soaps and Serials
- VII. Travel and Leisure
- VIII. Lifestyle
- IX. Music and Entertainment etc.

Even if we assume that Bengalis mainly watches Regional Bengali Channel and if we take the % of Regional Bengali Channel vs Bengali watching National International Channels to be in the ratio 70:30.

This leaves us with 28.00 Lakhs - 8.40 Lakhs (30% Bengalis not watching Regional Bengali Channels at home (19.60 OR 20 LAKHS BENGALIS ARE WATCHING REGIONAL BENGALI CHANNEL, AT ANY GIVEN POINT OF TIME IN THE EVENING).



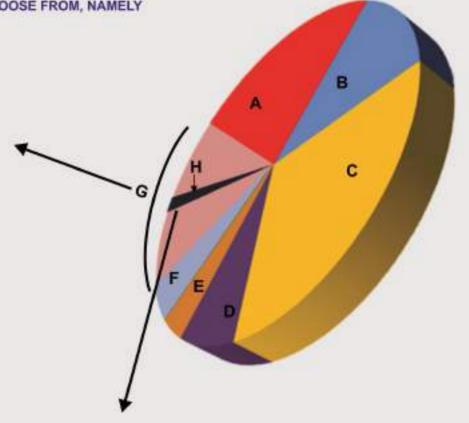
VIEWERSHIP SPLIT REGIONAL CHANNELS

(G) SO THESE 20 LACS BENGALIS STAYING AT HOME AND WATCHING BENGALI REGIONAL CHANNELS ARE AGAIN HAVING AROUND 53 REGIONAL CHANNELS (33 Satellite ad 20 Cable Channels) TO CHOOSE FROM, NAMELY

Satellite Channel

JALSA MOVIES HD

AKASH BANGLA	TARA MUZIK	BANGLA TIMES	CHANNEL VISION
STAR JALSA	CHANNEL 10	COLORS BANGLA HD	PRIME NEWS
ZEE BANGLA	SANGEET BANGLA	CALCUTTA NEWS	RV PLUSH
ABP ANANDA	24 GHANTA	FATA FATI MUSIC	SHAAN BANGLA
STAR JALSA HD	COLORS BANGLA	ONKAR NEWS	EXPRESS NEWS
DD BANGLA	KOLKATA TV	Cable Channels	35 MM
DHOOM MUSIC	NEWS TIME	Mx-5	UTTAR BANGLA
JALSHA MOVIES	ZEE BANGLA CINEMA	SRISTI TV	VOICE 24 TRIPUR
RUPOSHI BANGLA	SONY AATH	SONAR BANGLA	VOX 24X7
ZEE BANGLA HD	TAAZA TV	MON	AMAR BANGLA
R PLUS	COLORS BANGLA	HOME THEATER	BANGA TV
CTVN AKD PLUS	ETV NEWS BANGLA	HOME TV	SITI CHANNELS
HIGH NEWS	VIP NEWS	FRONTIER TV	



AVERAGE VIEWERSHIP PER CHANNELS

TARA NEWZ

(H) Even if we assume that none of the Bengalis watches none of the 20 Cable Channels.

So, if we take into account that these 20 lakhs Bengalis at home only watches the top 15 Regional Bengali Satellite Channels only.

Also none of the Bengalis watches the less popular 18 nos of Bengali Satellite Channels.

MUSIC BANGLA

Then we get an average of 20 lakhs / 15 Channels = 1.33 lakhs of per Channel viewership.

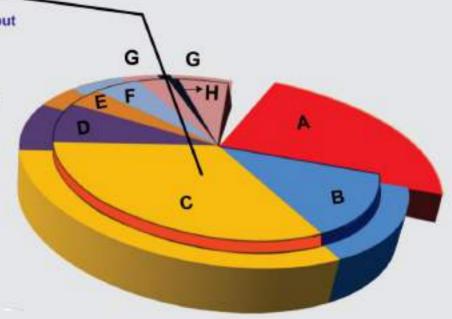
Even if one has done a very good media planning and taken a top rated Channel then also the viewership of that Channel would be to a maximum of 5 to 6 lacs.

NO WONDER INCODA TV HD IS AN AUTOMATIC CHOICE FOR ADVERTISERS

On the contrary by selecting Incoda TV HD one is assured of 1.83 Cr monthly viewership comprising of 95 Lakhs population from Kolkata and 88 Lakhs of commuters from Rest of Bengal (ROB).

Moreover one should consider the following segments which easily gets missed out by other Regional Bengali Channels and are catered by Incoda TV HD.

- . Major chunk of Non Bengalis travel through Metro and are exposed to Incoda TV HD.
- Huge percentage of Bengalis who are Out Of Home most of the day and are metro commuters are automatically exposed to Incoda TV HD.
- Bengalis who usually do not watch TV at home and Bengalis who watch mainly National and International Channels at home are also metro commuters and are exposed to Incoda TV HD.
- Bengalis who do not watch the 53 Regional Bengali Channels which the advertiser may have ignored, a major chunk of them are Metro Commuters and are exposed to Incoda TV HD.



Similar viewership pattern analysis for ROB would also show that Incoda TV HD is a better choice for the Rest of Bengal viewership segment as well which is explained further in the next slides.

So Incoda TV HD makes real sense to advertisers and that too at a very Cost Effective Rate.

Individual Channel Vieweship of Rest of West Bengal vis-e-vis Rest of West Bengal Viewership of Incoda TV (HD). Considering 100% TV and C & S Penetration

Details	Crores
Total Population of West Bengal	9.67
BPL Population of West Bengal is 24.7% i.e.	2.39
Total APL Population of West Bengal	7.28
Kolkata Population is 1.41 Crs, so BPL Population of Kolkata is 35 Lakhs (24.7% of 1.	41 Crs)
So, the APL Population of Kolkata is (1.41 Crs - 0.35 Lakhs) i.e.	1.06
So the APL Population of ROB is around (7.28 Crs - 1.06 Crs) i.e	6.22
Though according to TAM Fig 2015 for ROB the TV penetration is 81% & C&S Penetration is	92%.
At the same time for 2017 even if we take 100% as TV & C&S penetration the C & S Penetration of ROB is the same	6.22
 Estimated Non Bengali Population of Rest Of WB would be around 15% though the % would be higher 	0.93
So APL C&S Bengali Population in West Bengal around 85%	5.29
No of Satellite Channels in WB (all geners put together)	33
No of Local Cable Channels in ROB (Uncountable) on a lesser side	25

Individual Channel Vieweship of Rest of West Bengal vis-a-vis Rest of West Bengal Viewership of Incoda TV (HD). Considering 100% TV and C & S Penetration

• Total Channels all put together (Satellite + Cable)

Details

Even the Local Cable Channels have viewership in Rest of West Bengal which should not be ignored.

In case we consider both (Satellite & Cable) then the Average Individual Channel Viewership in lakhs would be (5.29 Crs / 58 Channels)

If we Consider only the Satellite Channels then the Average Individual Channel Viewership in lakhs would be (5.29 Crs / 33 Channels)

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Even if we take the Top 15 Channels Across Genere on an Advertisers Point of View Average Individual Channels Viewership in lakhs would be (5.29 Crs / 15 Channels)

Bengalis not only watch Bengali Channels but they love to watch National and International Channels (all genres). If they watch all these channels also the No of Individuals viewing Bengali Channels will obviously come down.

An estimated around more that 2.5 Crs individuals from Rest of West Bengal visits and/or commutes regularly to Kolkata every day from all walks of life and an estimated 88 Lakhs of commuters from ROB of these 2.5 Crs individual commuters travelling through metro every month and have access to Incoda TV (HD).

Partial List of Our Client







































































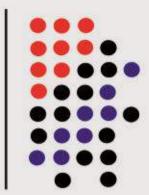














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