moving tech

namma yatri

Supported by ONDC JUSPAY BLUME ANTLER Google

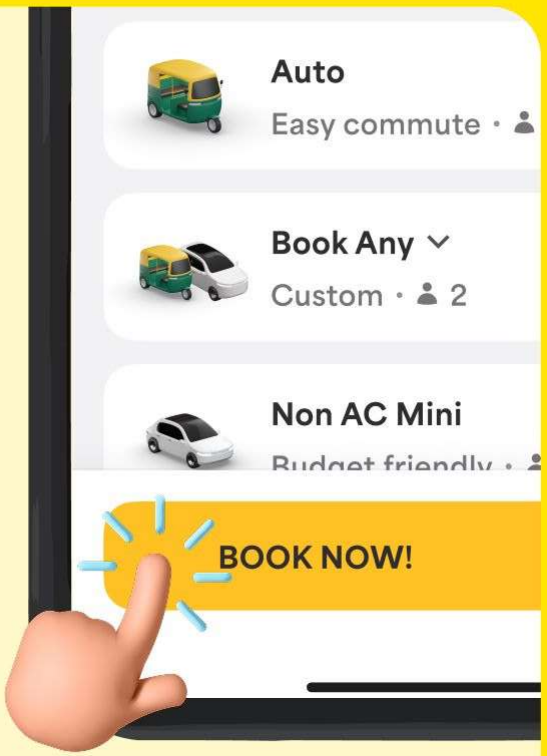
Connecting brands with Bengaluru's moving millions

77Lakh Riders

25 Lakh+
Monthly Unique Active Users

3.2 Lakh+
Daily Unique Active Users

Hyperlocal Reach Massive Scale



7 Lakh+ Daily Average Searches

~2 Lakh+ Daily Bookings

User base Overview

Male: Female Ratio

♂60

♀40

~ 3 Lakh Drivers

60%

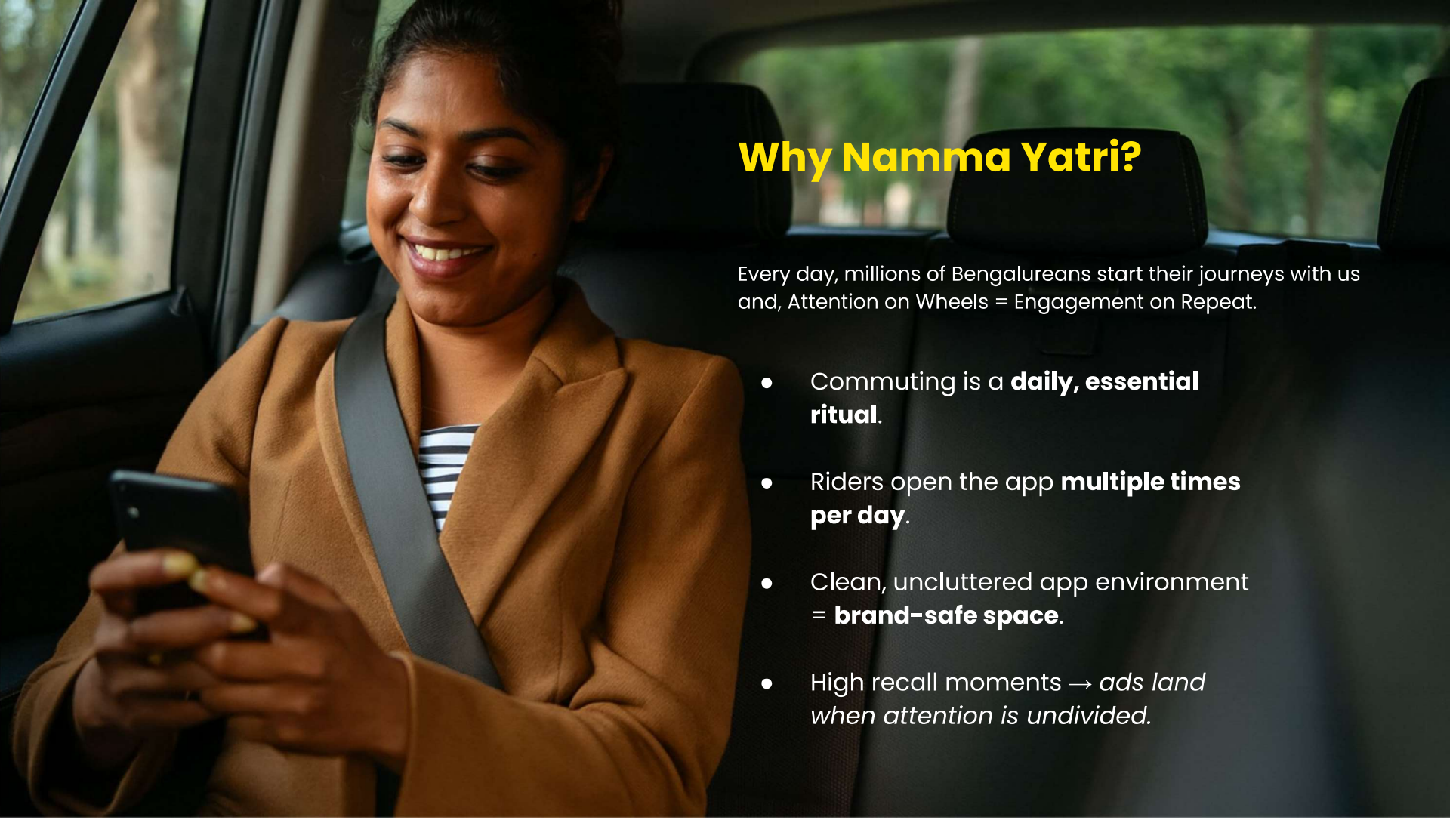
of our customers are 18–34 years*

~60%

Repeat Users

7+ Mins

Average time spent on app

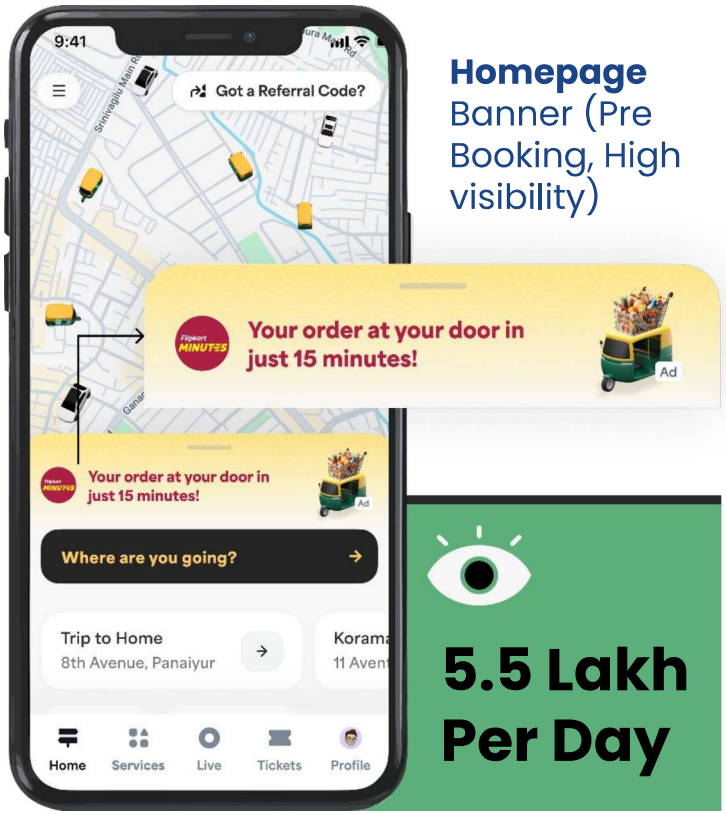


Why Namma Yatri?

Every day, millions of Bengalureans start their journeys with us and, Attention on Wheels = Engagement on Repeat.

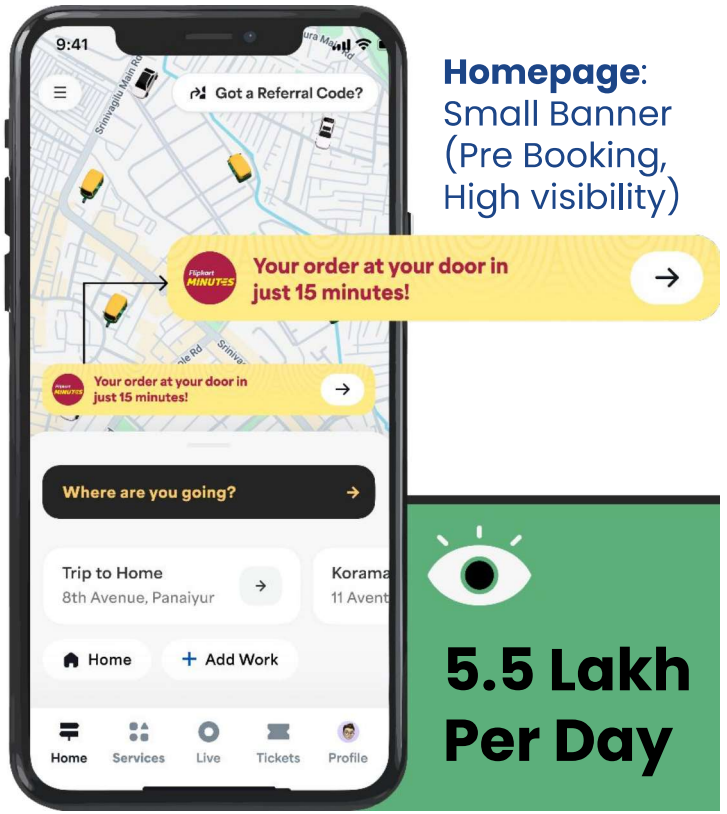
- Commuting is a **daily, essential ritual**.
- Riders open the app **multiple times per day**.
- Clean, uncluttered app environment = **brand-safe space**.
- High recall moments → *ads land when attention is undivided.*

Namma Yatri Promotional Opportunities: Clean, Clutter-breaking, Relevant, High-Impact



Homepage Banner (Pre Booking, High visibility)

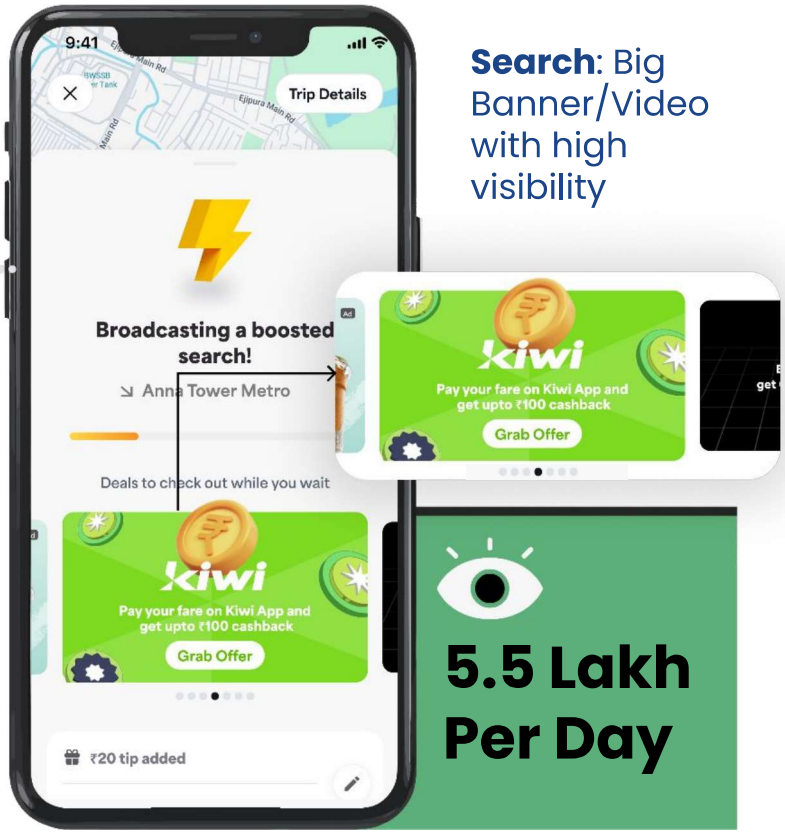
5.5 Lakh Per Day



Homepage: Small Banner (Pre Booking, High visibility)

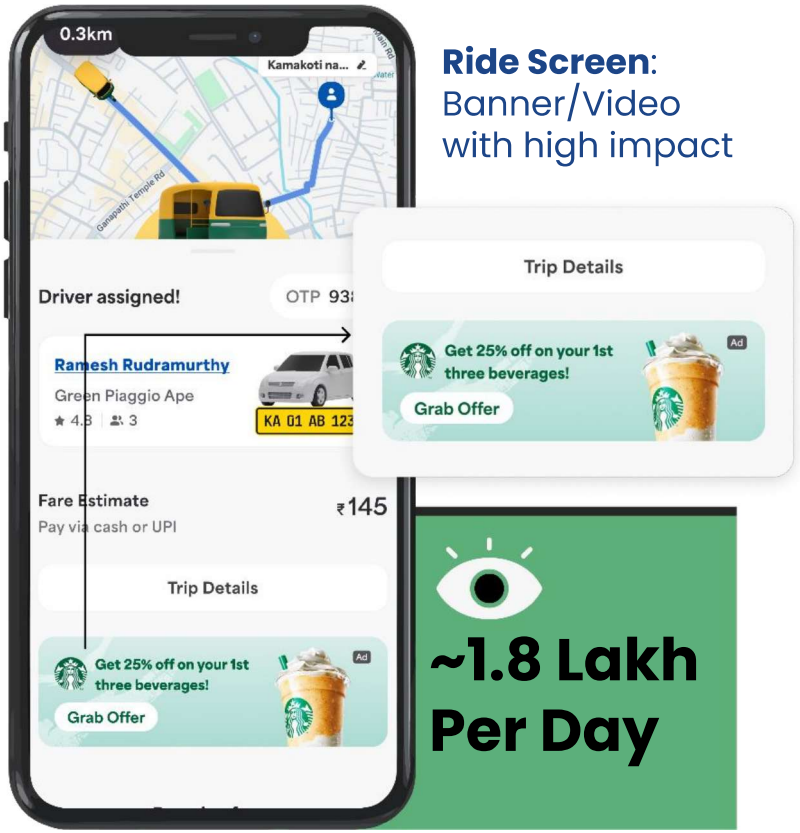
5.5 Lakh Per Day

Namma Yatri Promotional Opportunities: Clean, Clutter-breaking, Relevant, High-Impact



Search: Big Banner/Video with high visibility

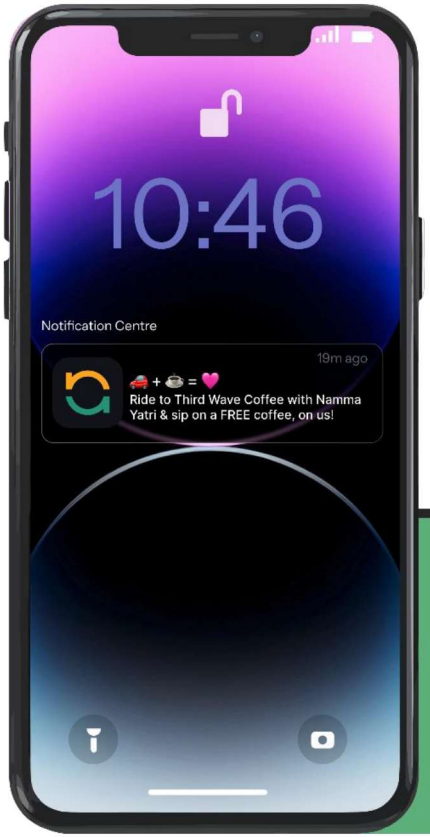
5.5 Lakh Per Day



Ride Screen: Banner/Video with high impact

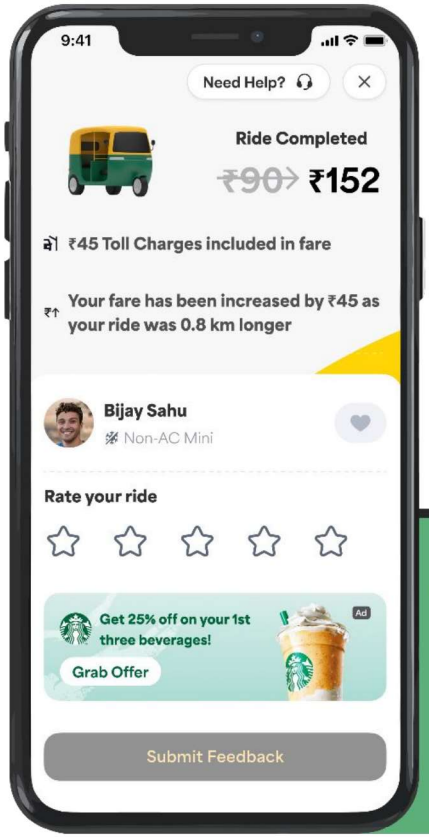
~1.8 Lakh Per Day

Namma Yatri Promotional Opportunities: Clean, Clutter-breaking, Relevant, High-Impact



Push Notifications: Instant visibility, instant action

10 Lakh, CTR:1%+



Feedback: Half/Full screen Banner/Video; high impact

1 Lakh+ Per Day

Our Clientele