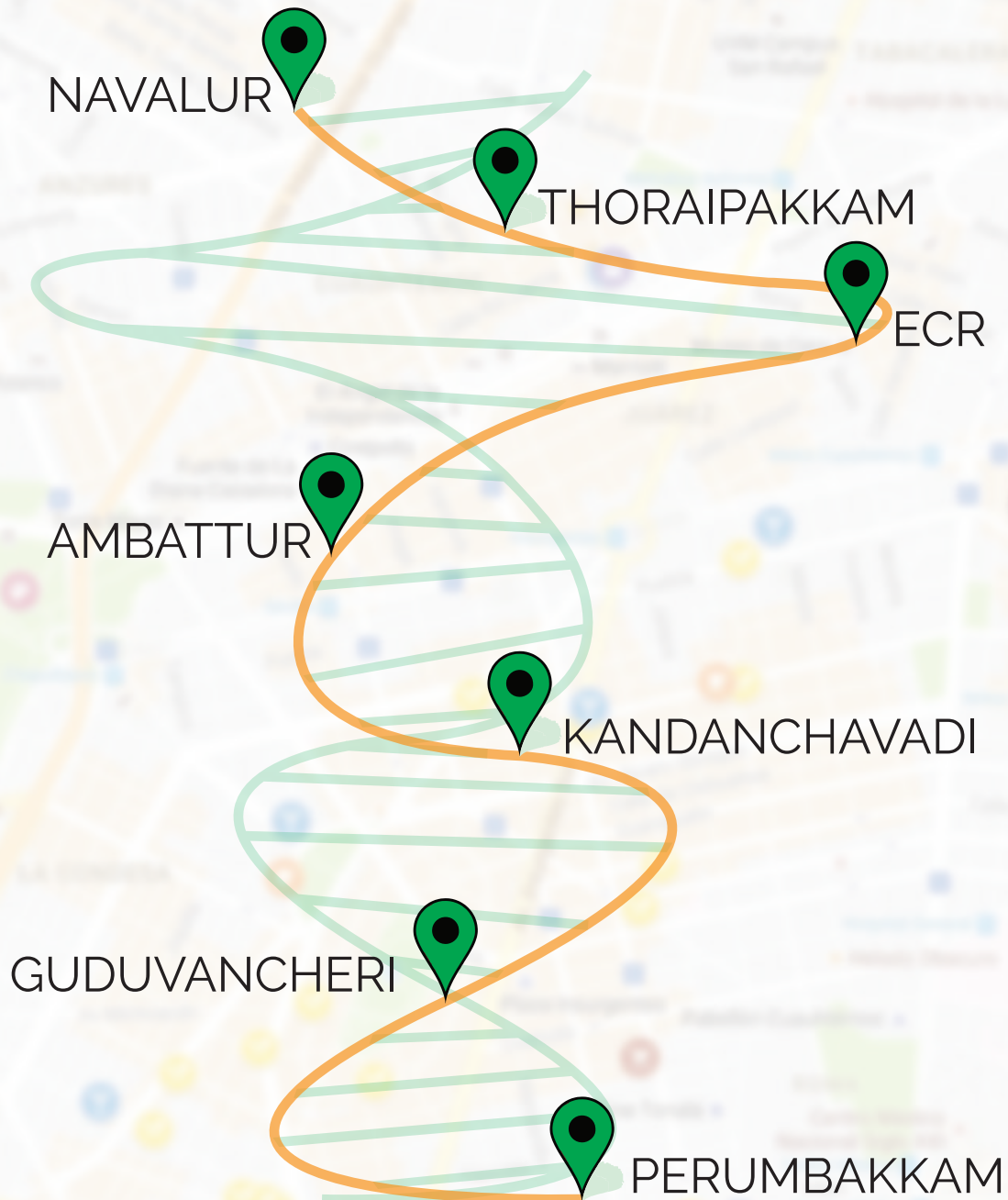




# OMR FOOD STREET

S O H M E D I A K I T

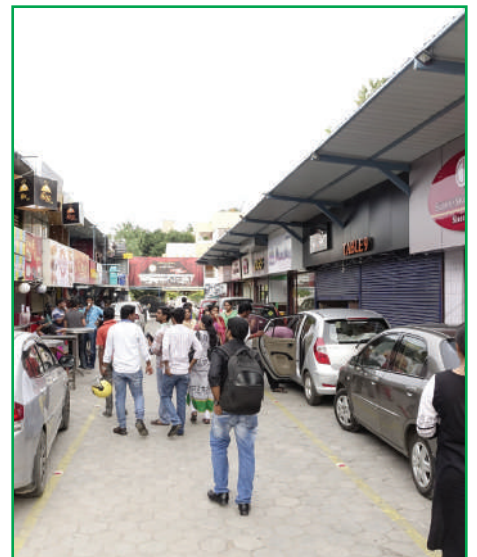
# LOCATIONS



**OMR FOOD STREET**

FOODIES DNA SINCE 2013

# PHOTOGRAPHS






# ABOUT US

OMR Food Street in Chennai is a drive-in cum drive-thru hub for foodies, with a specialty of serving up street food recipes from around India, making it the best street food joint in Chennai. Located at Seven prominent spots along the OMR, ECR, GST and Ambattur . OMR Food Street is set out to become the mecca for street food, with more locations to spring up soon.

The outlets offer a wide variety of delectable food, from quick eats, to casual and fine dines, mouthwatering desserts, drinks and the like. They are popular with the younger generation, who have taken to celebrating various occasions like birthdays and anniversaries with friends and family, at some of their favorite food joints.

OMR Food Street is currently open at Injambakkam, Perumbakkam, Navalur, and Guduvanchery, Kandanchavadi, Thoraipakkam and Ambattur. Upcoming in Coimbatore, Bangalore and Other Parts of Chennai.





## WHY OMR FOOD STREET ADVERTISING?

OMR Food Street is a Destination Hub of Food Joints with Different Restaurants Available like Quick Service, Fine Dining, Family Dining and Lounge etc. Unique Feature of OMR Food Street is Local Food Brands Approximate dwell time in restaurants is 30 minutes or above. Which Increases the frequency of Ad is displayed on Banners, Table , Standee and various other media options that are placed in the OMR Food Street Premises increases the frequency of the ad views which strengthens its recall value. OMR Food Street advertising is a great medium to reach all age levels. For advertisers who wants to reach almost every demographic, OMR Food Street Advertising is a great way to increase their brand's exposure.

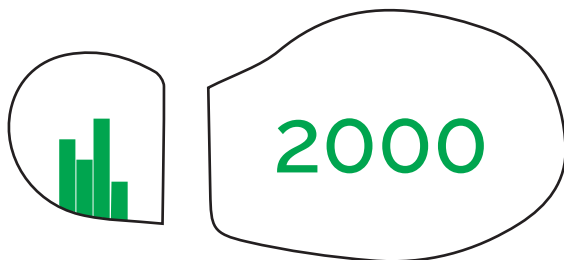
### USP

- ◆ Impressive Footfalls
- ◆ Diverse Audience
- ◆ Instant Response
- ◆ Multiple Ad Options

# HIGHLIGHTS

- | 7 Food Hubs in Chennai
- | 10000+ Four Wheelers Drive Thru Monthly
- | 100+ Cuisines
- | 20000+ Two Wheelers Drive Thru Monthly
- | 200+ F&B Brands
- | 200000+ Footfalls Monthly
- | 1000+ Food Varieties
- | Majority Age Group of 18 to 35

# AVERAGE FOOTFALL



WEEKDAY / PER  
DAY



WEEKEND / PER  
DAY

# SOH TYPES

## ON GROUND ACTIVITY

Promoter

Promo Table / Display Stall Activity

Bike Display Activity

Car Display Activity

## BRANDING

Standee

Banner

LED Advertisement

TV Advertisement

Arch Branding

Table Branding

Other Brandings (*Danglers, Umbrella Branding, Bunting, Inflatable Branding, Flag Branding, Pop-up Display, Hanging Banner, Parking Branding, Pole Branding, Floor Branding, Location Carnival Branding, Cube Branding, Look Walkers*)



# AVAILABLE SPOTS

Ad Type	Promoter	Display Activity		
Location	Promoter	Stall	Bike	Car
Thoraipakkam	<b>YES</b>	<b>YES</b>	<b>NO</b>	<b>NO</b>
Navalur	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>
ECR	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>
Gudvanchery	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>
Kandanchavadi	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>
Ambattur	<b>YES</b>	<b>YES</b>	<b>NO</b>	<b>NO</b>
Navalur (Bazaar Street)	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>



# AVAILABLE SPOTS

Ad Type	Display				Others	
Location	Standee	Banner	LED	TV	Arch Branding	Table Branding
Thoraipakkam	<b>YES</b>	<b>YES</b>	<b>NO</b>	<b>NO</b>	<b>YES</b>	<b>YES</b>
Navalur	<b>YES</b>	<b>NO</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>	<b>YES</b>
ECR	<b>YES</b>	<b>NO</b>	<b>NO</b>	<b>NO</b>	<b>YES</b>	<b>YES</b>
Gudvanchery	<b>YES</b>	<b>NO</b>	<b>NO</b>	<b>NO</b>	<b>YES</b>	<b>YES</b>
Kandanchavadi	<b>YES</b>	<b>NO</b>	<b>NO</b>	<b>NO</b>	<b>NO</b>	<b>YES</b>
Ambattur	<b>YES</b>	<b>NO</b>	<b>NO</b>	<b>NO</b>	<b>YES</b>	<b>YES</b>
Navalur (Bazaar Street)	<b>YES</b>	<b>YES</b>	<b>NO</b>	<b>NO</b>	<b>YES</b>	<b>YES</b>

# OUR PRICING (INR)

SOH TYPE	TIMING	MINIMUM PLAYBACK	MINIMUM PERIOD	RENT/DAY
----------	--------	------------------	----------------	----------

TV	4pm to 11pm	30 slots per day	1 Week	1,000/-*
----	-------------	------------------	--------	----------

LED	4pm to 11pm	30 slots per day	1 Week	2,000/-*
-----	-------------	------------------	--------	----------

SOH TYPE	DIMENSIONS	MINIMUM SPOT	MINIMUM PERIOD	RENT/WEEK
----------	------------	--------------	----------------	-----------

PROMOTER	One Promoter	1 Spot	1 Week	7000/-*
----------	--------------	--------	--------	---------

DISPLAY STALL ACTIVITY	5'x5' Sq Ft. Height 6Ft	1 Spot	1 Week	13,000/-*
------------------------	----------------------------	--------	--------	-----------

BIKE DISPLAY ACTIVITY	8'X8' Sq Ft. Height 10Ft	1 Spot	1 Week	18,000/-*
-----------------------	-----------------------------	--------	--------	-----------

CAR DISPLAY ACTIVITY	10'X15' Sq Ft. Height 10Ft	1 Spot	1 Week	25,000/-*
----------------------	-------------------------------	--------	--------	-----------

SOH TYPE	DIMENSIONS	MINIMUM SPOT	MINIMUM PERIOD	RENT/MONTH
----------	------------	--------------	----------------	------------

STANDEE	2'x5' (or) 3'x5'	1 Spot	1 Month	20,000/-*
---------	------------------	--------	---------	-----------

BANNER	Given at the time of Confirmation	1 Spot	1 Month	40,000/-*
--------	-----------------------------------	--------	---------	-----------

ARCH BRANDING	Given at the time of Confirmation	1 Spot	1 Month	40,000/-*
---------------	-----------------------------------	--------	---------	-----------

TABLE BRANDING	Sticker Custom Size	10 to 40 (Based on Location)	1 Month	1,000/-* (per single table)
----------------	------------------------	---------------------------------	---------	--------------------------------

PARKING BRANDING	Given at the time of Confirmation	8 to 20 (Based on Location)	1 Month	500/-* (per one spot)
------------------	-----------------------------------	--------------------------------	---------	--------------------------