



Zigwheels- Bikedekho Media Deck 2018





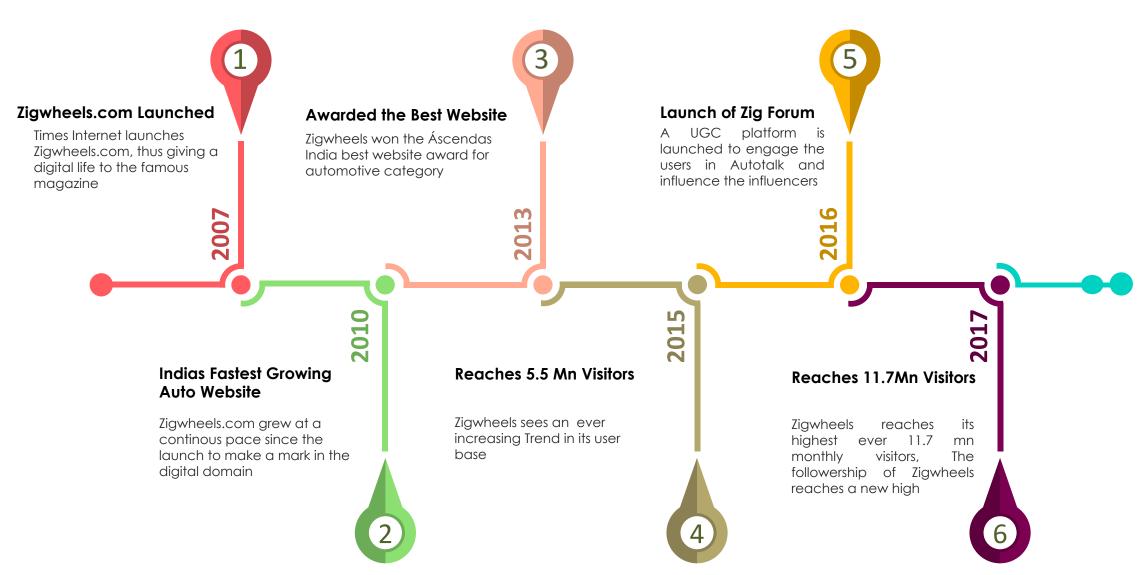






The Growth Story

How Zigwheels has evolved over the years





GirnarSoft Audience – Young, Enthusiast, Millennial, Researcher, Buyer

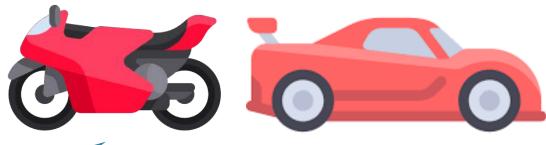
Prospective Car & Bike buyer who is in a research mode before taking a decision on buying

83% are graduates or post graduates.

Auto enthusiasts and manufacturers who come to consume content.



89% of them are employed with some source of income.



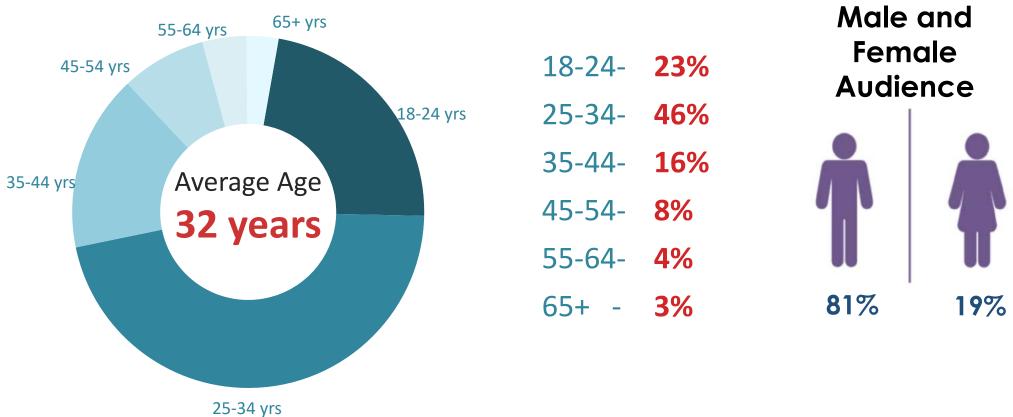
Besides being auto buyer, our audience is also interested in technology, travel, movies, TV and entertainment.

60% of them earn 10 L and above annually.



More than 69% of Audience is less then 34 yrs of Age

Young audience have higher disposable incomes to splurge on



Average age of User: 32 yrs



India's largest online auto destination with the most comprehensive gamut of offerings

Leading portals across the value chain









#1 New Cars

#1 New Bikes

Primary Used Cars

Best UGC handle

Backed by renowned tech investors



Investor in Tencent, JD.com & Meituan



India's Largest VC



Investor in Uber, Amazon & AutoHome



India's #1 Media House



Mr. Ratan Tata
Pioneer of Indian
Automobile Industry

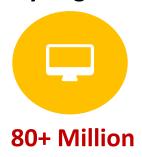






Girnar Two Wheeler Visitors Overview

Monthly Page Views



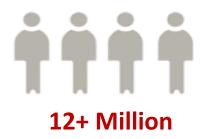


Monthly Visitors





Monthly Unique Visitors





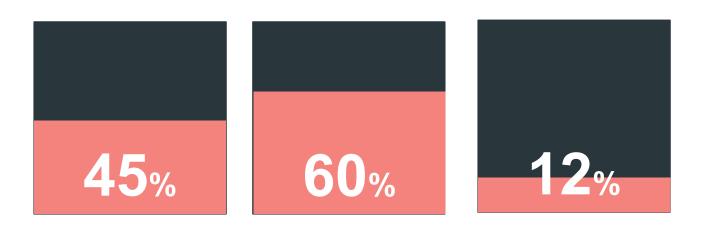


Strong Customer Engagement across all platforms

					P
kho	Monthly Visitors	Monthly Unique Visitors	Page per visit	Return Visits	Average Spent time
BikeDekho	9,517,460	4,380,299	5.2	43%	3:48
ZigWheels	12,835,431	6,164,424	3.9	45%	4:15
Saadi	698,331	404,832	2.9	35%	3:17



GirnarSoft represents the new bike buying universe in India



Of all bike buyers research online

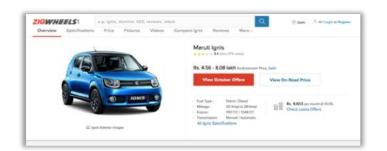
Of these buyers come to BikeDekho & affiliate portals

Of all new bike buyers become leads

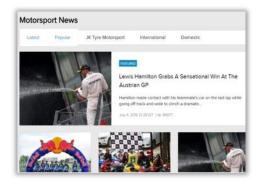




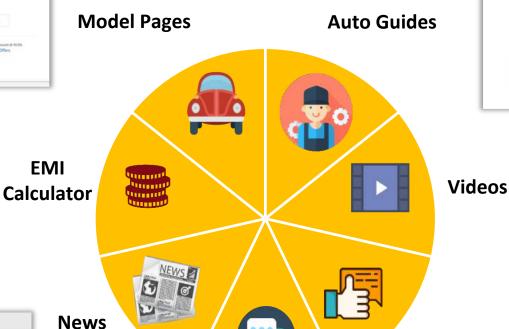
Your One Stop Destination for Research & Buying







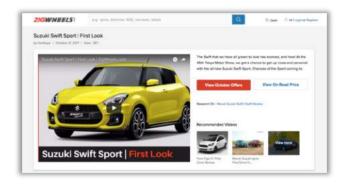
EMI





Reviews



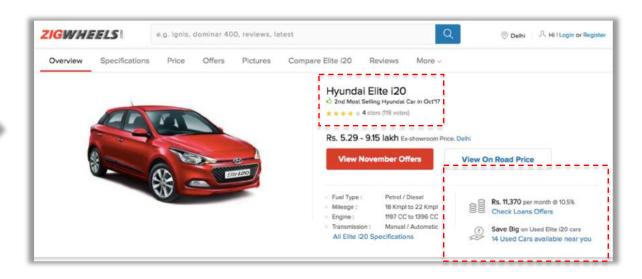


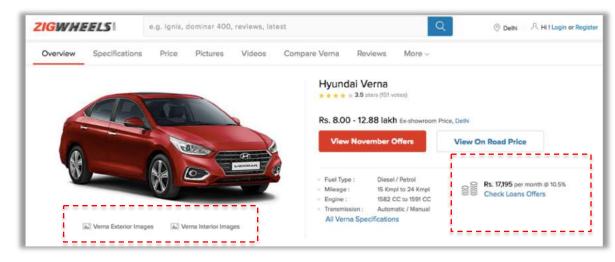




Predictive Custom Page layouts as per the user journey based on Al Algorithms

Helping buyers make informed decisions- Car Sale rankings, EMI- Loan Offers, Used Car Options etc...



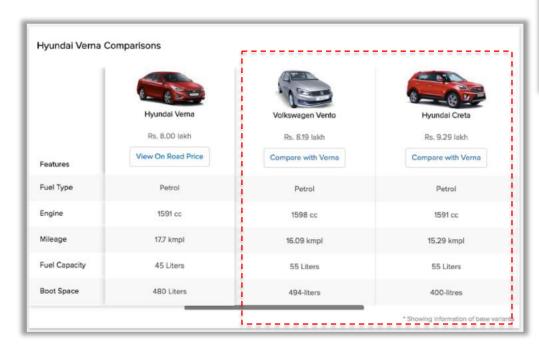


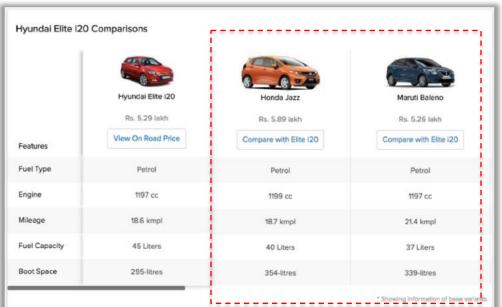
Empowering the buyer with the right information, No Used car available



Predictive Custom Page layouts as per the user journey based on Al Algorithms

Real Time Comparison based on User behavior



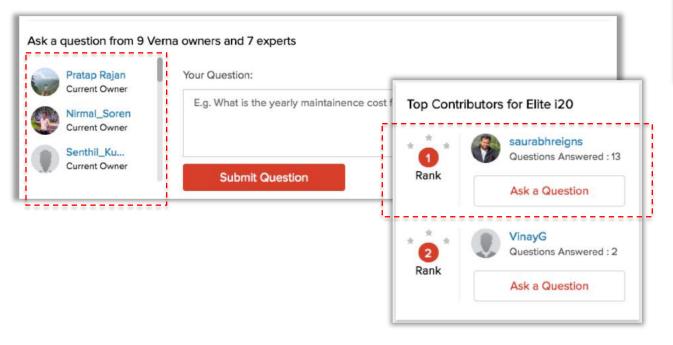


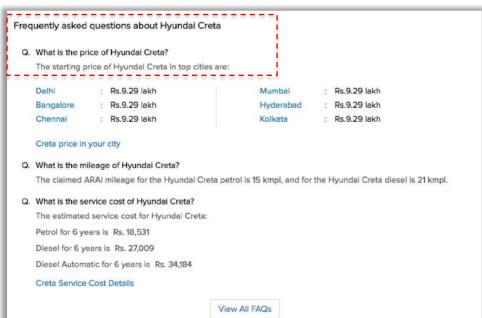
Cross Category Comparisons are vital to your campaign planning



Predictive Custom Page layouts as per the user journey based on Al Algorithms

Answers to all the predictive FAQ's of the users



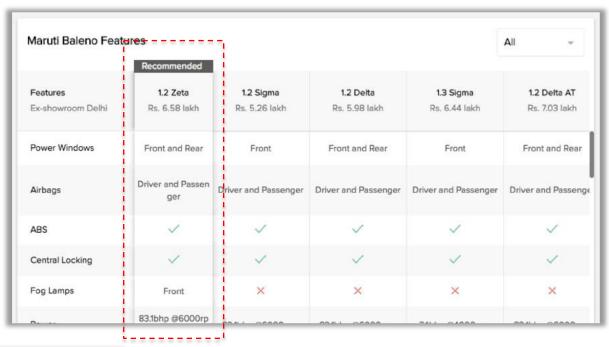


Real Time Patching of the Users with the Actual Owners and also the Forum Experts



Predictive Custom Page layouts as per the user journey based on Al Algorithms

Helping Buyers by Recommending Variants based users researches and popularity



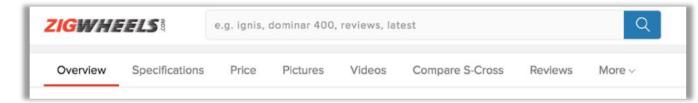


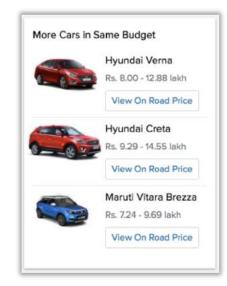
High Probability of the user comparing specs for the multiple models checked



Predictive Custom Page layouts as per the user journey based on Al Algorithms

Menu Integration as per the User Journey patterns





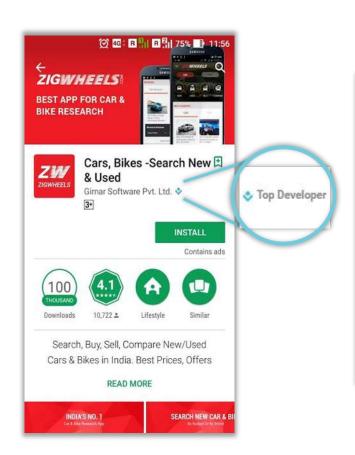
Algorithm based budget suggestions to help users by better

Directing Prospective buyers directly to the Authorized dealers





Zigwheels mobile app has been given the "Top Developer" recognition by Google



Top Developer is a badge recognizing established, respected developers for their commitment to launching high-quality and innovative apps on Android

- The Google Play editorial staff awards a Top Developer badge from time-to-time based on the cumulative work of the developer
- Signifies an additional level of trust and confidence users have in a developer's products.





More than 1 Million App Downloads



More than 1.25lac Daily Active Users



Highly Addictive Content

Zigwheels Forum- For the Enthusiasts, By the Enthusiasts

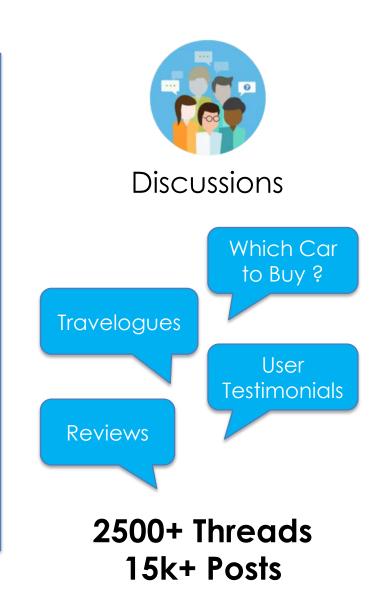


Community



Kartikeya Singhee Group Editor- GirnarSoft Ex-AutoCar, CNBC TV18

Total Members-15000 + Active Daily Members- 2000 +





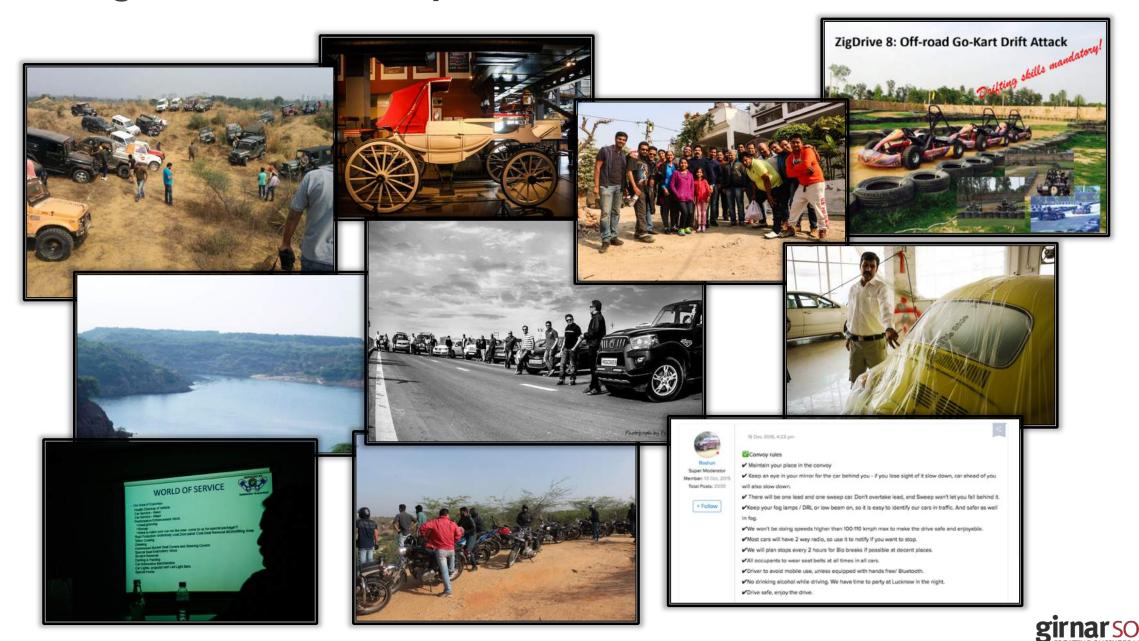
Zig Drives

ZigDrives are community drives that bring together members of the Zigwheels Forum for Events like-

- A visit to the Automotive Heritage Museum
 - Discover your 4x4
- Ride to the Death Valley
- What really happens when you service your car
- Go- Kart Attack- testing you Skills
- The Great Lucknow Kebab Ride



Zigwheels Forum- By the Enthusiasts, For the Enthusiasts



The Social Network- Strong Engagement Across Platforms





9+ Lac Likes 9 Lac Followers

Daily Posts
Engaging Content
Quiz & Trivia





1.95 Lac Subscribers 450+ Videos 45.1 Mn Views

First Looks Reviews Travelogues Custom Content





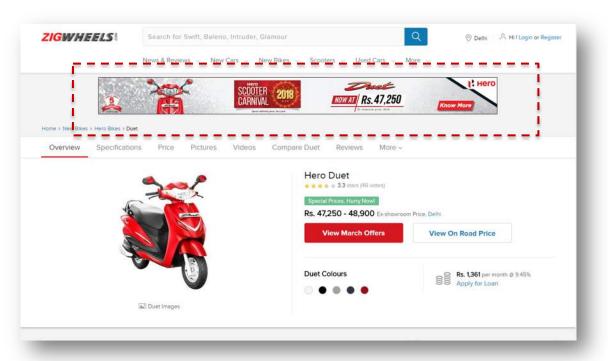
40.1K Followers 24.5K+ Tweets

Updates
News & Reviews
Videos & Features
Contest & Trivia



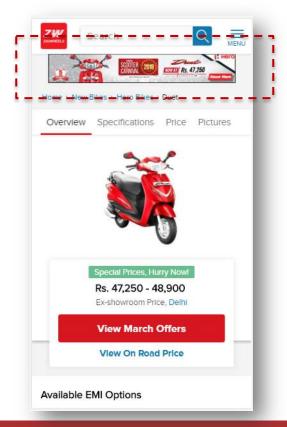
Advertising Units

Standard Banners



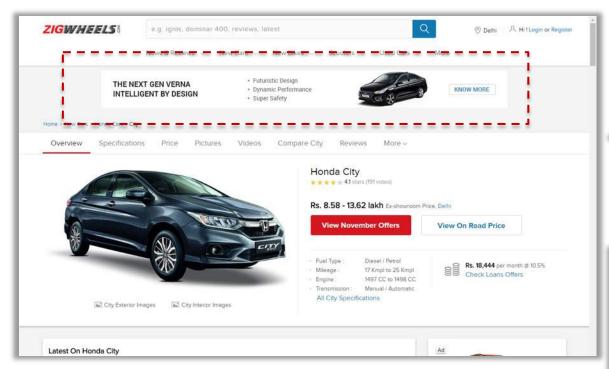
Communicate your campaign and increase the Brand recall

Increase the awareness and reach out to the target audience



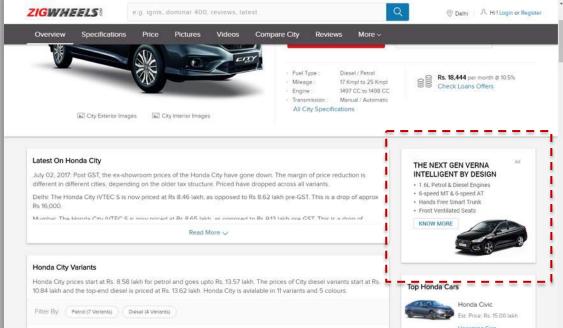


Native Elemental Banners



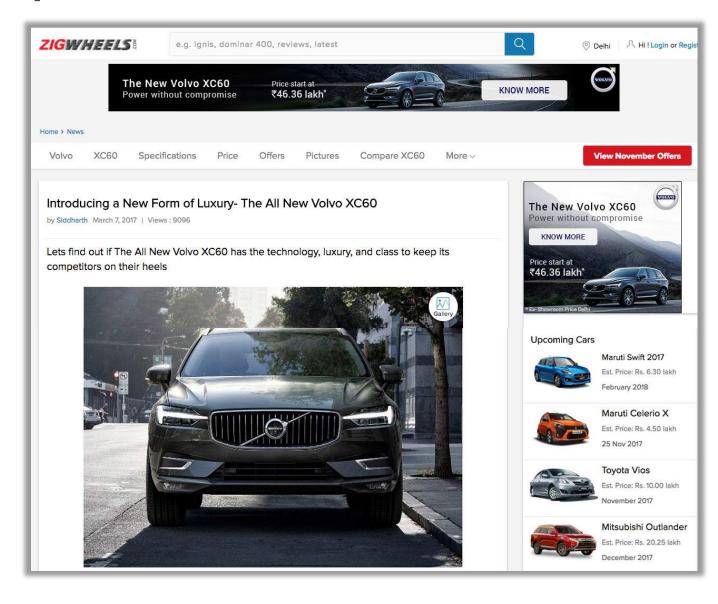
Highlight the class leading Features of your car over the competition

Talk about the USP features of your car against the competition models





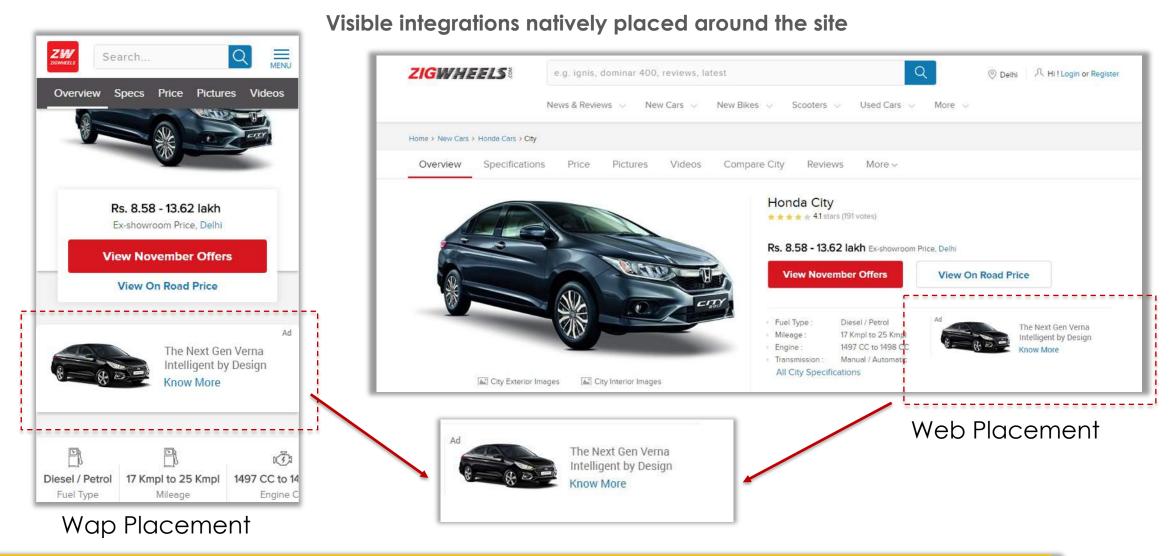
Special Feature Advertorial



- A special Advertorial
 Feature will be written
 about your product by
 the expert content
 team of Zigwheels
- The feature will be promoted across the digital domain and social media channels of Zigwheels- Facebook and Twitter
- 100% SOV on the advertorial page



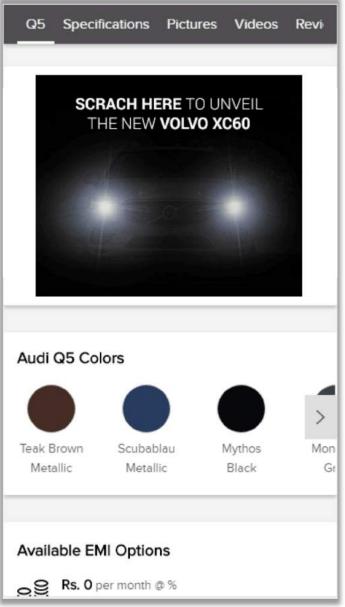
Example of Verna influencing its competition Users



Native Product placements on the competition model pages to create awareness about the all New Verna



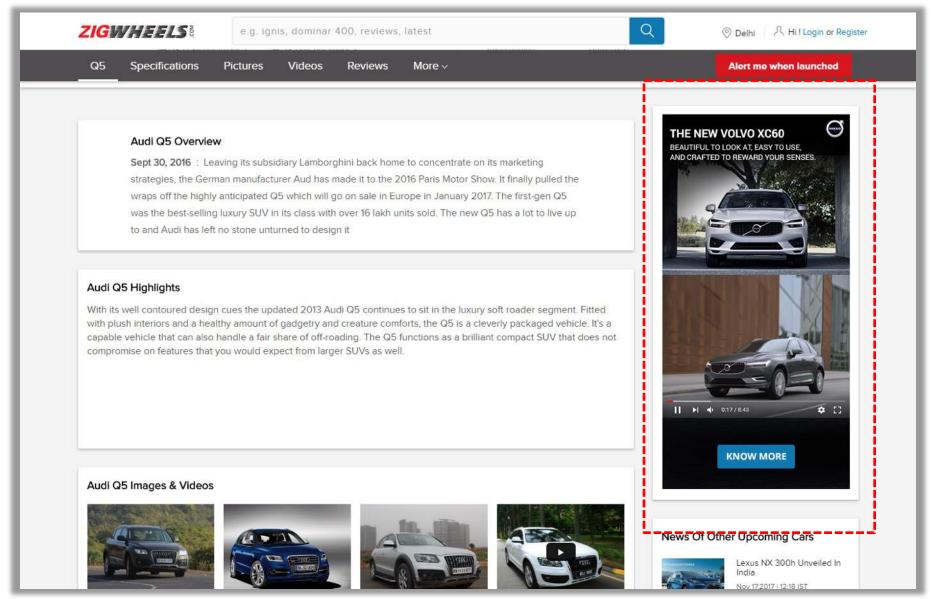
Scratch to Unveil Banner



- Scratch to Unveil banner is the most appropriate banner for creating hype around the upcoming launch of any new product
- The user is greeted by the glow of the DRL lights and when he scratches the banner, only then the car is revealed
- A highly user initiated banner to engage the end consumer
- Web & Wap Functionality

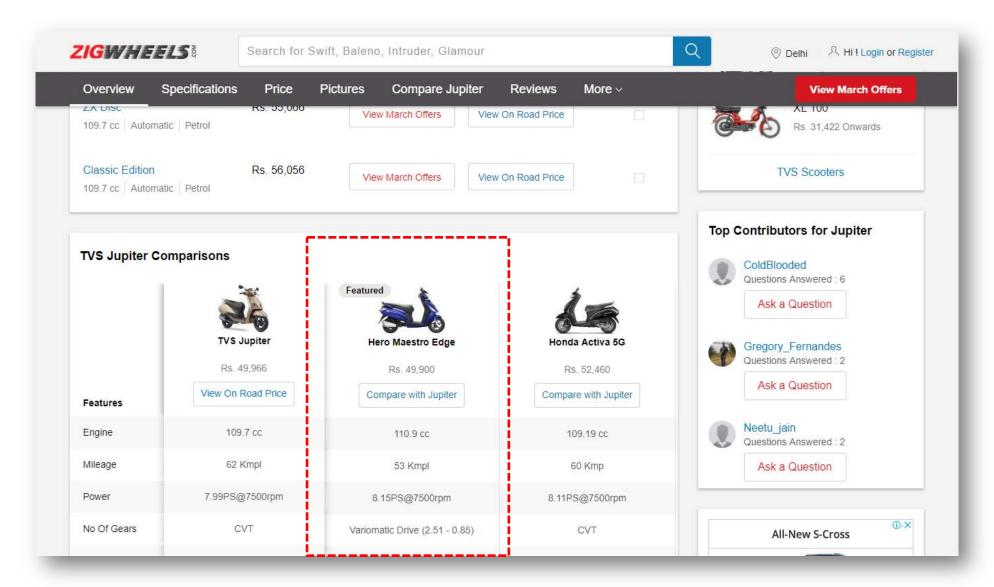


Tower Video Banner



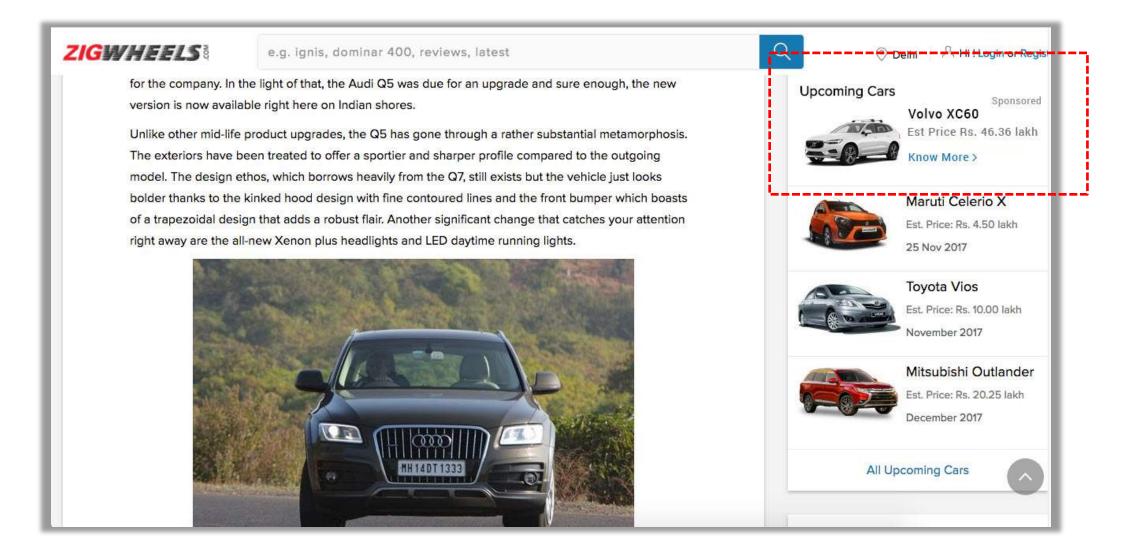


Top Comparisons Unit- Competition Page



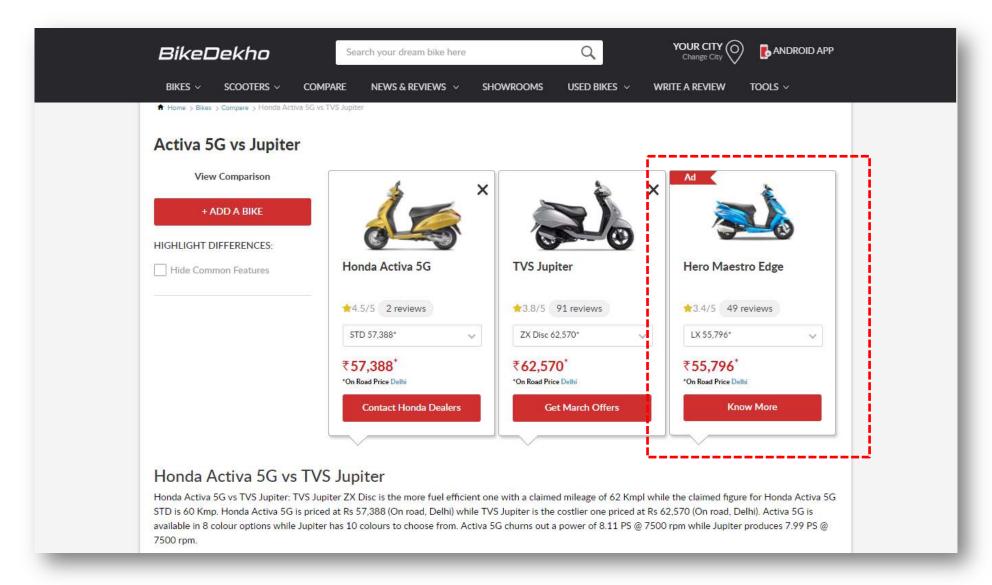


Upcoming Cars Unit- Reviews Section



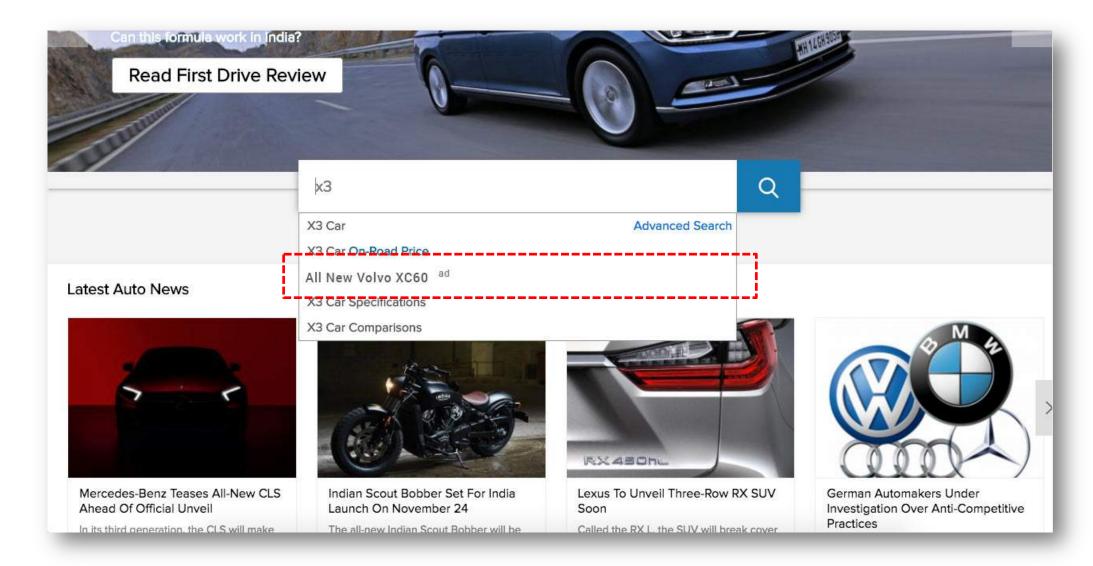


Compare Section Sponsorship



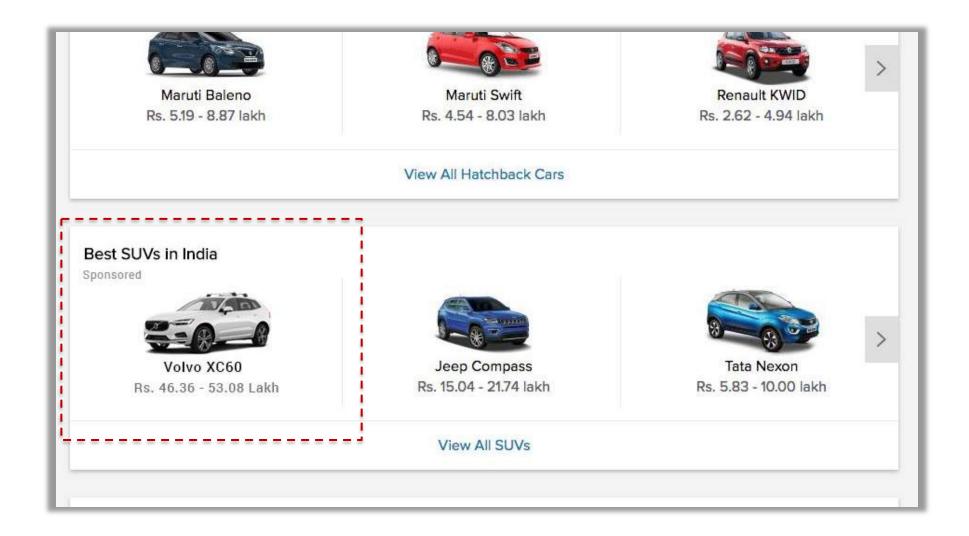


Search Bar Sponsorship



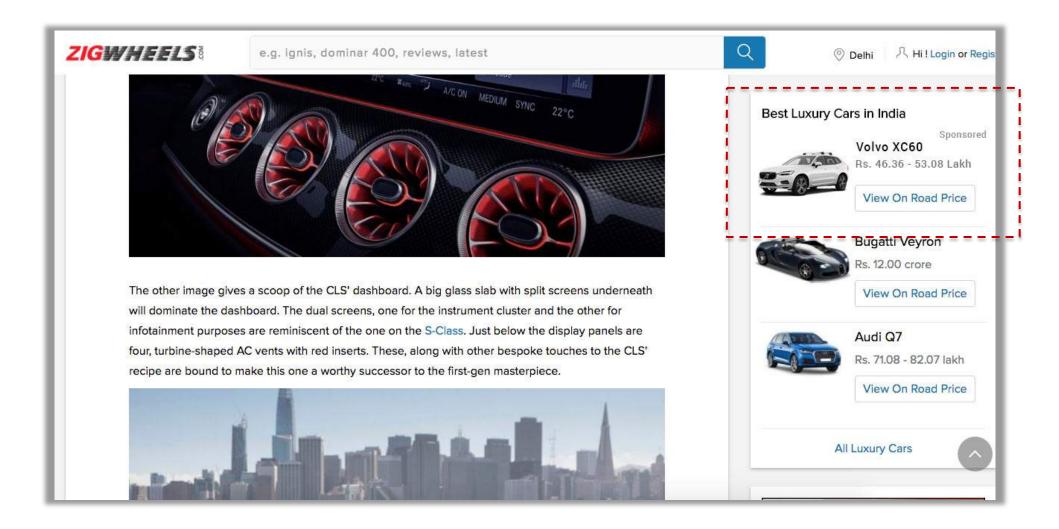


Best SUV's in India



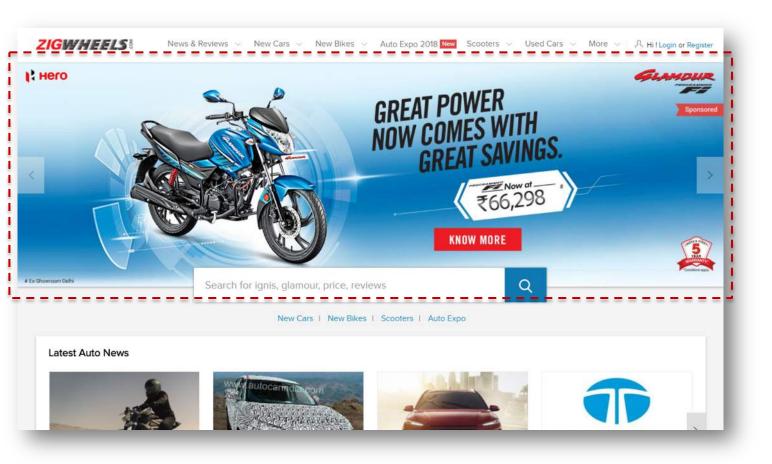


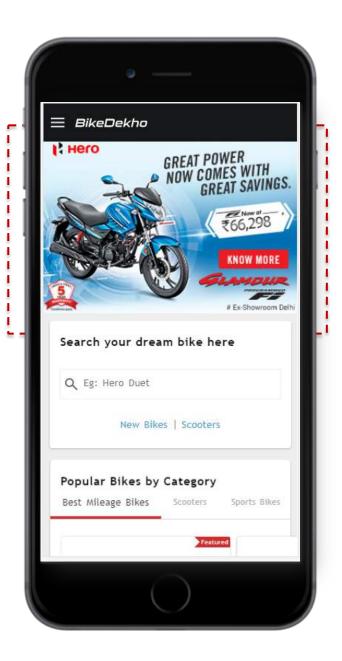
Best Luxury cars in India





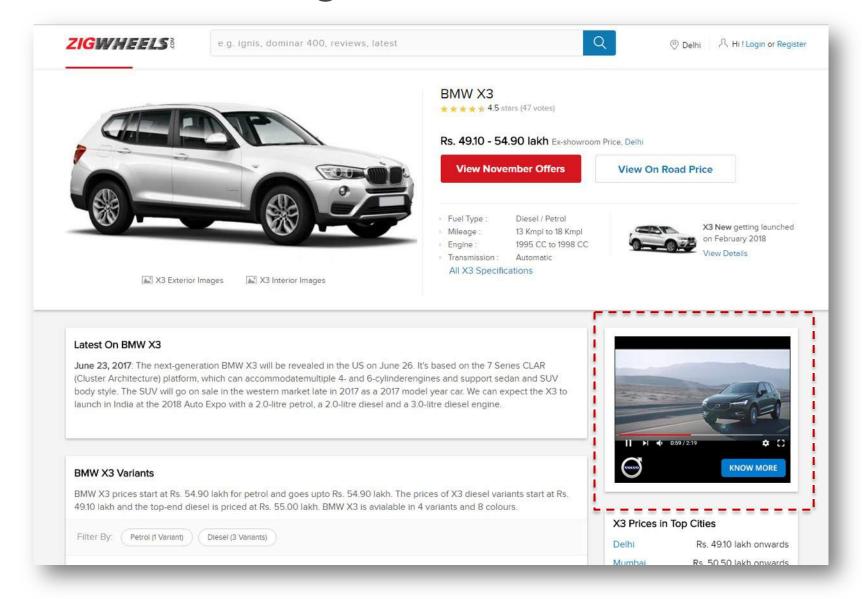
Home Page Mast Head Slider





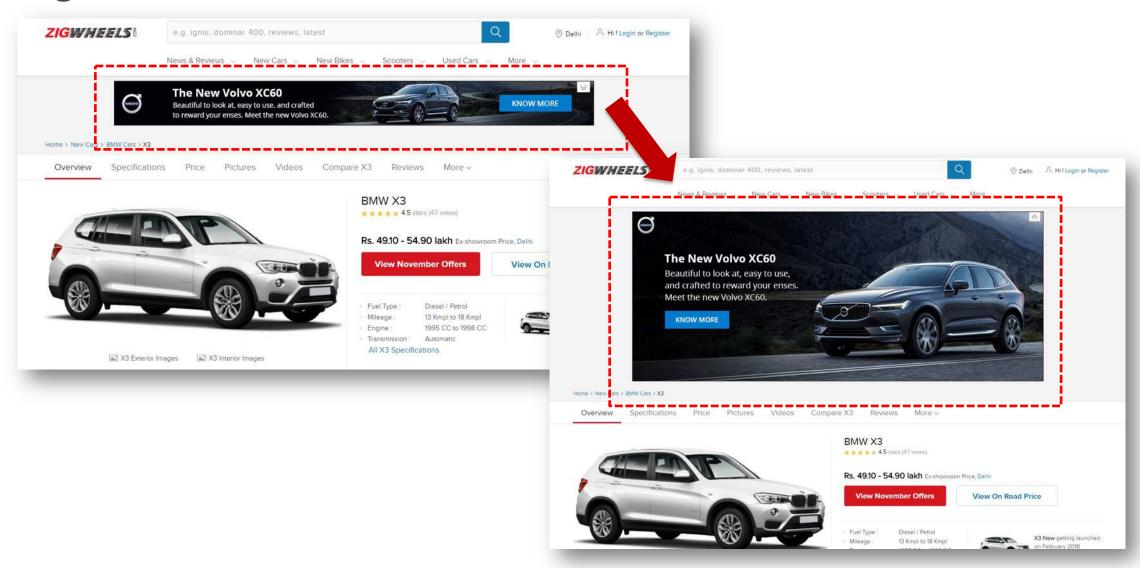


Live Webcast/ Streaming



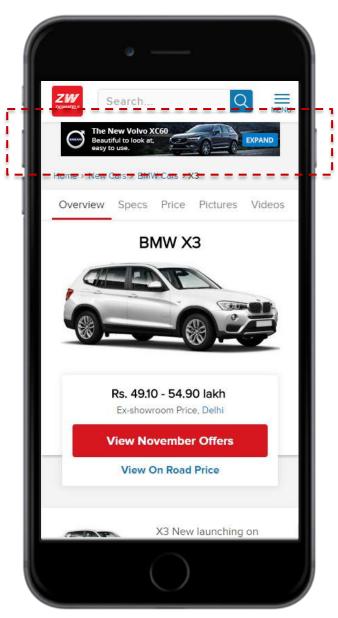


Page Push Down

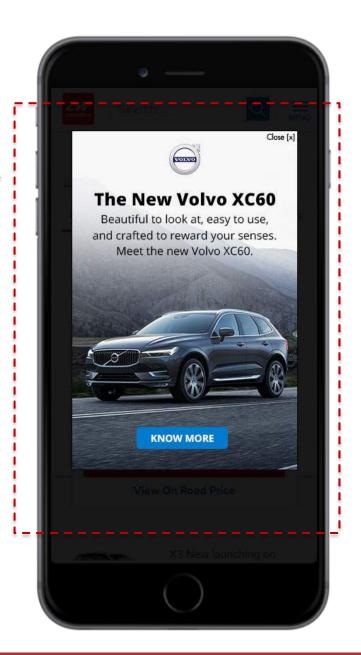




Swipe to Expand

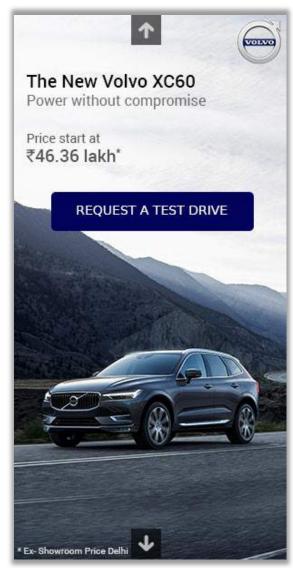


Swipe/ Click to expand

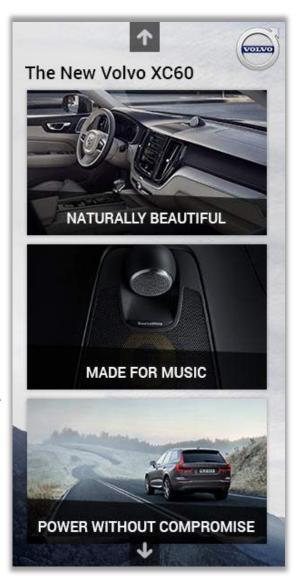




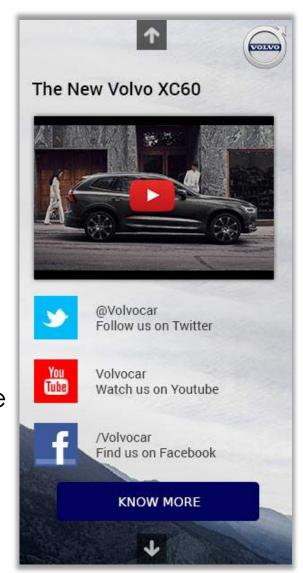
Film Strip Tower Banner



Swipe to change



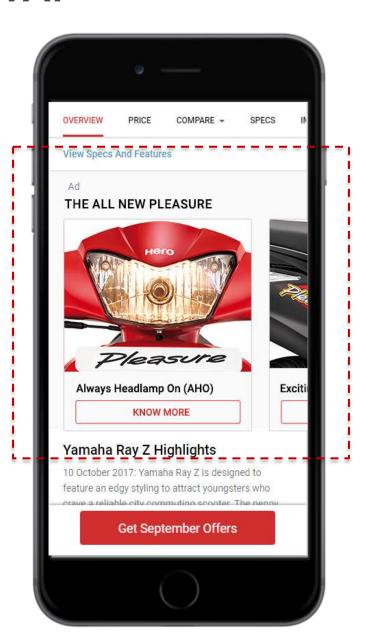
Swipe to change





Carousal Banners - WAP

- High Engagement
- Wap Presence
- 4 Slides (1 Main Communication & 3 Feature Slides)





Thank You

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