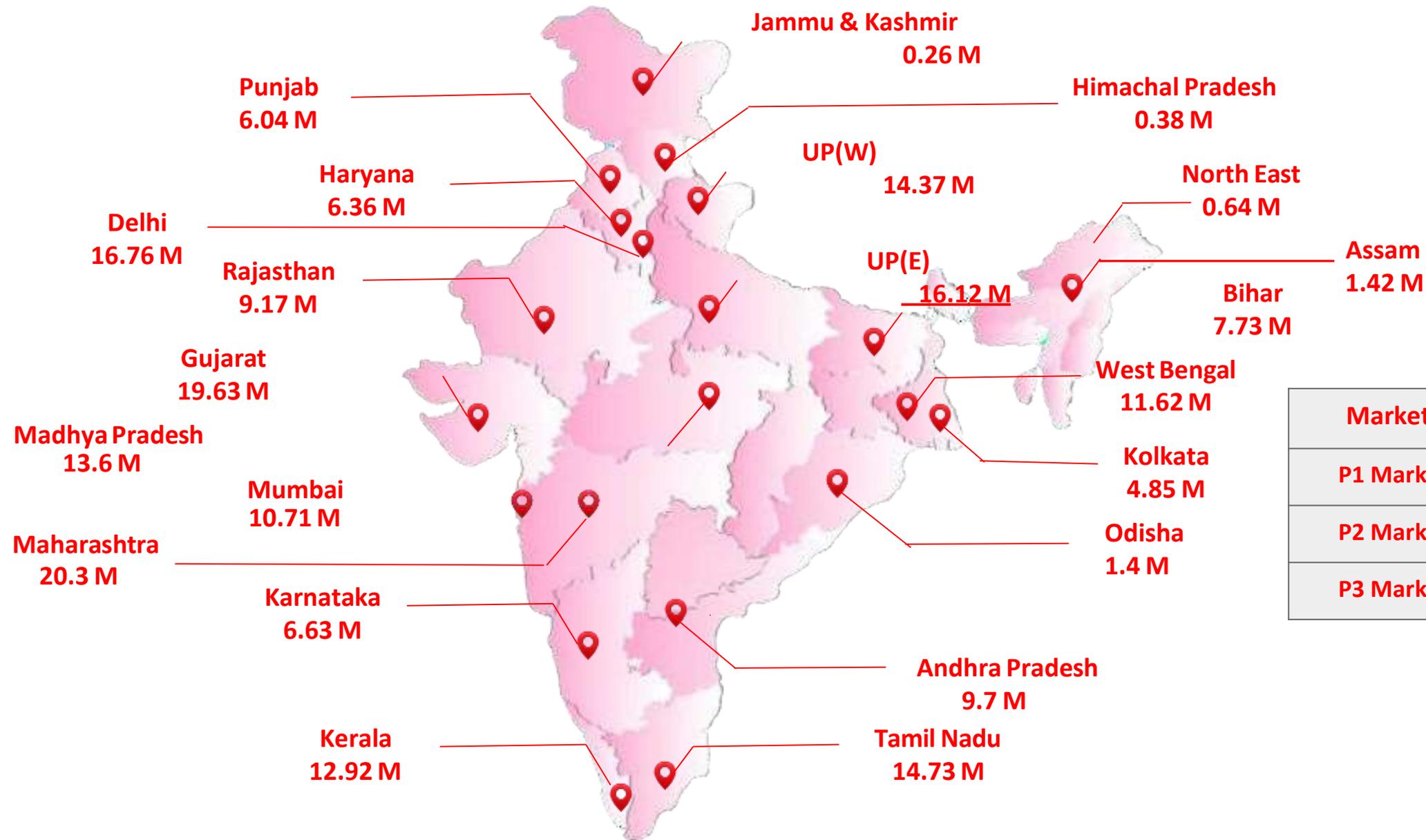


Our Reach Pan India - 205mn



| Markets | Users |
|-----------|-------|
| P1 Market | 77 |
| P2 Market | 62.5 |
| P3 Market | 65.5 |



Our cohorts that you love



65 Mn
Device price point
Upto 15K



58 Mn
Device price point
15K-25K



25 Mn
Device price point
25K-40K



11 Mn
Device price point
40K and above



7 Mn
IOS Users



22.5 Mn
Skin & Haircare



31 Mn
Credit Card



8.4 Mn
Payments Bank



52 Mn
UPI users



34.4 Mn
Stock Market & Mutual
Fund Investors



23 Mn
Life/Health Insurance



41.4 Mn
Salaried Individuals



6.9 Mn
Work From Home



16 Mn
International Traveller



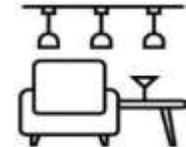
28.5 Mn
Frequent Fliers



52 Mn
Holiday & Leisure



15.9 Mn
Hotel Stay



9.1 Mn
Lounge Users



14.7 Mn
Home Loan



43.3 Mn
2-Wheeler



13.9 Mn
4-Wheeler



6.3 Mn
Business Loan



39 Mn
Auto Loans



20.2 Mn
Personal Loan

Our cohorts that you love



16.1 Mn
Working Women



5.3 Mn
Young Mothers



3.9 Mn
Mothers
(Neonatal)



29.4 Mn
Jewellery
Shopper



16.1 Mn
Home Décor



10.7 Mn
Fitness Enthusiasts



23.7 Mn
Online Grocery



24.9 Mn
Online Fashion



37.8 Mn
Q Commerce



19.3 Mn
QSR (Pizza/Burger)



43.2 Mn
Gen Z



7.29 Mn
Coffee Chain



32.7 Mn
Gaming



21.3 Mn
OTT Subscribers



18 Mn
Tech Enthusiasts



51 Mn
Music



14.9 Mn
Cricket



11.2 Mn
Real Estate



18.6 Mn
Sports



23.2 Mn
Hospital Medical
Services



18.9 Mn
Online Pharmacy



35.3 Mn+
Upskilling Edtech



3.9 Mn
Education Below 20
Years



4.7 Mn
Education Above 20
Years

Our cohorts that you love



9.5 Mn
Charities & Donations



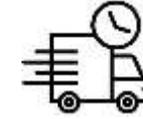
5.3 Mn
Supermarket and Grocery



2.1 Mn
Vision Care



1.5 Mn
Home Appliances



19.2 Mn
Shipping Services



5.3 Mn
Organic Skin & Hair Care



17 Mn
Fuel and Gas



15.2 Mn
Electricity



19.3 Mn
SMB Owners



34.2 Mn
General Insurance



9.2 Mn
Shutterbugs



5.8 Mn
Beauty & Cosmetics



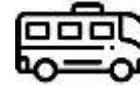
45.6 Mn
Public Bank



23.2 Mn
Private Bank



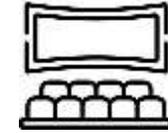
44.7 Mn
Small Finance Bank



2.1 Mn
Bus Travel



7.5 Mn
Rail Travel



2.4 Mn
Cinema & Movie Events



1.1 Mn
Matrimony



23.2 Mn
Job Seekers



2.15 Mn
Wellness & Nutrition



2.3 Mn+
Home Improvement
and Repair



3.9 Mn
Retirement Planning



1.05 Mn
Dating

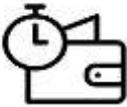
Our cohorts that you love

| | | |
|---|---|--|
|  <p>7.1 Mn Current Account Holder</p> |  <p>110 Mn AVOD users</p> |  <p>3.8 Mn Premium 4W owners</p> |
|  <p>21.2 Mn FastTag Users</p> |  <p>17.6 Mn Diagnostic Labs</p> |  <p>24.1 Mn Cab Commuter</p> |
|  <p>40.3 Mn Online Food Delivery</p> |  <p>34.1 Mn Wifi & Broadband User</p> |  <p>1.63 Mn EV owner</p> |
|  <p>153 Mn Aadhar Card</p> | | |



Transactional Cohorts that you love

High Propensity to spend on these heads in next three months

| | | | | | |
|---|--|---|---|--|--|
|  <p>5.7 Mn Charity Spenders</p> |  <p>43.4 Mn Digital Engagement</p> |  <p>15.7 Mn Exam Prep Edtech</p> |  <p>15.6 Mn Upskilling Edtech</p> |  <p>36.2 Mn Credit Cards</p> |  <p>36.5 Mn Card Games</p> |
|  <p>15.7 Mn School Edtech</p> |  <p>21.6 Mn OTT</p> |  <p>16.3 Mn Buy Now Pay Later</p> |  <p>15.6 Mn Health Insurance</p> |  <p>24.4 Mn Insurance</p> |  <p>18.1 Mn Travel</p> |

Transaction Affinity

| | | | | |
|---|--|--|--|---|
|  <p>10 Mn B2B</p> |  <p>5.6 Mn Online Supermarket</p> |  <p>3.3 Mn Electronics</p> |  <p>4.2 Mn Music</p> |  <p>2.8 Mn Movies and Events</p> |
|  <p>9.1 M Cabs and Self drive</p> |  <p>5 M Airlines Travel</p> |  <p>7.1 M Train Travel</p> |  <p>6.4 M Bus Travel</p> |  <p>1.6 Mn Home Improvement</p> |

Transactional Cohorts that you love

TRANSACTION AFFINITY AUDIENCE



3.4 Mn+
Commute Intra City
Travel



13.6 Mn
Utilities and Bill
Payment
Aggregators



2.5 Mn
Gifting



1.4 Mn
Job Seekers



1.2 Mn
Matrimony



0.8 Mn
Reseller Marketplace

SCORE AUDIENCE



48.8 Mn+
Bureau Hit Likelihood

Likely to be found in Credit
Bureau database



23.9 Mn+
Trust Score

Based on refund claims in
e-commerce



47.4 Mn+
Acquisition Credit Risk

Credit Default risk



Affluence Cohorts that you love

Affluence Cohorts



9 Mn
HNI



24 Mn
Affluent



40 Mn
Emerging Affluent



70 Mn
Mass Market

Parameters for Evaluation



Online Payment
Transaction Volume



International and
Domestic Travel
Pattern



Home location and
Home ownership



Type of Credit Card
used



Handset Cost Slab



ARPU

Agricultural cohorts that you love

13 Million+ Farmers Data

Agricultural Occupation



13 Mn
Farmers



3.1 Mn
Animal Husbandry

Land Ownership



5%
>10 Acres



20%
2 - 10 Acres



75%
< 2 Acres

Target Based on the Product Interests associated to Agriculture



Poultry



Fishery



Crop type



Agriculture
machinery



Organic
Farming



Agri Input



Tractor



Agri Loans &
Insurance

Location Based Farmer Base



2.0 Mn
Uttar Pradesh



1.7 Mn
Rajasthan



1.5 Mn
Madhya Pradesh



1.2 Mn
Bihar



1.35 Mn
Maharashtra



1.47 Mn
Gujarat



0.7 Mn
Haryana



0.3 Mn
Chhattisgarh



0.6 Mn
Jharkhand



0.1 Mn
Karnataka



0.15 Mn
Andhra Pradesh



0.14 Mn
Odisha

Other States: 1 Mn+



Appographic Cohorts that you love

App Usage based Audience

| | | | | |
|---|--|--|--|---|
|  <p>Workout Coaching</p> |  <p>Costume & Cosplay</p> |  <p>Meteorology</p> |  <p>Doctor Consultation</p> |  <p>Home & Decor</p> |
|  <p>Digital Payments</p> |  <p>Libraries & Demo</p> |  <p>Parenting</p> |  <p>Travel</p> |  <p>Trivia Game</p> |
|  <p>Dating</p> |  <p>Comics</p> |  <p>Insurance</p> |  <p>Matrimony</p> |  <p>Crypto</p> |
|  <p>Broking</p> |  <p>Account Keeping</p> |  <p>Photography</p> |  <p>Betting</p> |  <p>Discounts</p> |

Fresh Audience Size generated after receipt of campaign



Finance and Business

moneycontrol.com
economictimes.indiatimes.com
<https://www.livemint.com/>
<https://www.financialexpress.com>
<https://taxguru.in/>
Investing.com
Goodreturns.in
Business-standard.com
<https://www.zeebiz.com/>
<https://www.cnbctv18.com/>
<https://www.businesstoday.in/>
<https://www.money9.com/>
<https://finclub.in/>
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Indiatvnews.com
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<https://techworldx.com/>
gadgetsreview27.com
<https://www.engadget.com/>
<https://issuu.com/>
<https://starsunfolded.com/>
<https://www.gadgetsnow.com/>
<https://wechha.com/>
<https://veganab.co/>
<https://techyinfo.in/>

Sports (Cricket)

<https://www.espncricinfo.com/>
<https://www.cricbuzz.com/>
<https://www.sportskeeda.com/>
<https://sportstar.thehindu.com/>
cricketaddictor.com
crictracker.com
cricketaddictor.com
<https://cricketcountry.com/>
sportzwiki.com
sportstime247.com
sports.vikatan.com
cric tamil.in
World Cricket Championship 2
<https://www.mykhel.com/>
Cricket Mazza 11
BeSoccer
<https://pavilionend.in/>
Football League 2023
<https://crix11.com/>
<https://cricheroes.in/>

Gaming

Gamezop.com
<https://www.zapak.com/>
<https://www.dailygames.com/>
<https://www.coolfuny.com/>
<https://fafain.com/>
Triple Crush - Android Game
Brainy - Android
Shoot Bubble - Android
Art Puzzle
Art Master: Jigsaw Game
Art Puzzle Winner -
Block Blast Adventure Master
Block Puzzle - Gem Block
Block Puzzle Mania
Block Puzzle New
Brain Out
Cube Master 3D

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<https://navbharattimes.indiatimes.com>
<https://www.tv9hindi.com/prabhatkhabar.com>
<https://www.jansatta.com/indiatv.in>
<https://hindi.webdunia.com/>
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Hindnow.com

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