Two-wheeler Industry Analysis
Sify.com is India’s most popular portal attracting more than 9 million unique users every month.

SifyMax is India’s complete broadband portal that offers wide range of video content.

Walletwatch (now Sify Finance) is the leading personal finance portal offering information on a wide spectrum of financial markets.

Sify Mall is the most popular and comprehensive E-Commerce portal with more than 400 transactions per day.

Sify I-Way is India’s largest and most successful chain of cyber cafes with more than 3650 centers spread across 162 cities.
India is on every major global automobile player's roadmap, and it isn't hard to see why:

- India is the 2\textsuperscript{nd} largest two-wheeler market in the world
- 4\textsuperscript{th} largest commercial vehicle market in the world
- 11\textsuperscript{th} largest passenger car market in the world and is expected to become the 7\textsuperscript{th} largest by 2016

(Source: Society of Indian Automobile Manufacturers (SIAM))
Two-wheelers Purchase Trend

- Growing working population
- Increased access to credit and lower interest loans
- Increased consumer embrace of financial products
- Upward migration of household income levels
- Fast paced urbanization to rise from 28% to 40% by 2020
- Middle class expanding by 30 - 40 million every year

Sales of motor cycles in India is likely to touch the **10 million** mark by 2010!
(Source: Frost n Sullivan)
Demographics of a Potential Two-wheeler Owner!

- Lower middle class to upper middle class households
- 45% own a Desktop
- 87% own at least 1 mobile phone
- Surfs internet more than 8 hours a week
- Average household income above Rs 15,000 a month
- Single: 55% Married: 45%

(Source: Site survey)

Why Sify is your best Media Partner?

- Sify has a dominant reach among youngsters!
- Sify reaches more than 9 million Indians from diverse backgrounds
- Sify Max - India’s most complete broadband portal caters to a very young and vibrant audience in the age groups of 20-35
- Sify’s mobile service 4545 offers downloadable mobile content to more than 8 lacs users
- Sify’s network of cyber cafés (I-ways) attracts more than 1 million unique users every month predominantly in the age group of 20 – 35.
Why Sify is your TA?
Sify’s rich network of services attracts audience that is highly coveted by marketers across a diverse set of businesses.

<table>
<thead>
<tr>
<th>Sify.Com</th>
<th>Sify Mobile</th>
<th>SifyMax.Com</th>
<th>Sify Movies</th>
</tr>
</thead>
</table>
| • Most popular content portal  
   • 65% Male ~ 35% Female  
   • Rich array of interactive services including news, shopping mall, movies, sports, mobile, classifieds, bawarchi etc…  
   • Connects more than **9 million users** a month | • Popular channel that attracts young, vibrant audience  
   • Offers comprehensive mobile services such as ringtones, wallpapers, games, cricket scores etc…  
   • Predominant audience in the age group of 20 – 35.  
   • Highly internet savvy, tech-oriented  
   • Reaches more than **8 lacs users** a month | • India’s first broadband portal  
   • One stop access to news, videos and gossip from the world of TV and movies.  
   • City specific content on Bangalorelive.in, Mumbailive.in, Chennailive.in etc…  
   • Young, vibrant audience – 60% between 20 – 35  
   • Reaches **1.5 million users** a month | • Most popular entertainment channel offering in-depth content  
   • Features latest movie reviews across regions, gossip, interviews, picture galleries, wallpapers etc…  
   • Home to movie-lovers across genres also features exciting contests  
   • Reaches more than **6 lacs unique users** a month |

Reach 9 Million+ Indians
SIFY RIR ADVANTAGE

Sify’s unique value proposition strategy offers advertisers 3 key benefits of Reach, Innovation and Response.

1. **REACH**

Expose your brand to 9 million+ users at one go. Promote your brand across diverse services.

2. **INNOVATION**

Customized brand solutions base on your objective. Rich media innovations, custom layouts, page tears.

3. **RESPONSE**

Drive traffic to your website and increase brand recall. Choose a program that gives you brand awareness / click-thrus / leads.

**Exciting Page Tear on Sify Home Page that exposed CBZ’s promotion to 1 lac+ users in 1 day!**
SIFY CASE STUDIES - SHOSHKELE

Sify has worked with various top automobile companies to expose their brand to thousands of users across its network.

Campaign Name: Honda Shine

Campaign Objective: To introduce Honda Shine as the latest motor cycle with brilliant features

Component: Shoshkele banners were used on Sify Home Page

Result: 1.5% CTR and 15,000 visits to the site were delivered.
Campaign Name: Hero Honda CBZ X-Treme

Campaign Objective: To brand CBZ X-Treme with impacting visuals and audio that arrests attention and generates visits to client website with its call to action approach.

Component: A superior page tear with audio and visual effects that positions CBZ-X-Treme as a ground breaking innovation in the segment of motor cycles.

Result: The page tear delivered 5% CTR and resulted in 15,000 ad interactions overall.
Campaign Name: Bajaj Avenger

Campaign Objective: To launch Baja Avenger and positioning it as the best investment. The campaign centered around the communication “Feel like God”.

Component: High power shoshkeles were used to capture attention and engage user to interact with the creative.

Result: The shoshkele delivered 2% CTR and 3 million impressions were burnt across various ad units and this resulted in 25,000 click thrus to the client’s website.
Give your Media Plan the Unique Sify Advantage!

Contact:

Sify India Pvt Ltd
2nd Floor, Tidel Park,
No.4 Canal Bank Road,
Taramani,
Chennai – 600 113