



## 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.



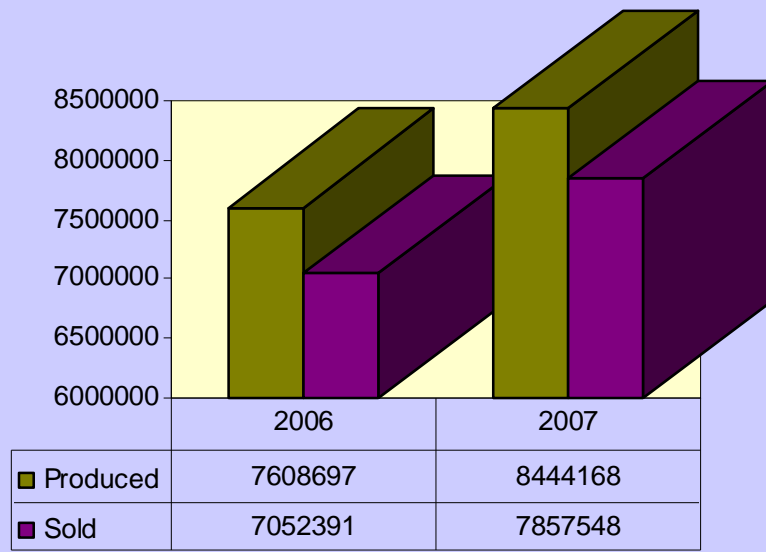
India is on every major global automobile player's roadmap, and it isn't hard to see why:

- India is the 2<sup>nd</sup> largest two-wheeler market in the world
- 4<sup>th</sup> largest commercial vehicle market in the world
- 11<sup>th</sup> largest passenger car market in the world and is expected to become the 7<sup>th</sup> largest by 2016

(Source: Society of Indian Automobile Manufacturers (SIAM))



### Total Two-wheelers Produced and Sold



**Sales of motor cycles in India is likely to touch the 10 million mark by 2010!**  
(Source: Frost n Sullivan)

### 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

## 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.

## Sify.Com

- 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

## Sify Mobile

- 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

## SifyMax.Com

- 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

## Sify Movies

- 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.

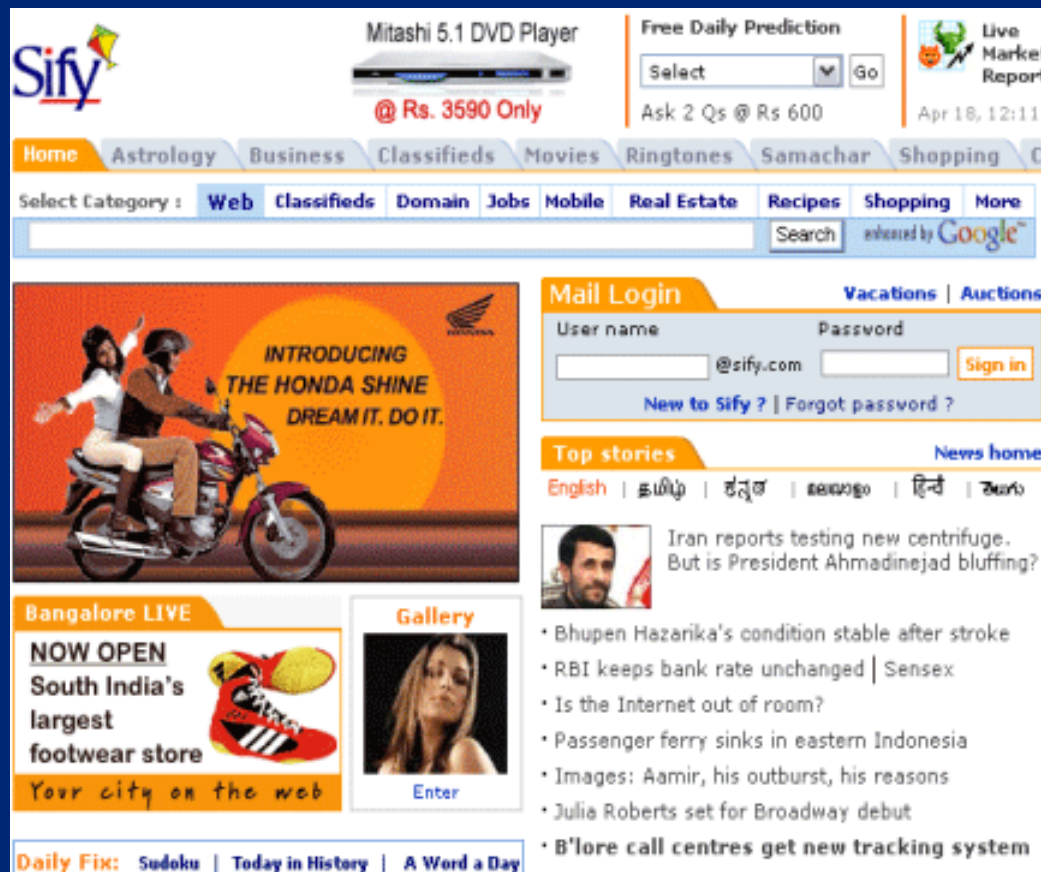


Exciting Page Tear on Sify Home Page that exposed CBZ's promotion to 1 lac+ users in 1 day!



## SIFY CASE STUDIES – SHOSHKELE

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



The screenshot shows the Sify website home page. At the top left is the Sify logo. To its right are advertisements for a Mitashi 5.1 DVD Player (@ Rs. 3590 Only) and a Free Daily Prediction service. A navigation bar includes links for Home, Astrology, Business, Classifieds, Movies, Ringtones, Samachar, and Shopping. Below this is a search bar with a 'Search' button and a 'powered by Google' logo. The main content area features a large banner for the Honda Shine motorcycle with the text 'INTRODUCING THE HONDA SHINE DREAM IT. DO IT.' and an image of a couple riding the bike. To the right of the banner is a 'Mail Login' section with fields for 'User name' (containing '@sify.com') and 'Password', and a 'Sign in' button. Below the login section is a 'Top stories' section with a list of news items in English and other languages. At the bottom left, there is a 'Bangalore LIVE' section with a 'NOW OPEN South India's largest footwear store' advertisement and a 'Gallery' section with a photo of a woman and an 'Enter' button. The footer contains a 'Daily Fix' section with links for 'Sudoku', 'Today in History', and 'A Word a Day'.

**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

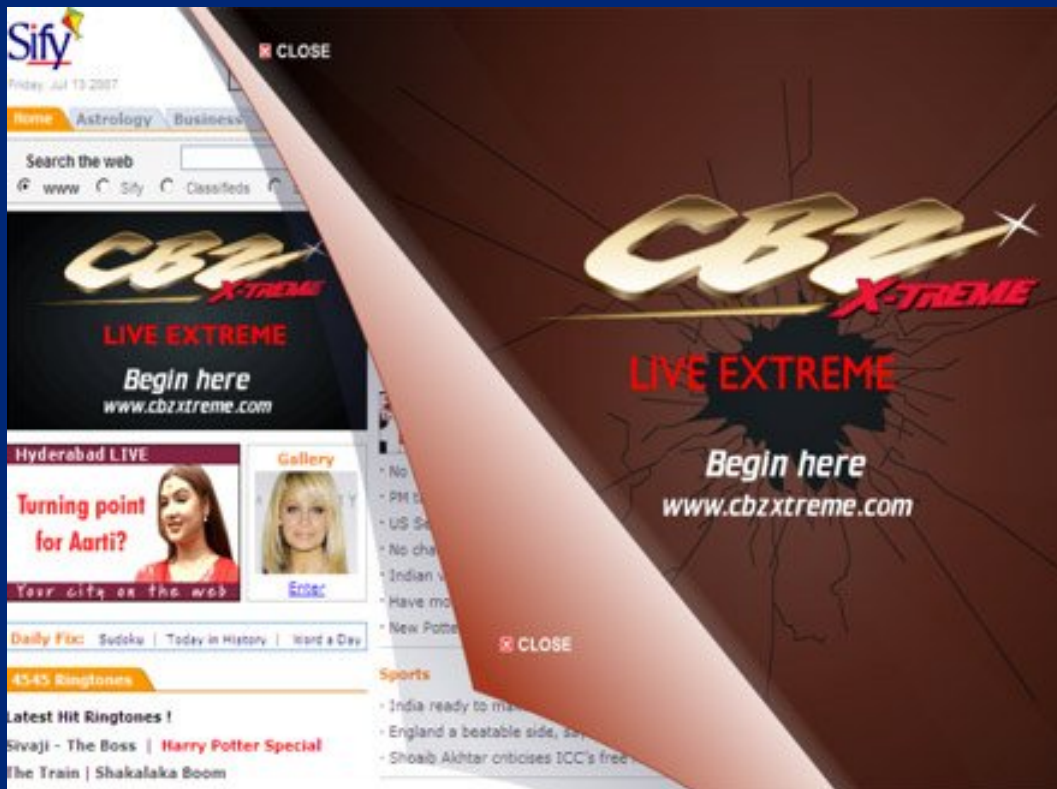
**Result:** 1.5% CTR and 15,000 visits to the site were delivered.



## SIFY CASE STUDIES – PAGE TEAR

**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.

## SIFY CASE STUDIES – SHOSHKELE

**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”.



The screenshot shows the Sify website interface from July 30, 2007. The main navigation bar includes links for Home, Astrology, Business, Classifieds, Movies, Ringtones, Samachar, and Shopping. A search bar is prominently displayed with various search filters like www, Sify, Classifieds, Domain, Jobs, Mobile, Real Estate, and Recipes. The central focus is a large advertisement for the Bajaj Avenger DTS-i motorcycle, featuring the slogan "Feel like God" and technical specifications: Engine: 180 cc DTS-i, Power: 16.5 bhp, and Price: Rs. 60,000 (Ex-showroom Delhi). To the right of the ad is a "Mail Login" section with fields for user name and password, and a "Sign" button. Below the login section is a "Top Stories" section with a headline: "Kamat wins trust vote in Goa, Speaker disqualifies 3 MLAs". At the bottom left, there is a small advertisement for "Indian Idol" featuring Anu and Alisha, and a "Lily Allen" section with a photo and the word "Enter".

**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.



CONTACT US

Give your Media Plan the Unique Sify Advantage!



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