



# Planet Outdoor Rajasthan : Maximizing Brand Visibility

Our Out-of-Home (OOH) provides powerful insights for your brand's marketing strategy. With extensive reach and targeted impressions, our network offers unparalleled opportunities for brand awareness and engagement across major cities in Rajasthan. We have dominance in high impact sites



A unit of Patrika Group



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Planet Outdoor boasts ownership of prime advertising locations across Rajasthan, establishing a strong presence in the state's outdoor advertising landscape.

We have a proven track record of success, with over **325 brands**, both local and corporate, choosing us for their advertising campaigns. Our commitment to quality and impactful campaigns has led to a high ratio of repeat clients, demonstrating our effectiveness.

Dominances on Tonk road i.e. the artery commercial road of the city, Jaipur. Similar dominance in other cities as well.

Beyond traditional billboards, we also offer innovative solutions like digital wall paintings in rural areas, expanding our reach even further.

Planet Outdoor recently won the bid for the prestigious Tonk Road project, stretching from Ajmer gate to Sanganer. This strategic placement further solidifies our dominance in the Rajasthan market.

#### Trading Partner Sites

1000+ Sites  
Over 5 Lac Sq.feet

#### Proprietary Sites

**625+ Sites**  
86000 Sq.feet

#### Total Coverage PAN Rajasthan

1625+ Sites  
5.8 Lac + Sq.feet

Covering Prime Locations of Jaipur –  
Tonk Road, Vashali nagar, JLN Marg,  
Queens Road

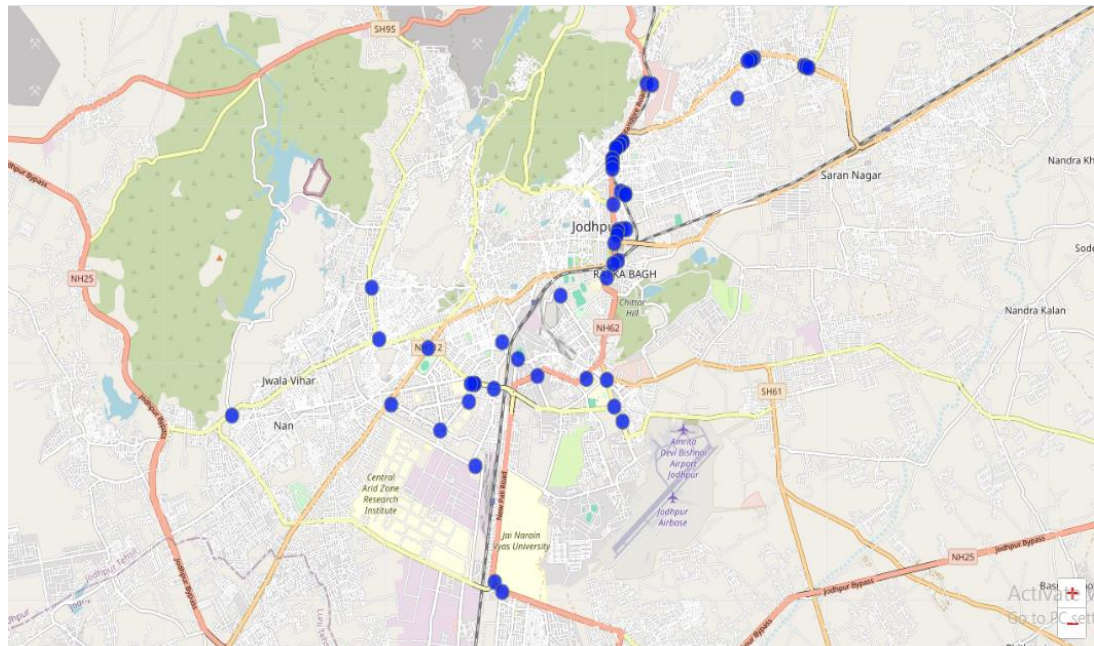
ADMAVIN Subscription for reporting of Site performance

### Jodhpur – Gateway to Western Rajasthan

- Second-largest city in Rajasthan with strong regional influence
- Strong presence of **defence, handicraft, tourism & local trade**
- High daily commuter movement across **city entry/exit points & markets**
- Ideal for **brand awareness, retail & regional leadership campaigns**

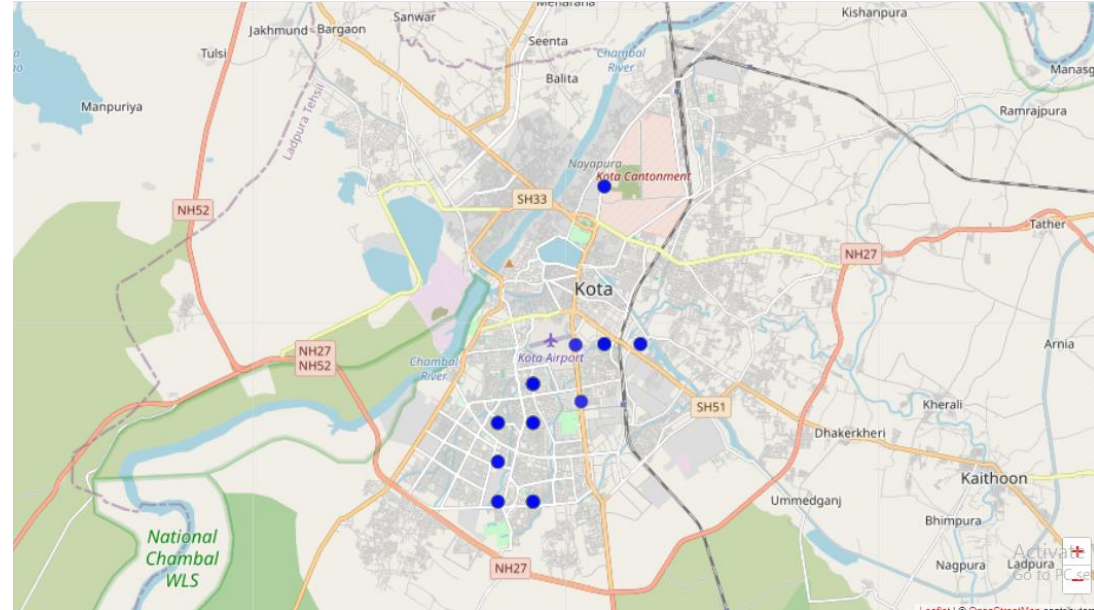
### OOH Strengths:

Premium hoardings | High-visibility junctions  
| Market & arterial road dominance



### Kota – Education & Youth Capital

- India's leading **education hub** with year-round student inflow
- High concentration of **coaching institutes, hostels & residential zones**
- Strong demand for **education, FMCG, BFSI & youth-focused brands**
- Dense footfall across **commercial streets & transit routes**



### OOH Strengths:

Student-centric locations | Coaching hub visibility | High-frequency exposure zones

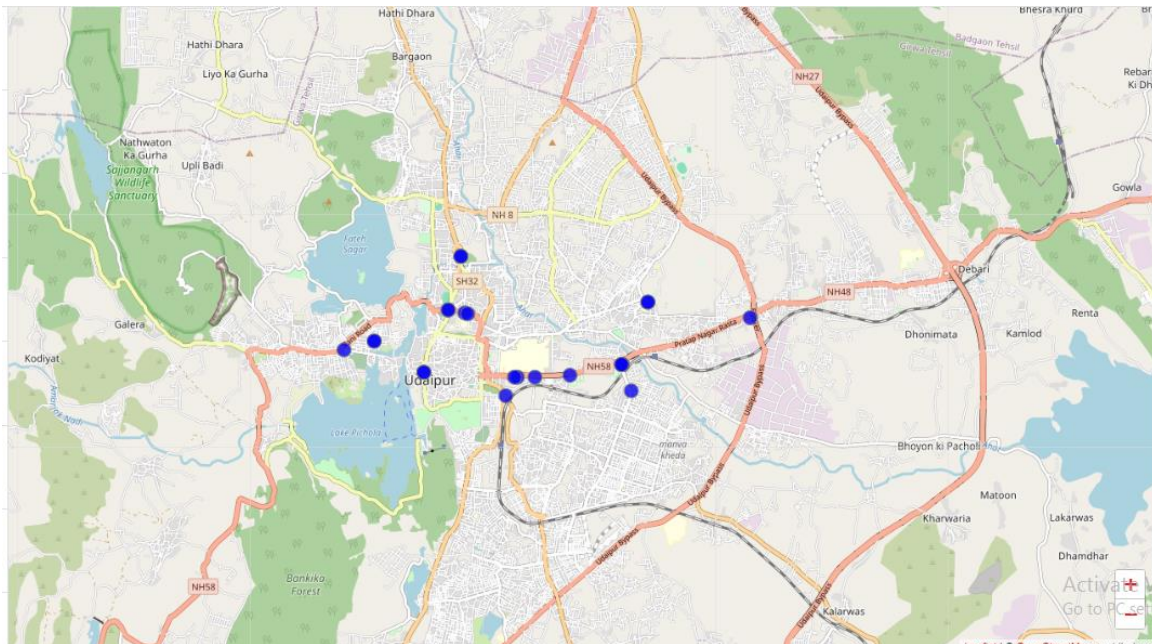


### Udaipur – Tourism & Lifestyle Hub

- One of India's top **tourism and hospitality destinations**
- Strong presence of **hotels, luxury retail & lifestyle brands**
- Mix of **tourists + affluent local population**
- High movement around **heritage zones, malls & highways**

### OOH Strengths:

Premium locations | Tourist-heavy corridors |  
High-impact lifestyle branding



## City Performance

### No. of Sites

625+

### Impressions

TG : 65,15,46,949

Total :  
1,39,21,22,013



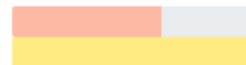
### Population

32,82,048

### Reach

TG : 19,11,158

Total : 31,60,453



### Frequency

440

# Massive Audience Reach

1

## 1.39 Bn Impressions

Our OOH sites span major cities, delivering over 650 mn TG impressions in 30 days across all Raj.

2

## Jaipur's Impact

Jaipur alone provides over 1.4 billion impressions, including 154 Mn targeted impressions.

3

## Wide Coverage

Our network reaches diverse audience groups in Jaipur, Udaipur, Kota, Sri Ganganagar and more. Avg LTS 4.18

# Vast Population Coverage

Total Population Covered	2.9 million
Jaipur Population	3.2 million
Smaller Cities	Focused reach, high LTS Avg 4.1/5

## Targeted Demographics

### Precision Targeting

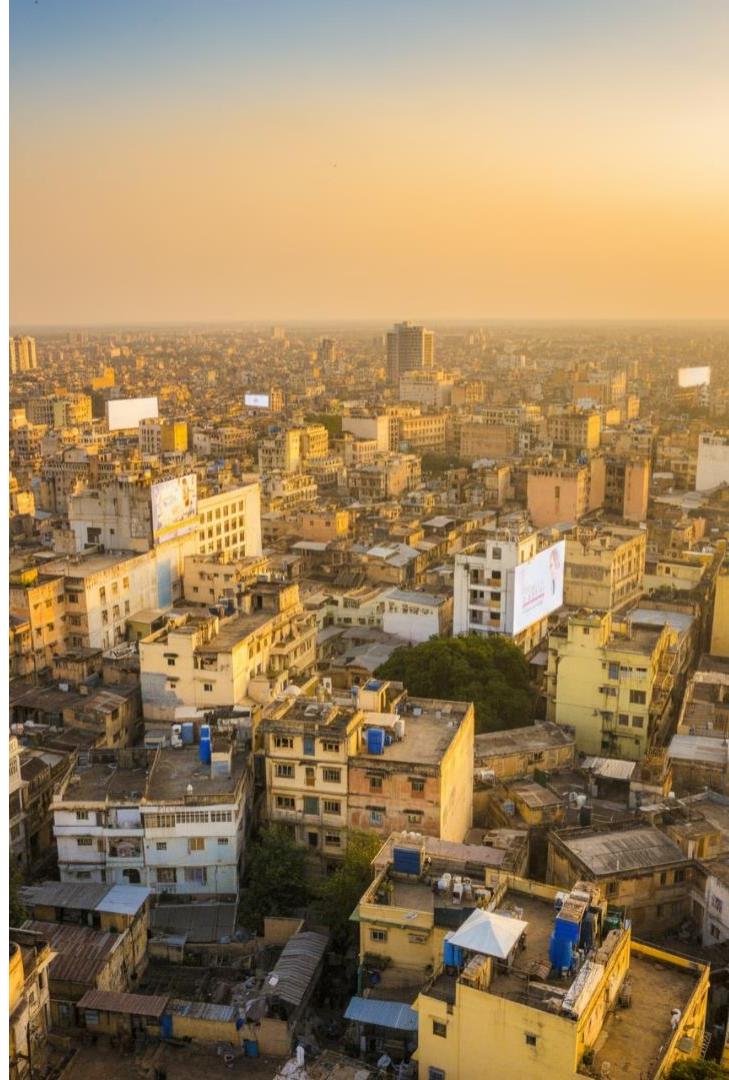
Our network effectively reaches specific demographics, enhancing ROI and message resonance.

### Jaipur's Performance

Jaipur delivers 154 million impressions directly to the target group.

### Secondary Markets

Cities like Alwar and Bhilwara show strong target group impressions and frequency.



# Jaipur-Specific Insights

1

## 387 Sites

Extensive coverage in Jaipur, indicating its importance in the campaign strategy.

2

## 1.4 Billion Impressions

Highest number of impressions, showcasing Jaipur's commercial relevance.

3

## 440 Frequency

High exposure rate, potentially leading to strong market saturation. Total Frequency





# Transform Your Brand's Trajectory with Exclusive Advertising In Jaipur

Jaipur's Commercial Epicenter	Unlock a transformative opportunity to redefine your brand's visibility and market presence.
	Patrika offers you a rare chance to showcase your brand on Jaipur's prestigious Tonk Road – a hub of affluence, commercial excellence, and unmatched visibility.
Why Tonk Road?	<b>Strategic Commercial Hub:</b> Located at the heart of Jaipur's bustling business district.
	<b>Unparalleled Traffic:</b> Daily exposure to over 300,000 vehicles ensures maximum reach.
	<b>Target the Affluent Audience</b>
The Patrika Advantage	Tonk Road attracts high-net-worth individuals, business leaders, and international tourists, making it a prime location to connect with an elite demographic.
	<b>Proven Expertise:</b> Decades of success in impactful advertising campaigns that elevate brand profiles.
	<b>End-to-End Support:</b> Seamless campaign execution with our dedicated team of professionals.
	<b>Position your brand where success meets opportunity – Tonk Road.</b>
	Contact Patrika today to make your mark.



# Campaign Overview

**Objective :** Campaign For CDCE Multi Brand Store

**Target Audience :** Target Group :: AA, 18 to 60 NCCS ABC

**Targeted Cities/State :** All Rajasthan

**Campaign Duration :** 30 Days

The logo for 'cromā' is displayed in a white, lowercase, serif font against a solid teal background. The letter 'a' features a horizontal bar above it, resembling a macron.

# Campaign Estimated Reach



METRIC	DETAIL
Campaign period	Jan 1 to Jan 31, 2026
Campaign markets	All Raj
Representative population	2.8 Crores
Number of media sites	57
Media inventory size	86000+ sq ft
Metrics reported	Reach, impressions, frequency, LTS, demographics

# Topline - Campaign Potential



16,53,56,685

TG Impressions  
16.53 Cr

1,83,39,05,735

Est tot IMPRESSIONS  
183 Crores

4.18

Avg LTS

Age

Above\_45

16.0%

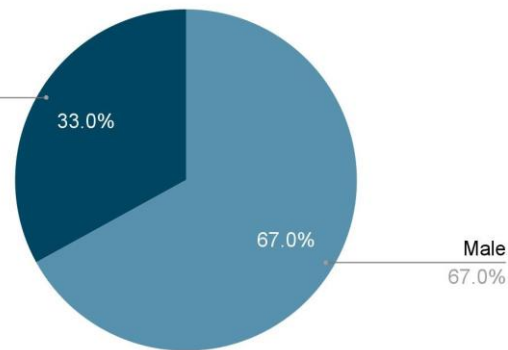
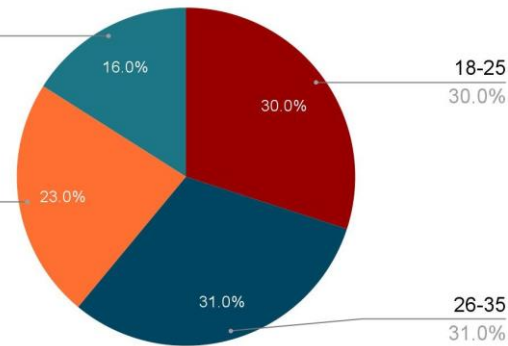
36-45

23.0%

Gender

Female

33.0%

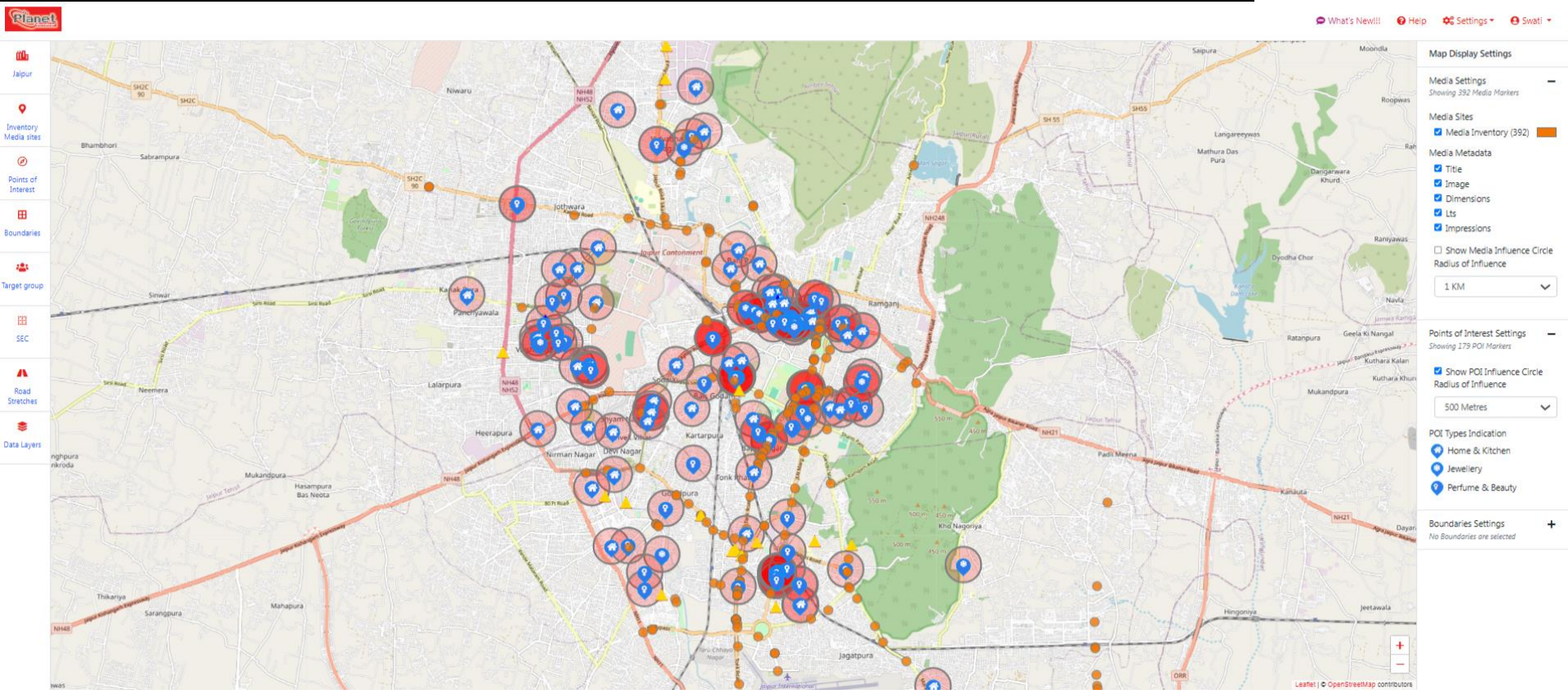






Region - District	Jaipur Narayan Singh Circle Facing Central Park Display -1 Rajasthan Jaipur
Type	FOB
Width (ft)	50.1
Height (ft)	8.0
Lit	Front Lit
LTS	3.8
Est. tot in 30 days Impressions	51,31,206
TG Impressions	5,11,357
Reach	17,10,402
Frequency	3
TG Reach	1,70,452
Avg. Dwell Time	28.12

# Point of Interest, Target Group Cluster and Competition – Map Views

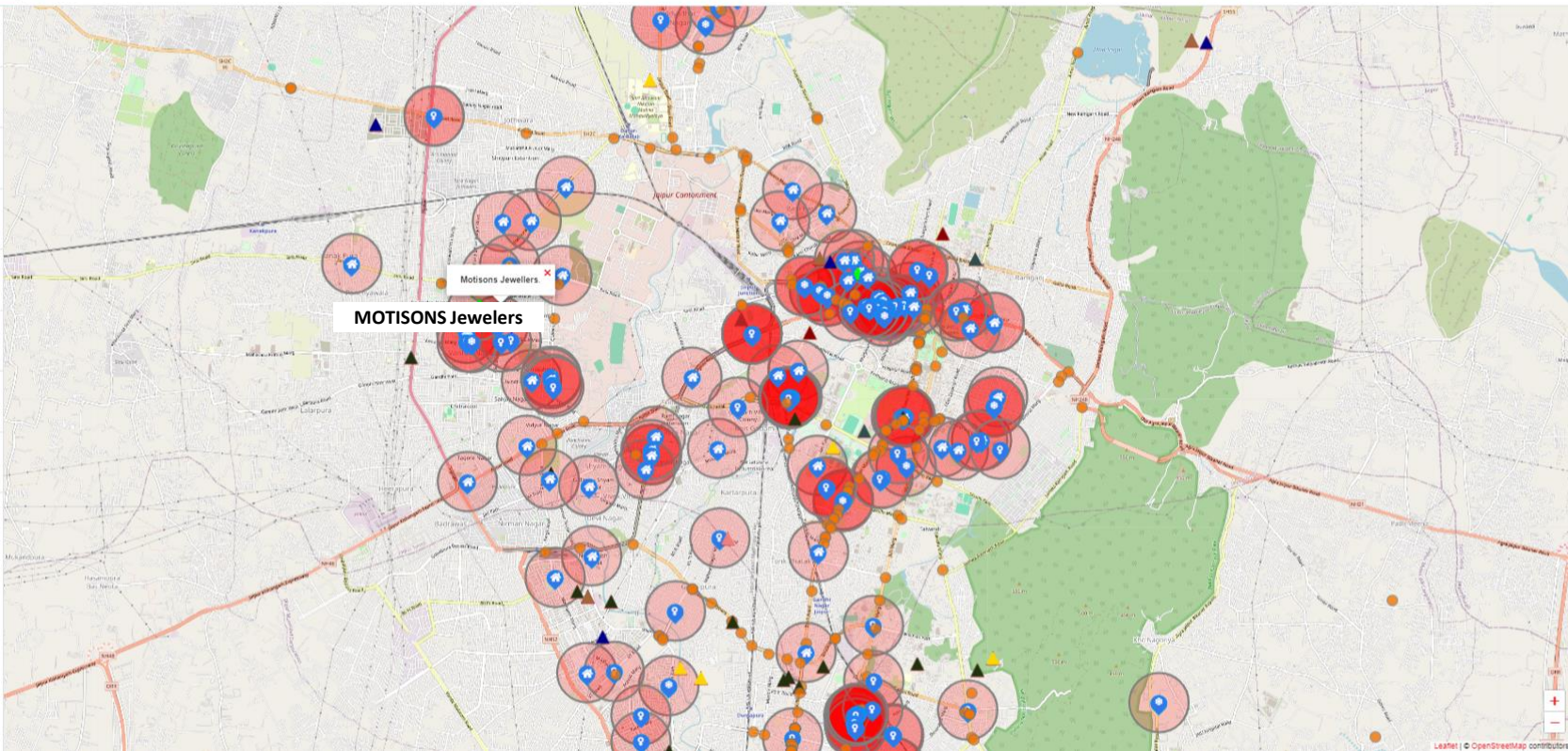




# Competition Specific Comparson



- Jaipur
- Inventory Media sites
- Points of Interest
- Boundaries
- Target group
- SEC
- Road Stretches
- Data Layers



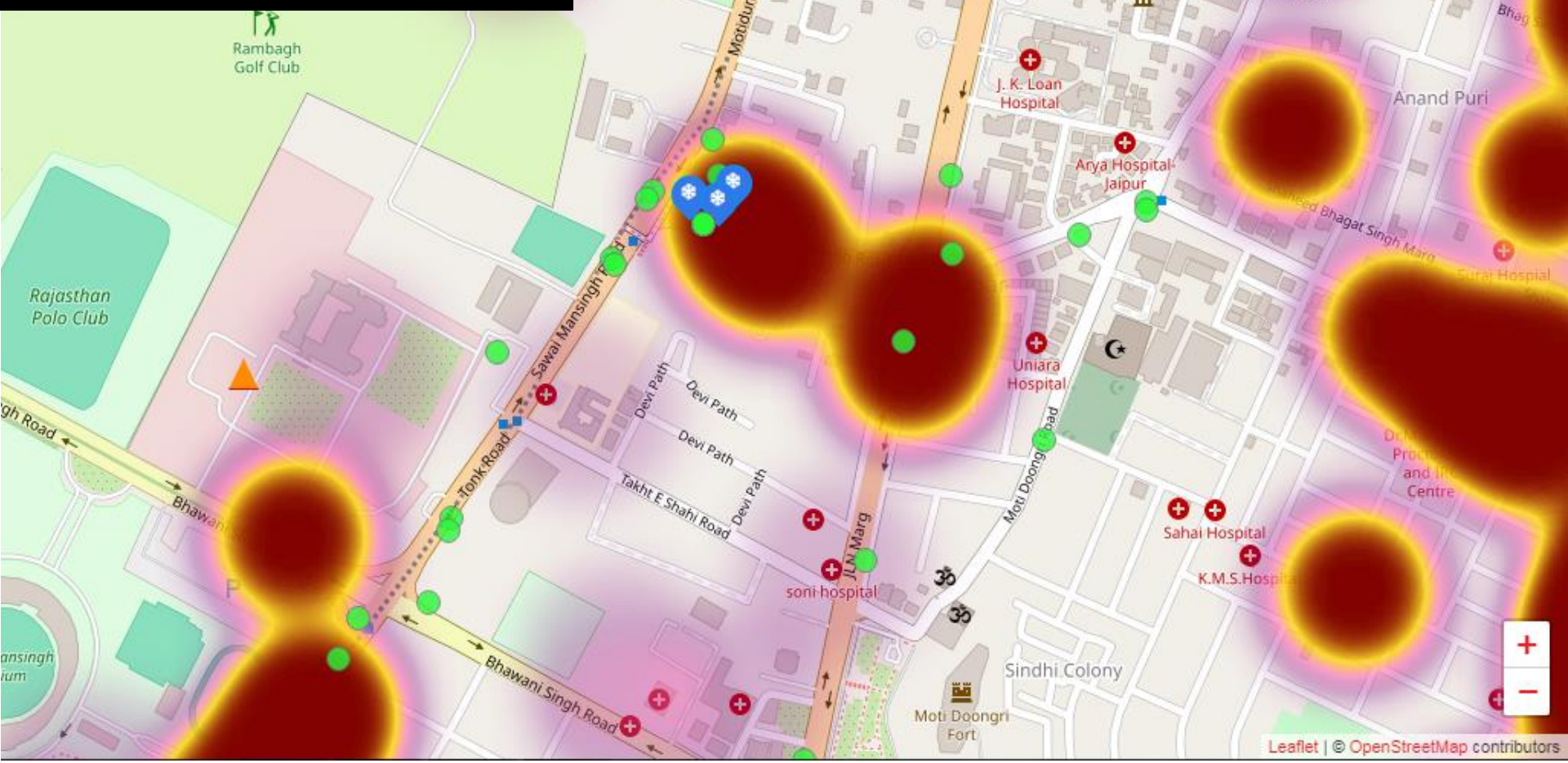
- What's New
- Help
- Settings
- Swati

- Map Display Settings
- Media Settings  
Showing 392 Media Markers
- Media Sites
- ☒ Media Inventory (392)
- Media Metadata
- ☒ Title
  - ☒ Image
  - ☒ Dimensions
  - ☒ Lts
  - ☒ Impressions
- ☐ Show Media Influence Circle
- Radius of Influence
- 1 KM
- Points of Interest Settings  
Showing 179 POI Markers
- ☒ Show POI Influence Circle
- Radius of Influence
- 500 Metres
- POI Types Indication
- ☒ Home & Kitchen
  - ☒ Jewellery
  - ☒ Perfume & Beauty
- Boundaries Settings  
No Boundaries are selected
- No. Of Steps
- 5
- Max Color



# Target Group - Narayansingh circle

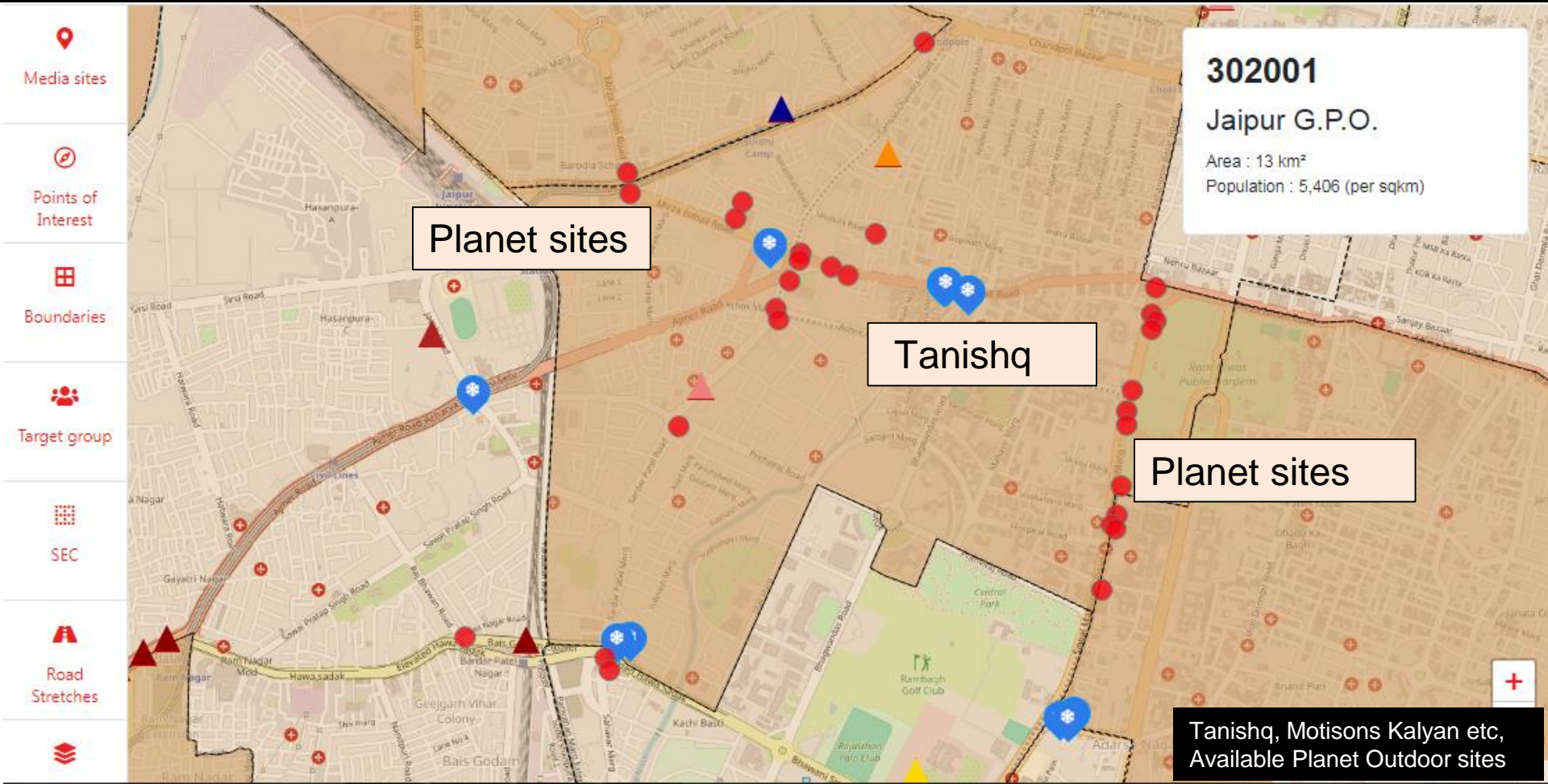
Focus area, TG (AA, 18-60 NCCS A)





# Planet Outdoor Pincode wise sites

## C scheme – MI Road, also known as Johri Bazaar



# Case Studies







Massive Outdoor Campaign to support  
YASHASHVI SARPANCH Campaign

4 Months Plus Campaign

Sites booked across Rajasthan

Objective:

Invite Nominations from Sarpanchs – to get  
awarded as Yashashavi Sarpanch





## Ultratech Jaipur :: Jaipur | TargetGroup :: ultratech

### City Campaign Performance

**Sites**

50

**Impressions**

Tg : 2,50,98,546

Total : 46,76,40,498

**Population**

32,82,048

**Reach (%)**

32,82,048 (100.00%)

**Other Details**

Frequency : 142

Avg LTS rating : 3.77/5

### Map View with points of interests

**Target Group**

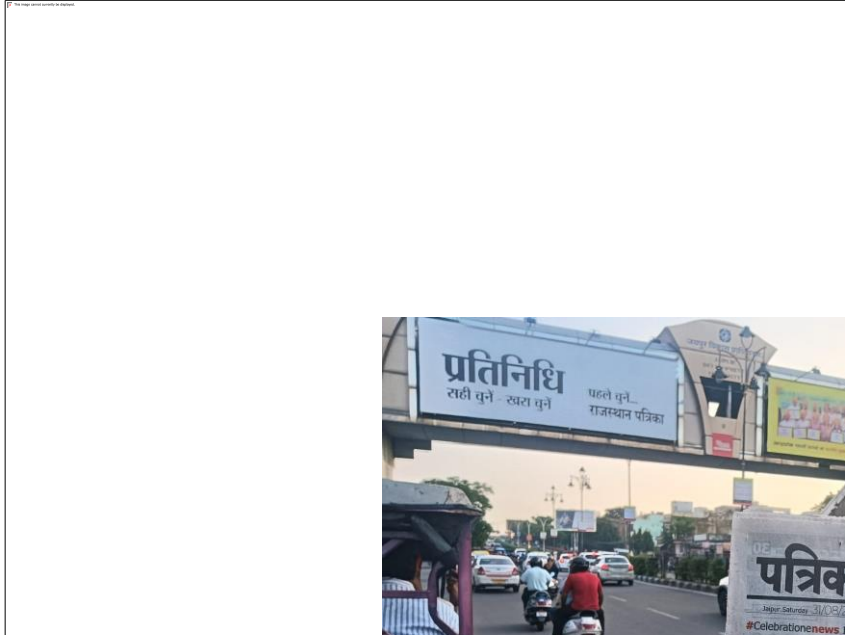
All

**Points of Interest within 5 kms of sites**

Corporate Hubs: 6 | 5 star hotels: 0 | Metro: 3 | Junctions: 7

# JAIPUR:- Tonk Phatak, Laxmi Mandir Circle Facing Ajmeri Gate Display-2 FOB

## Size:36x10



## JAIPUR:- Govindpura Kalwar Road Facing Jaipur Gantry Size:40x8



# SIKAR :- Rani Sati Tiraha to Cinema Hall Gantry

Size:28x8



# Indriya | TargetGroup :: AA, 18-60 NCCS A


Campaign Performance

Estimated for a 30 days duration starting **Oct 01-2024**

For accurate performance details please enter campaign start date and duration at a city level or site level.

<b>No. of Sites</b> 28	<b>Impressions</b> Tg : 1,84,40,867 Total : 8,55,90,361	<b>Avg LTS rating</b> 4.37/5
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## City highlights

City Status	No. of sites	Start and end date Duration	Tg Impressions Total Impressions Monthly	Reach (%) Population	Frequency	LTS Sites
Jaipur	28	Oct 01-2024 - Oct 30-2024  30 days	1,84,40,867 8,55,90,361 28 / 28 sites	13,95,109 (42.51) 32,82,048	61	4.37/5 28 / 28 sites



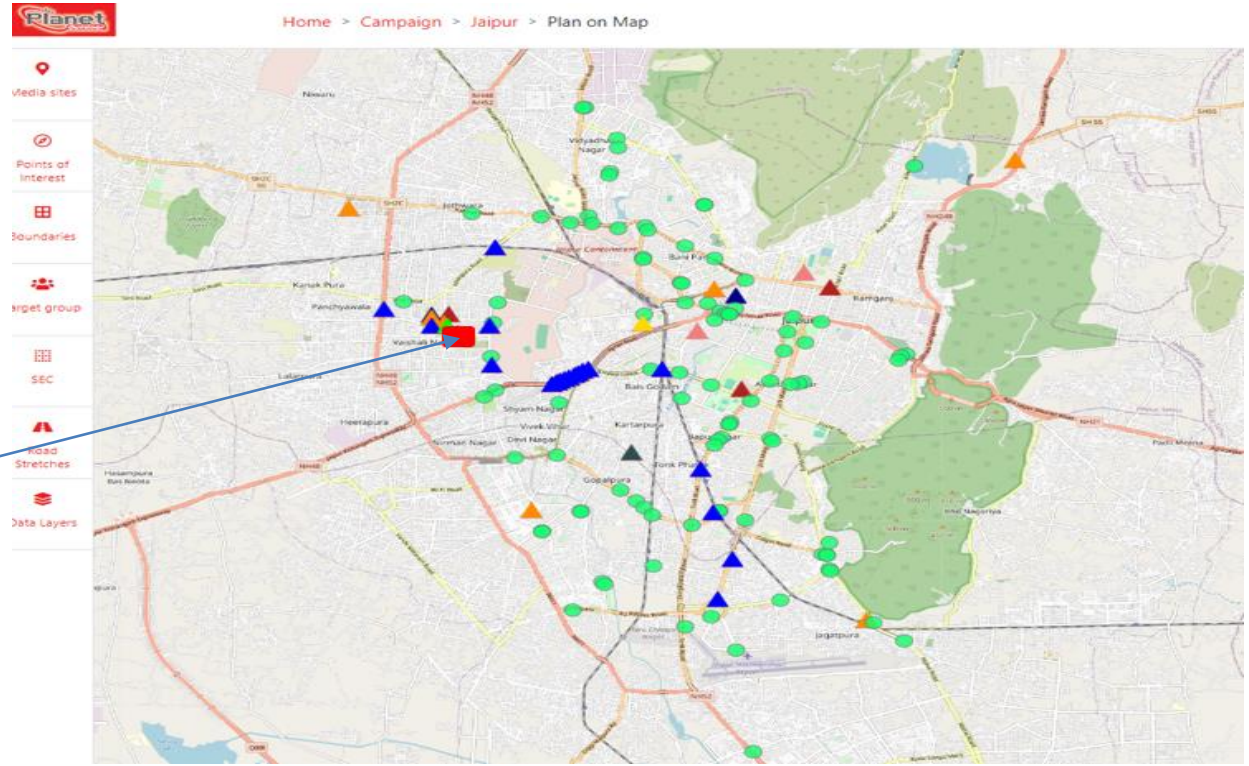
# Indriya OOH Campaign - Jaipur

Objective: Store Launch – State Level. First Store in Vaishali Nagar – Jaipur

No. of Sites Booked : 28

Campaign Period : 1 Month

Indriya  
Store



# Our Approach to Collaboration

## Partnership Opportunities:

- Tailored Solutions: Customized strategies based on brand objectives
- Collaboration: Working closely with clients for campaign success

## Services Offered:

- Creative Design: In-house expertise to develop impactful visuals
- Planning and Execution: Comprehensive campaign management
- Performance Tracking: Monitoring and optimizing campaign effectiveness



# Our Iconic Locations





# At Tonk Road - Elevated pillars (Day & Night vision)





## JAIPUR FOB Tonk Road Narayan Singh Circle.



Foot Over Bridge : Narayan Singh Circle

## Tonk Road Laxmi Mandir FOB branding with us.



Foot Over Bridge : Laxmi Mandir T Point

**Thank You..**