



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

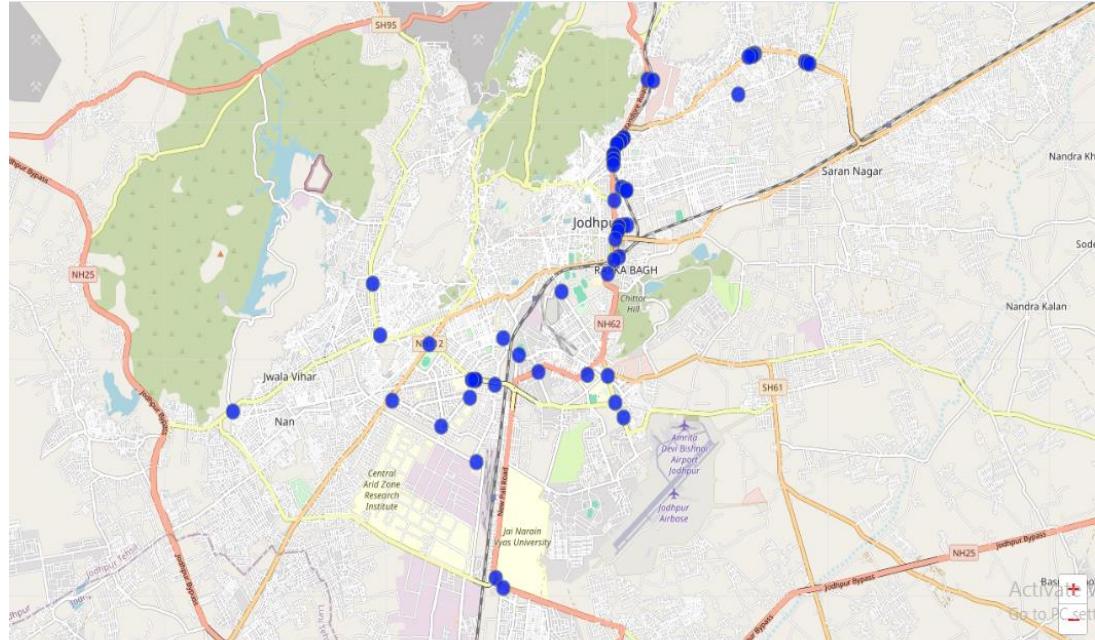
Covering Prime Locations of Jaipur –
Tonk Road, Vashali nagar, JLN Marg,
Queens Road

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

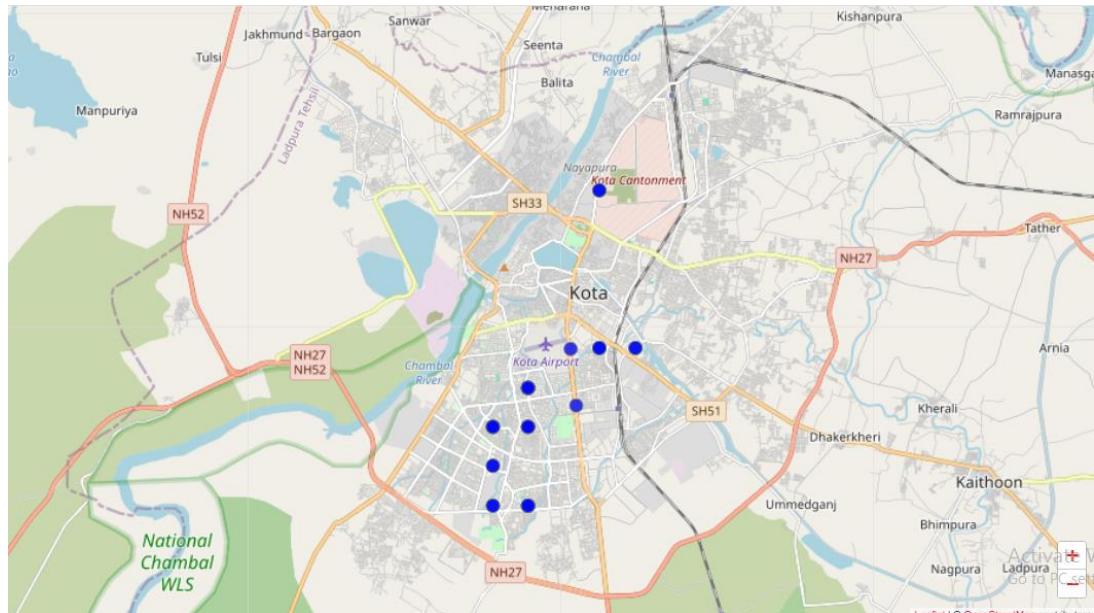


Kota – Education & Youth Capital

- 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**

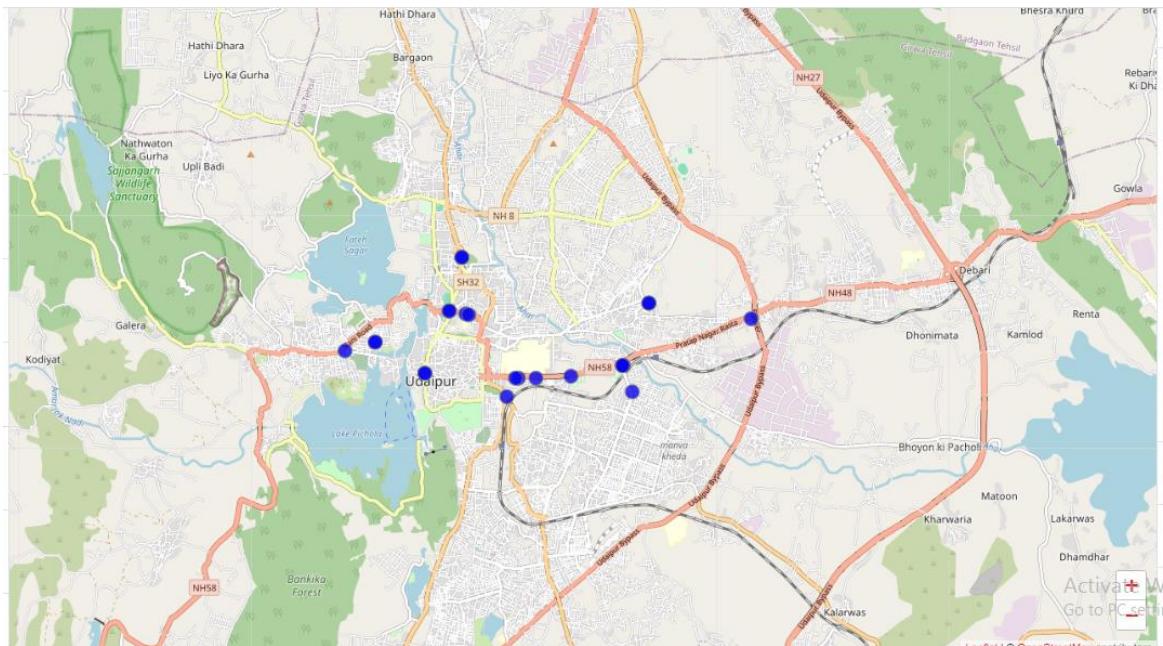
OOH Strengths:

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



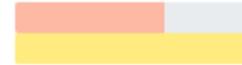
Population

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

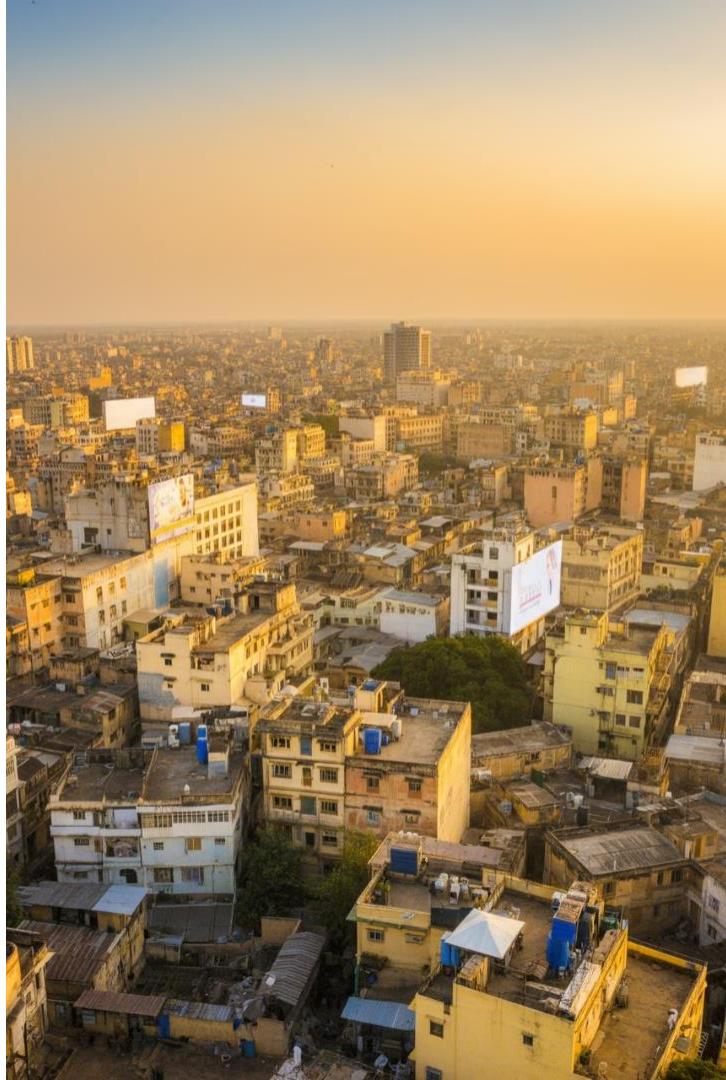
Our network effectively reaches specific demographics, enhancing ROI and message resonance.

Jaipur's Performance

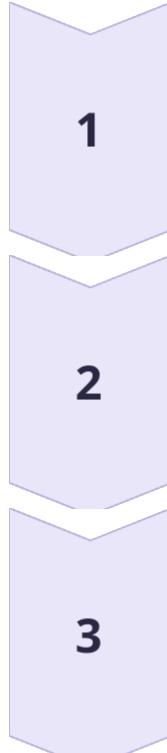
Jaipur delivers 154 million impressions directly to the target group.

Secondary Markets

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



Jaipur-Specific Insights



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.

Why Tonk Road?

Strategic Commercial Hub: Located at the heart of Jaipur's bustling business district.

Unparalleled Traffic: Daily exposure to over 300,000 vehicles ensures maximum reach.

Target the Affluent Audience

Tonk Road attracts high-net-worth individuals, business leaders, and international tourists, making it a prime location to connect with an elite demographic.

The Patrika Advantage

Proven Expertise: Decades of success in impactful advertising campaigns that elevate brand profiles.

End-to-End Support: Seamless campaign execution with our dedicated team of professionals.

Position your brand where success meets opportunity – Tonk Road.

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



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

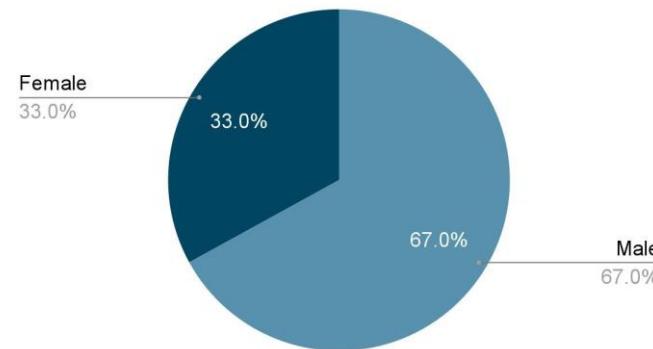
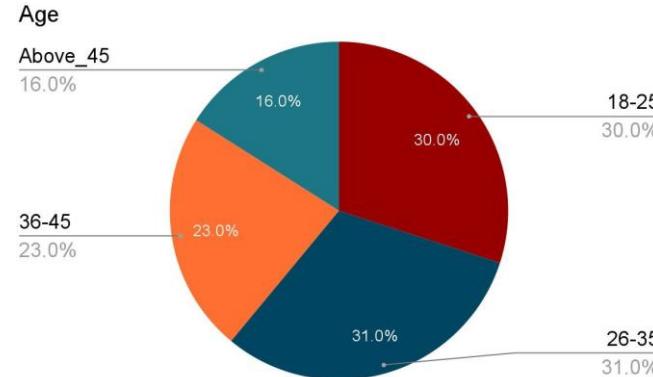
TG Impressions
16.53 Cr

1,83,39,05,735

Est tot IMPRESSIONS
183 Crores

4.18

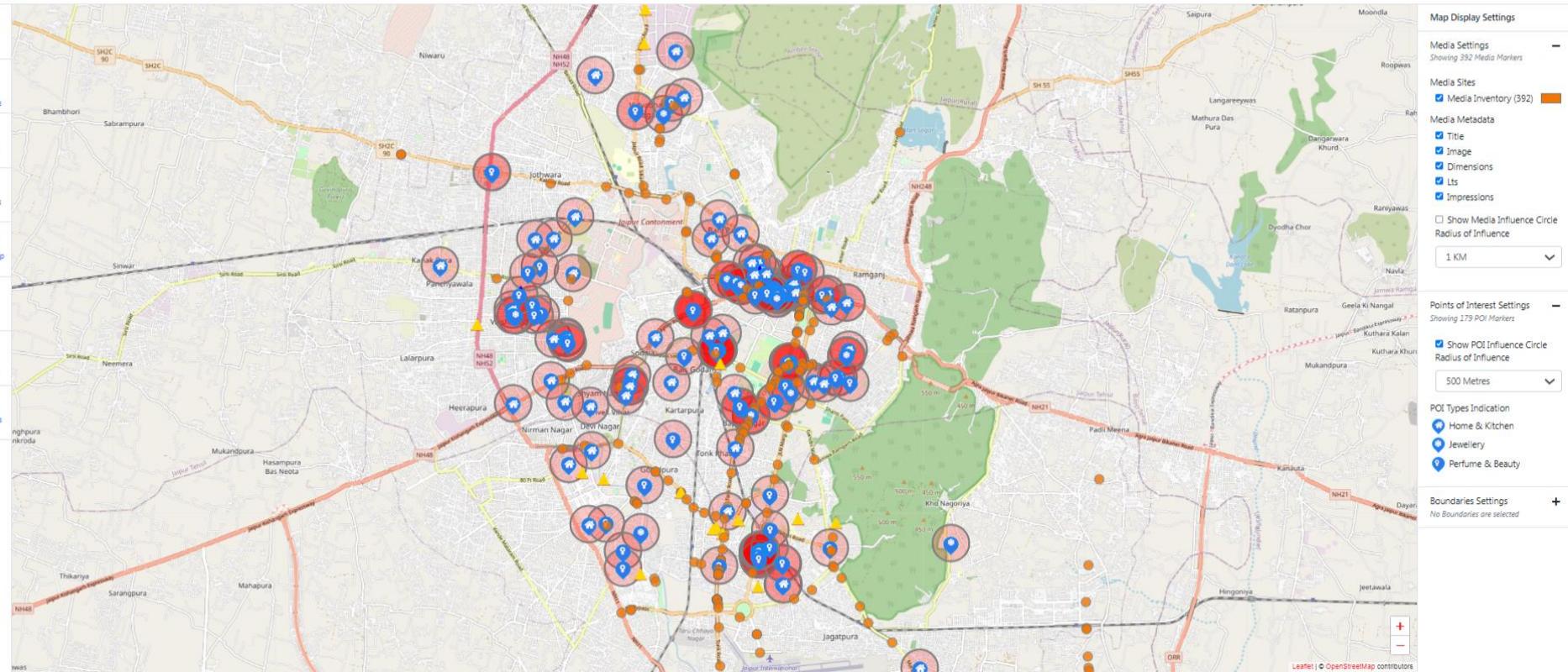
Avg LTS



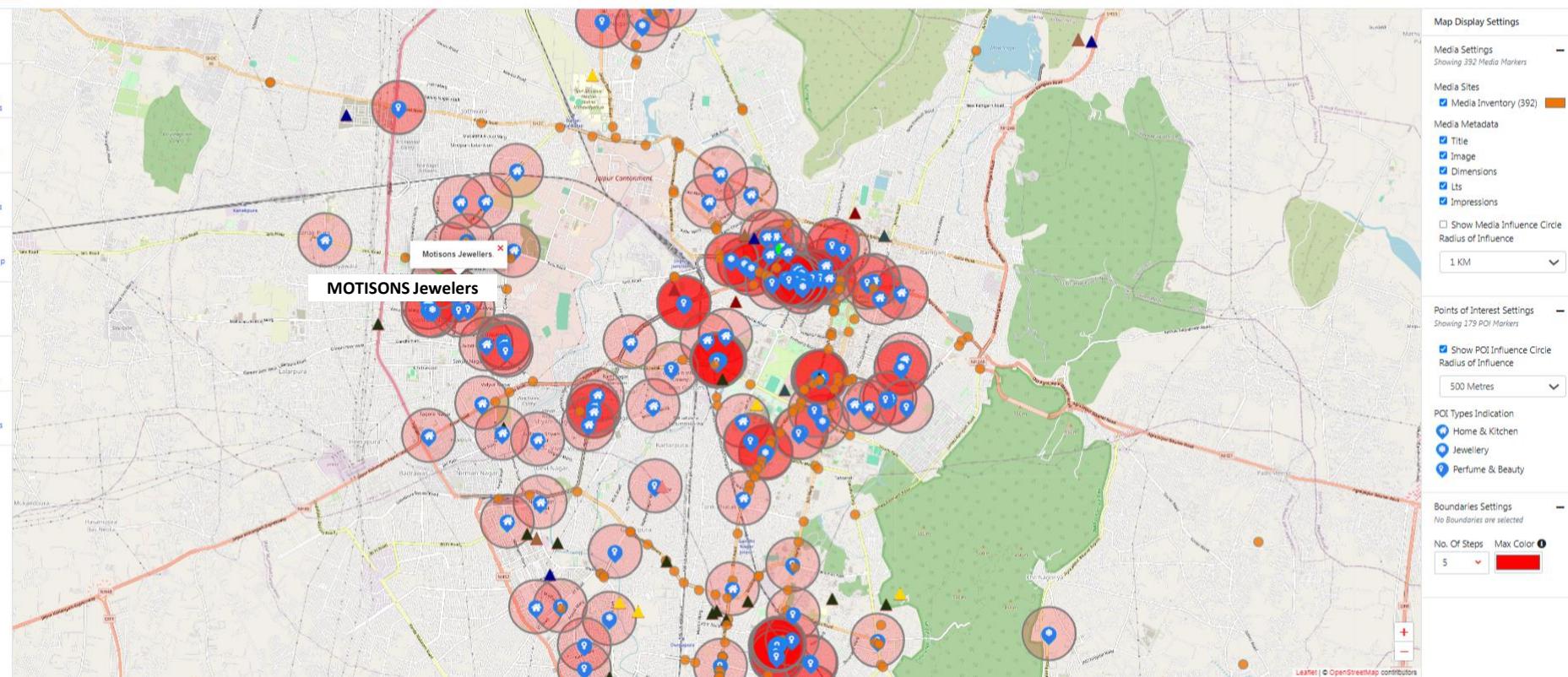


Region - District	Jaipur Narayan Singh Circle Facing Central Park Display -1 Rajasthan Jaipur
Type	FOB
Width (ft)	50.1
Height (ft)	8.0
Lit	Front Lit
LTS	3.8
Est. tot in 30 days Impressions	51,31,206
TG Impressions	5,11,357
Reach	17,10,402
Frequency	3
TG Reach	1,70,452
Avg. Dwell Time	28.12

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

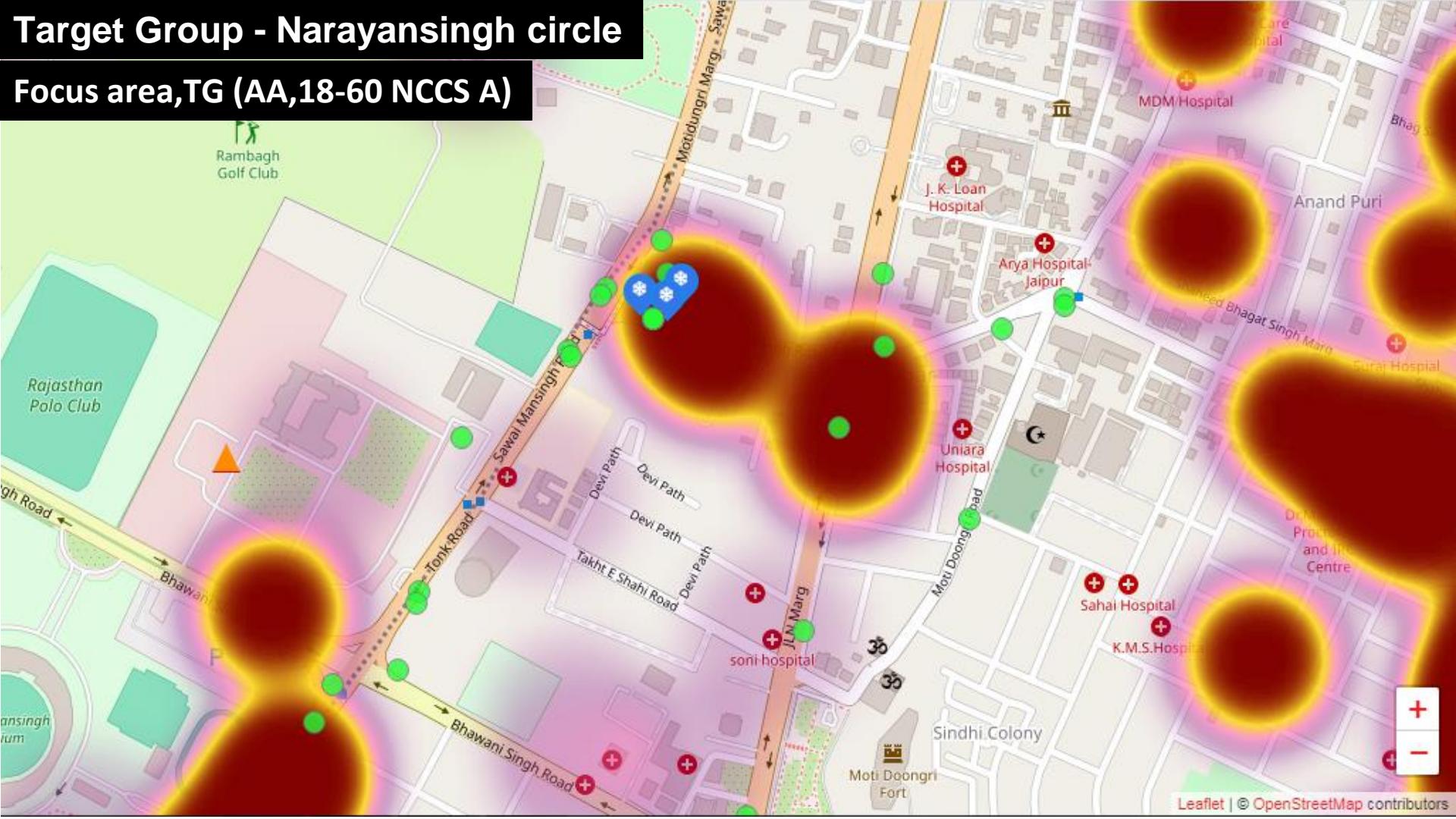


Competition Specific Comparsion



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



Media sites



Points of Interest



Boundaries



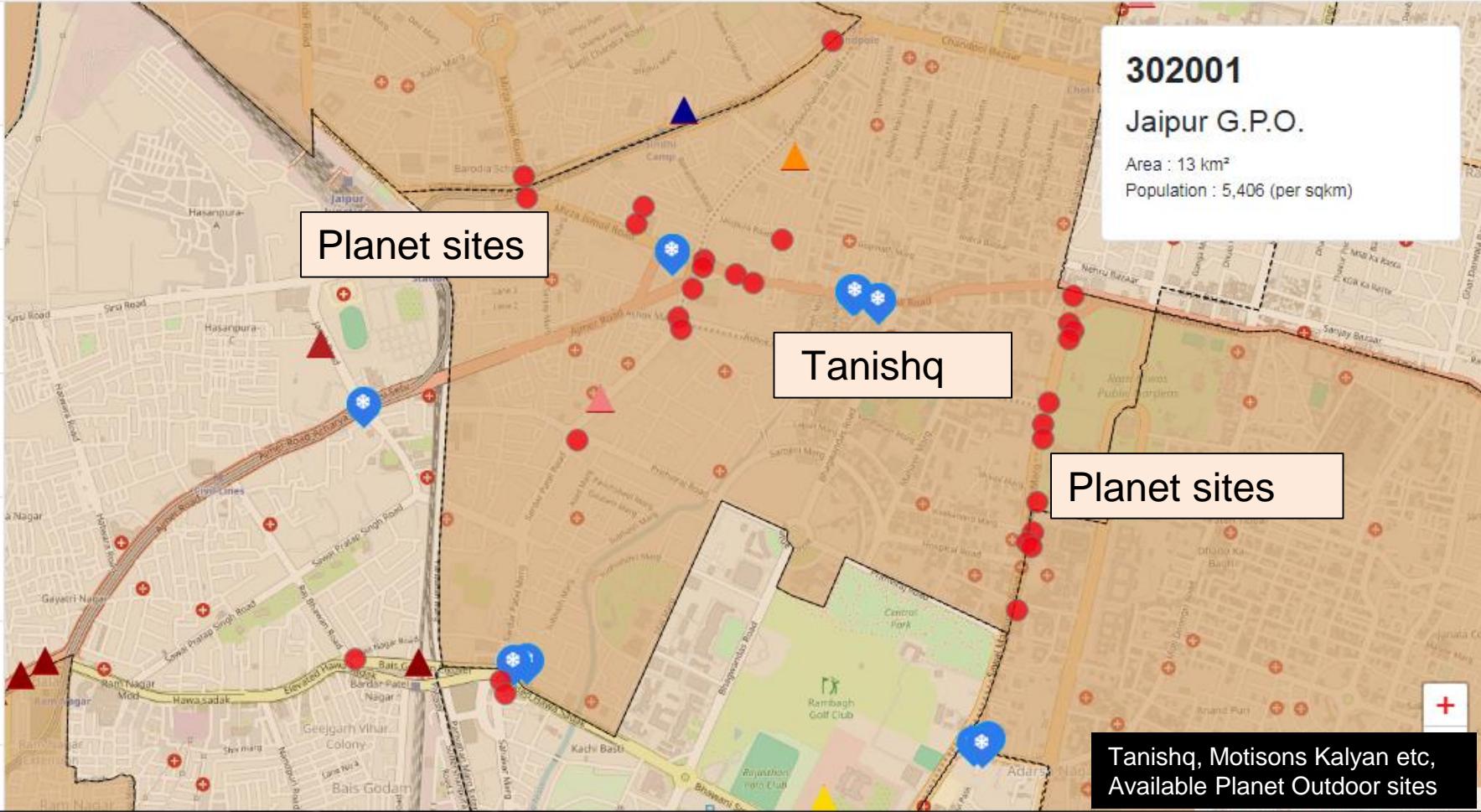
Target group



SEC



Road Stretches



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 Yashashvi 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	

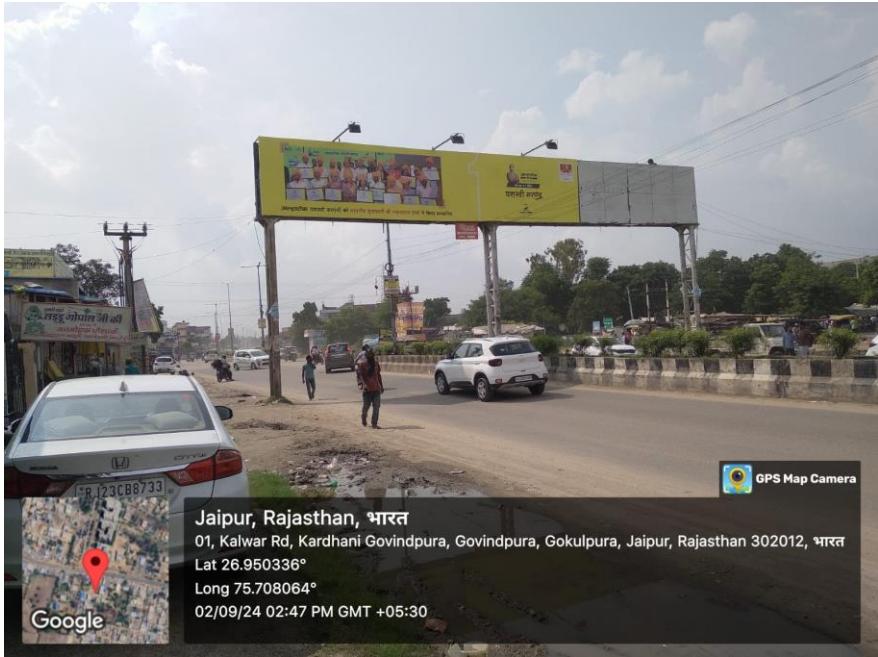
Map View with points of interests

Target Group All	Points of Interest within 5 kms of sites Corporate Hubs: 6 5 star hotels: 0 Metro: 3 Junctions: 7
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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



Sikar, Rajasthan, भारत

Loha Mandi, Near Rani Sati Mandir, Sikar, Tilak Nagar, Sikar, Rajasthan 332001, भारत

Lat 27.601051°

Long 75.141727°

01/09/24 08:26 AM GMT +05:30

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.

No. of Sites

28

Impressions

Tg : 1,84,40,867

Total : 8,55,90,361

Avg LTS rating

4.37/5

City highlights

City	No. of sites	Start and end date	Tg Impressions	Reach (%)	Frequency	LTS
Status		Duration	Total Impressions	Population		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

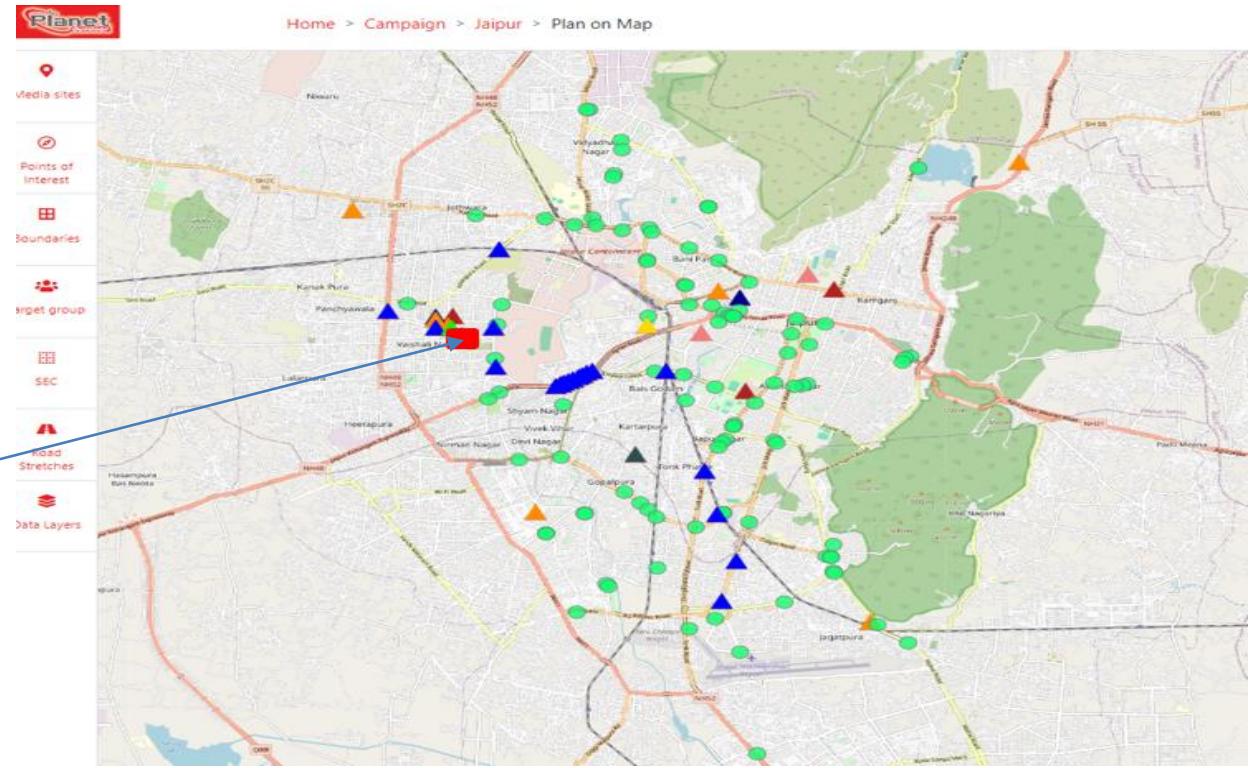
Indriya OOH Campaign - Jaipur

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..