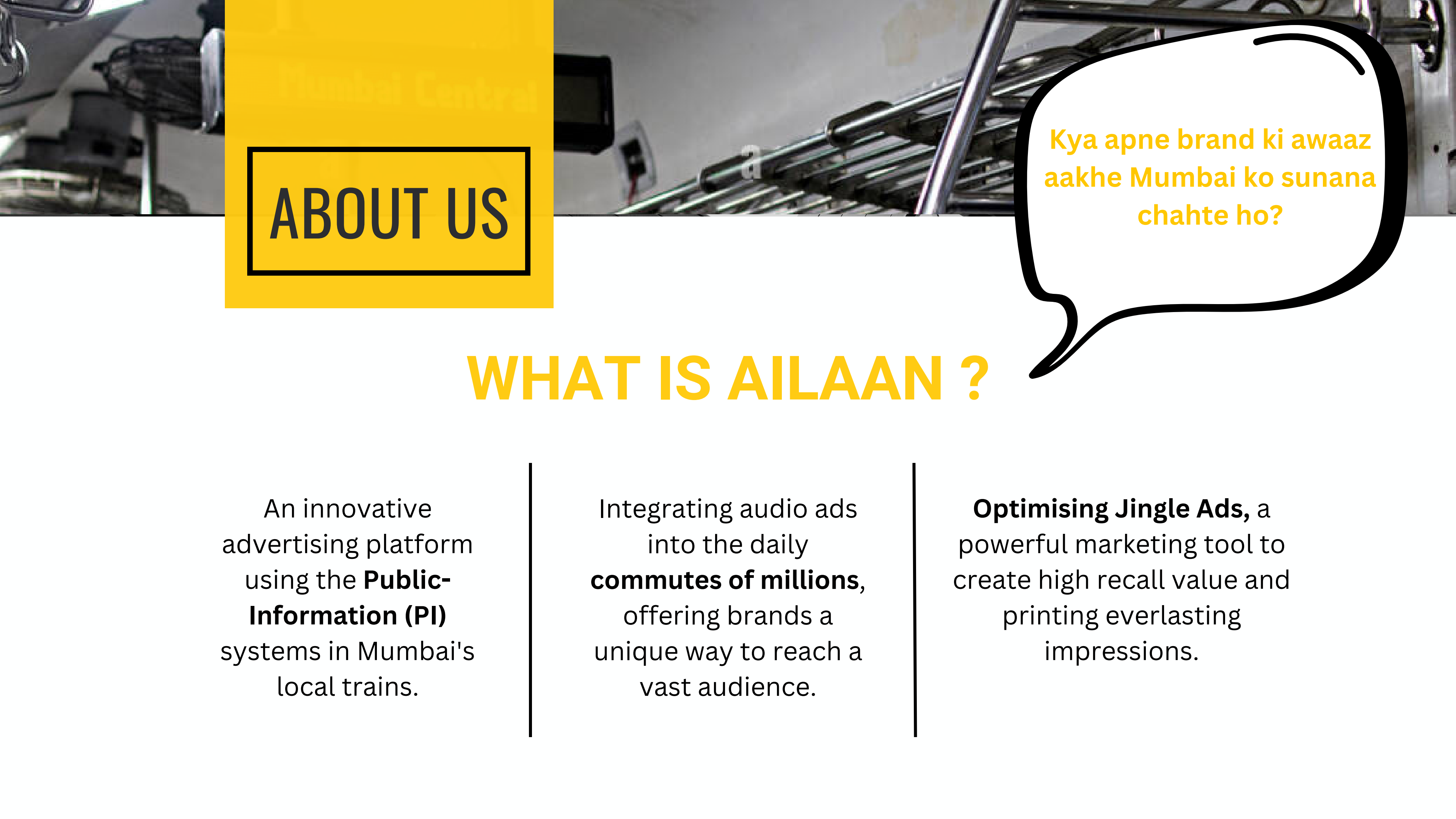


AILAAN

Mumbai local mai
awaaz pohochao,
logo ke dimaag
mai bas jao...





ABOUT US

Kya apne brand ki awaaz
aakhe Mumbai ko sunana
chahte ho?

WHAT IS AILAAAN ?

An innovative
advertising platform
using the **Public-
Information (PI)**
systems in Mumbai's
local trains.

Integrating audio ads
into the daily
commutes of millions,
offering brands a
unique way to reach a
vast audience.

Optimising Jingle Ads, a
powerful marketing tool to
create high recall value and
printing everlasting
impressions.

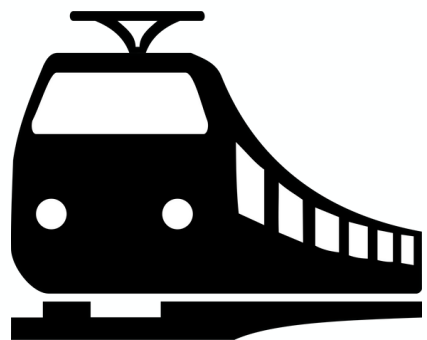
INTERESTING FACTS ABOUT MUMBAI LOCAL RAILWAYS (CENTRAL LINE)



5000+ Passengers
in Each Train



50+
Stations



15+
Daily Journeys

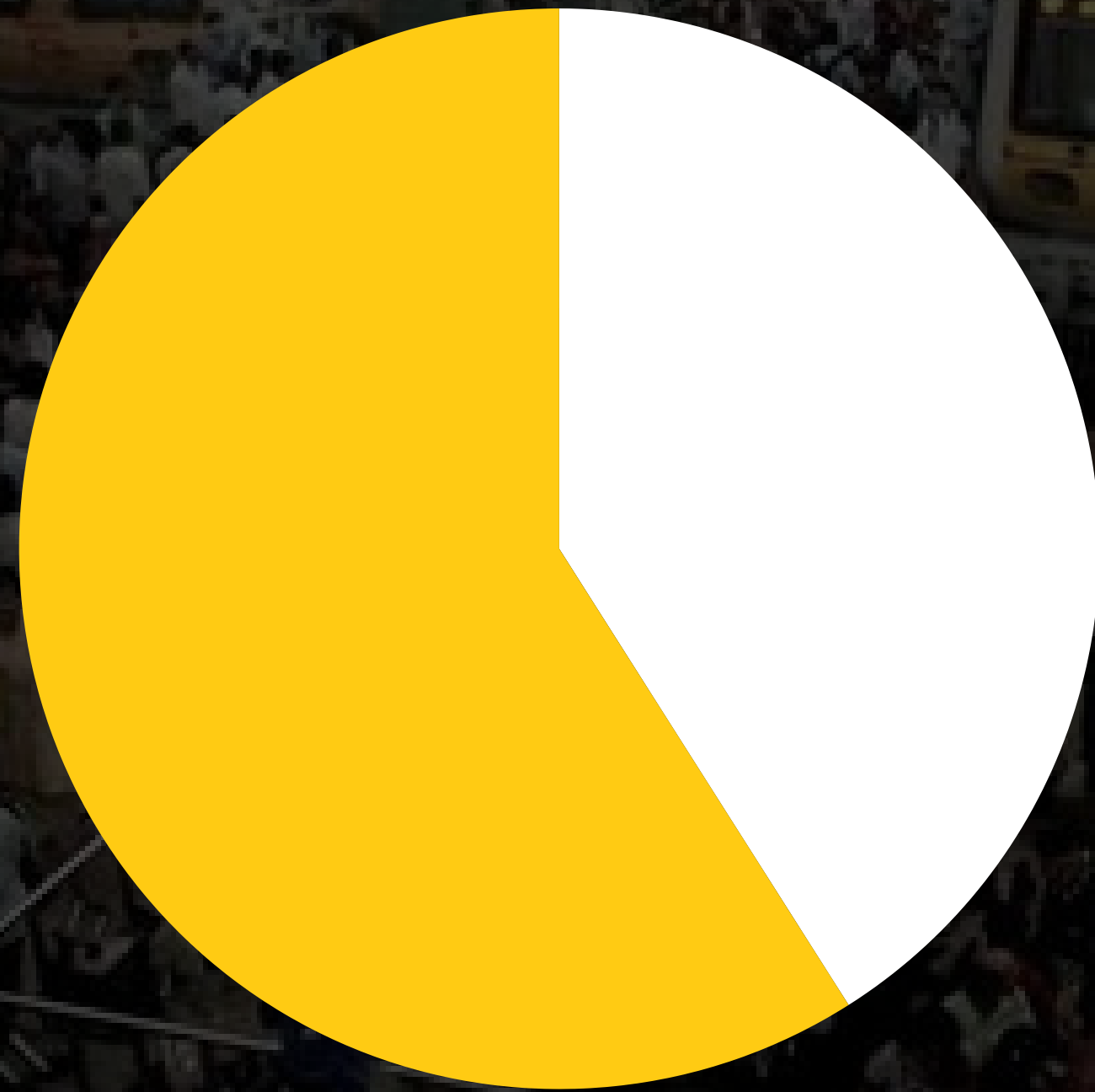
4 MILLION+

ACTIVE LISTENERS

MUMBAI LOCAL RAILWAY STATS (CENTRAL LINE)

GENDER DISTRIBUTION

Female Male

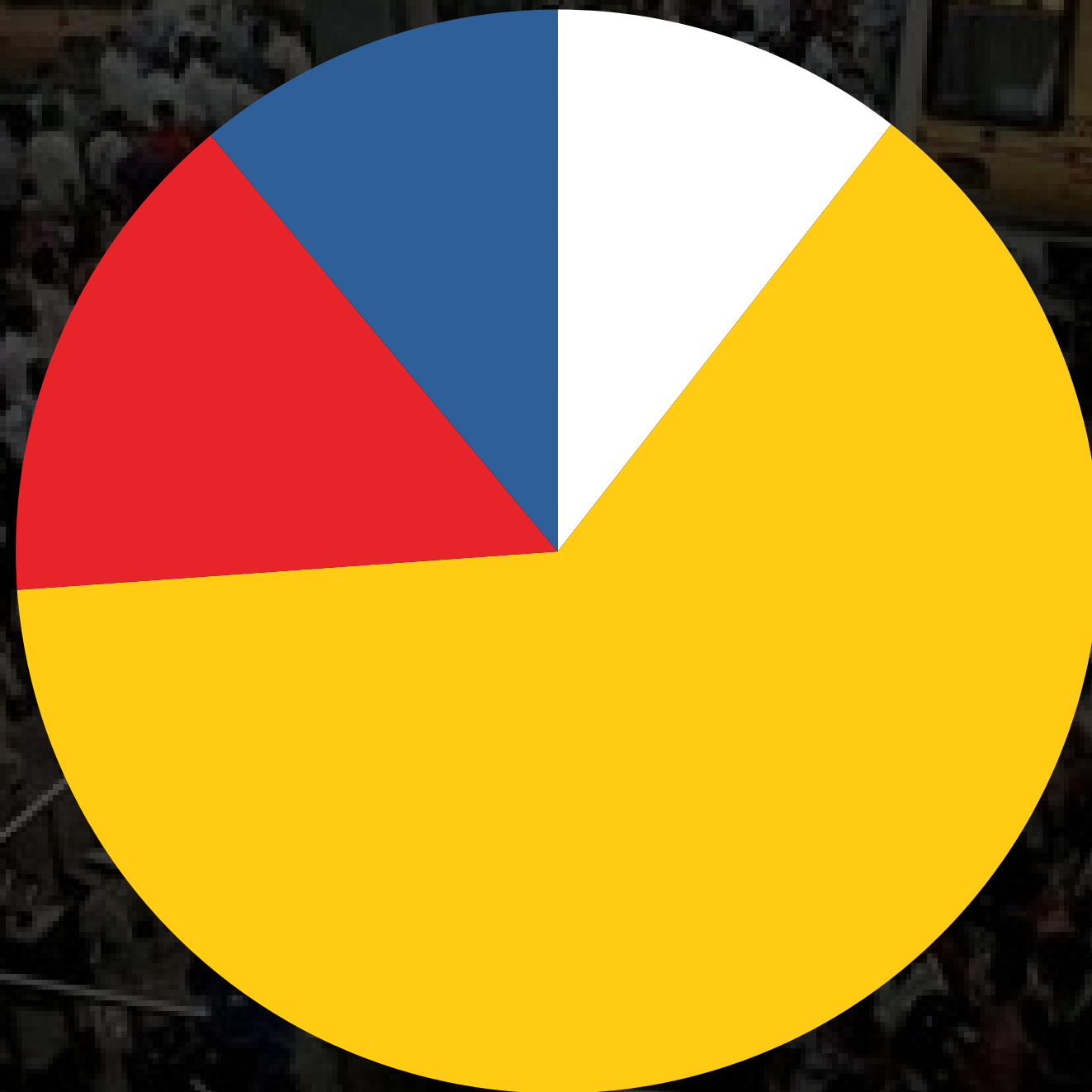


- Male Passengers:
65-70%
- Female Passengers:
30-35%

MUMBAI LOCAL RAILWAY STATS (CENTRAL LINE)

AGE DISTRIBUTION

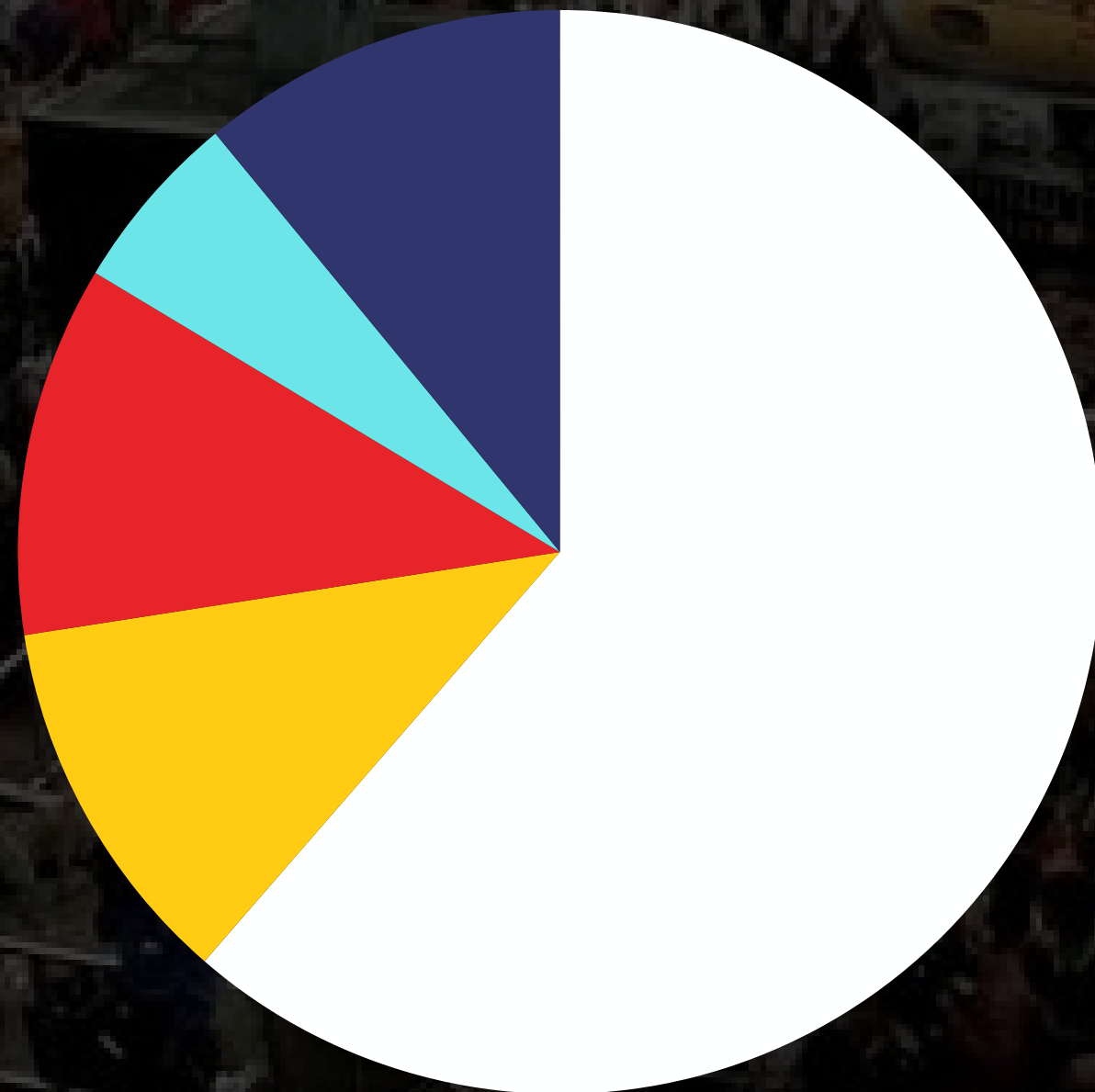
0 - 17 Years 18 - 30 Years
31 - 50 Years 51+ Years



- 0-17 years: **10-15%**
- 18-30 years: **40%**
- 31-50 years: **35-40%**
- 51+ years: **10-15%**

MUMBAI LOCAL RAILWAY STATS (CENTRAL LINE)

OCCUPATION-BASED DISTRIBUTION

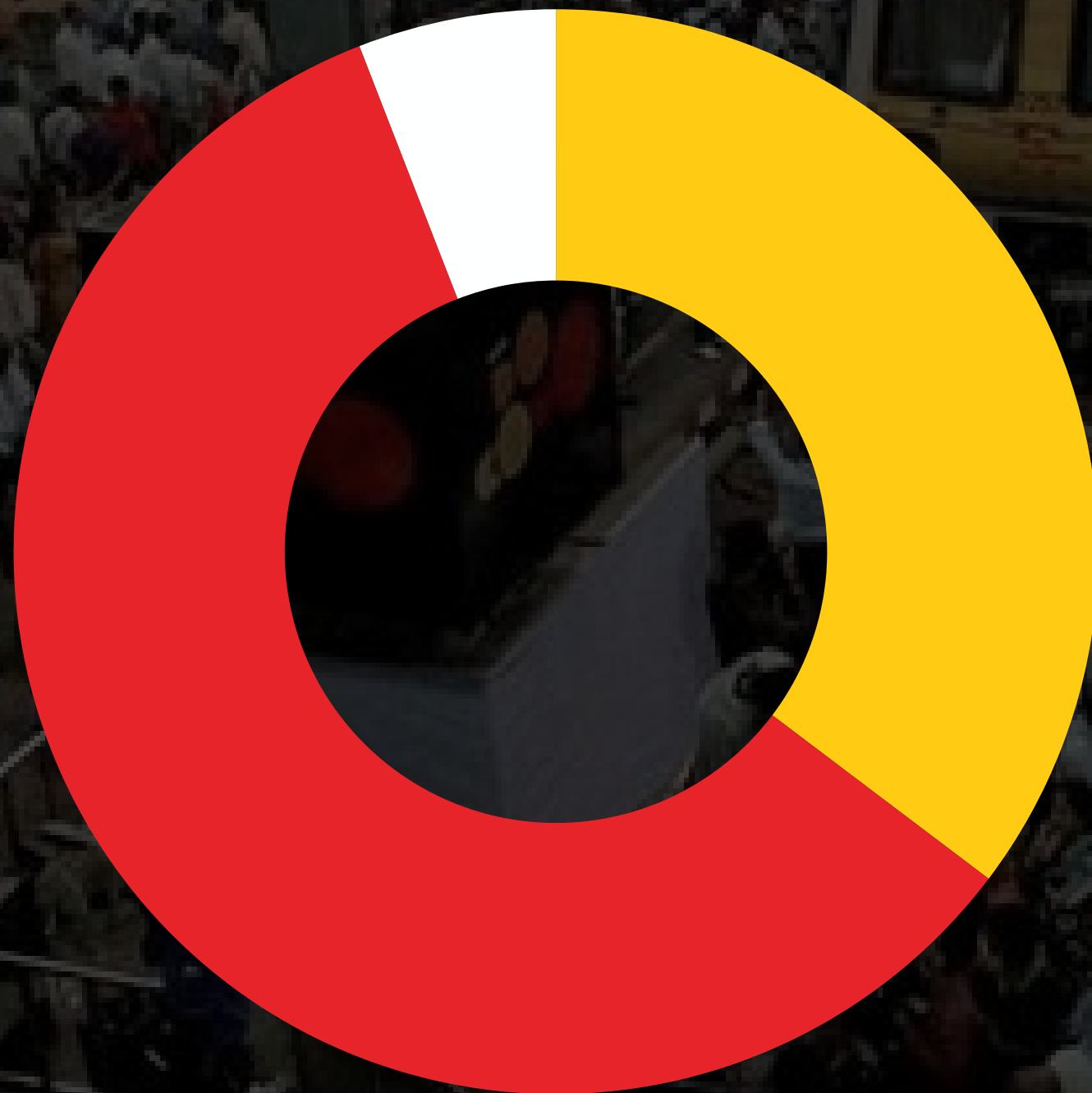


- Office Workers: **50-60%**
- Students: **10-15%**
- Businessmen and Traders: **10-15%**
- Daily Wage Laborers: **5-10%**
- Others (including homemakers, tourists, etc.): **10-15%**

MUMBAI LOCAL RAILWAY STATS (CENTRAL LINE)

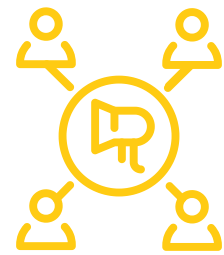
SOCIO-ECONOMIC STATUS

■ Lower Income ■ Middle Income
■ Upper Income



- Lower Income Group:
30-40%
- Middle Income Group:
50-60%
- Upper Income Group:
5-10%

WHY AILAAAN ?



High Reach

Ailaan ensures extensive exposure with millions of commuters using Mumbai's local trains daily.



Guaranteed Attention

Ensuring ads can't be skipped or ignored, they play between essential PI announcements.



High Recall Value

Enhancing memorability, ads are played repeatedly during every journey.



WHAT'S TUNING UP AT AILAN?

20-second audio advertisements embedded within Public Information (PI) announcements.

INTEGRATED AUDIO ADS

Currently operational in Central Railway trains.

EXTENSIVE NETWORK

8 Client Ad slots put into different stations playing multiple times in every journey.

MULTIPLE AD SLOTS

KEY POINTS OF AILAAAN



Innovative Advertising Medium

Utilizes the PI system in Mumbai locals.



Wide Coverage

Operational in trains running from CSMT to Khapoli or Kasara.



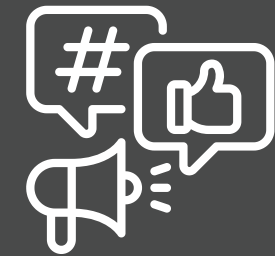
High Frequency

Ads are played multiple times per journey.



Captive Audience

Ensures ads are heard by all passengers.



Guaranteed Listen

Ads cannot be skipped or missed, ensuring all passengers hear them.

A word cloud featuring various Mumbai railway stations and suburbs. The central focus is 'CENTRAL RAILWAY' in large yellow letters. Other prominent stations include 'KURLA', 'MULUND', 'THANE', 'PAREL', 'DADAR', 'GHATKOPAR', 'BHANDUP', 'SION', 'ULHASNAGAR', 'DOMBIVLI', 'KARJAT', and 'KALYAN'. Smaller suburbs like 'Vithalwadi', 'Shelu', 'Thakurli', 'Chinchpokli', 'Kanjur Marg', 'Neral', 'Matunga', 'Vikhroli', 'Masjid', 'Sandhurst Road', 'Kalwa', 'Lowjee', 'Asangaon', 'Vangani', 'Curry Road', 'Kopar', 'Ambarnath', and 'Vidyavihar' are also included. The background is a dark, blurred image of a crowded train platform.

Vithalwadi
Shelu
Thakurli
Chinchpokli
Kanjur Marg
Neral
Matunga
Vikhroli
Masjid
Sandhurst Road
Kalwa
Lowjee
Asangaon
Vangani
Curry Road
Kopar
Ambarnath
Vidyavihar

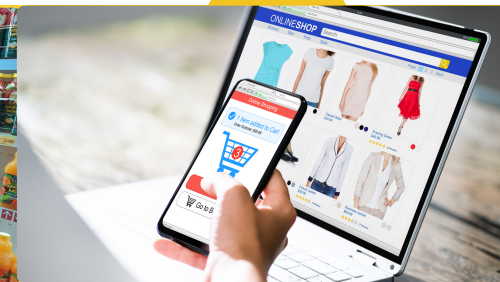
KURLA
CENTRAL
RAILWAY
MULUND
THANE
PAREL
DADAR
GHATKOPAR
BHANDUP
SION
ULHASNAGAR
DOMBIVLI
KARJAT
KALYAN

INDUSTRIES AILAAAN CAN BE IMPACTFUL

**Real
Estate**

**Financial
Services &
Insurance**

E-Commerce



Banking

FMCG

**Fast Food &
Retail**

INDUSTRIES AILAN CAN BE IMPACTFUL

Telecommunications

**Hospitals &
Diagnostics**

Entertainment



Jewellery

**Theme
Parks**

Fashion

OUR CLIENTELE

Flipkart



Kustomer[®]

Sunteck



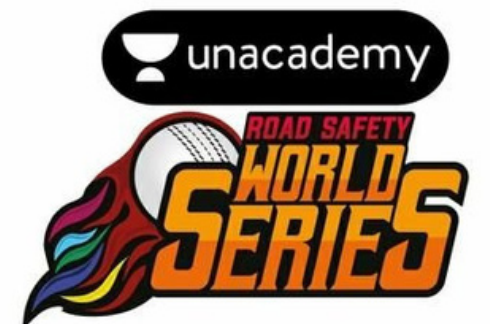
Sahi Quality Sahi Price



बँक ऑफ महाराष्ट्र
Bank of Maharashtra
भारत सरकार का उद्यम



McDonald's





**WHAT ARE YOU
WAITING FOR?
START YOUR
AILAAN JOURNEY
TODAY!**