

Digital Platform

TWOHMP

Digital in India

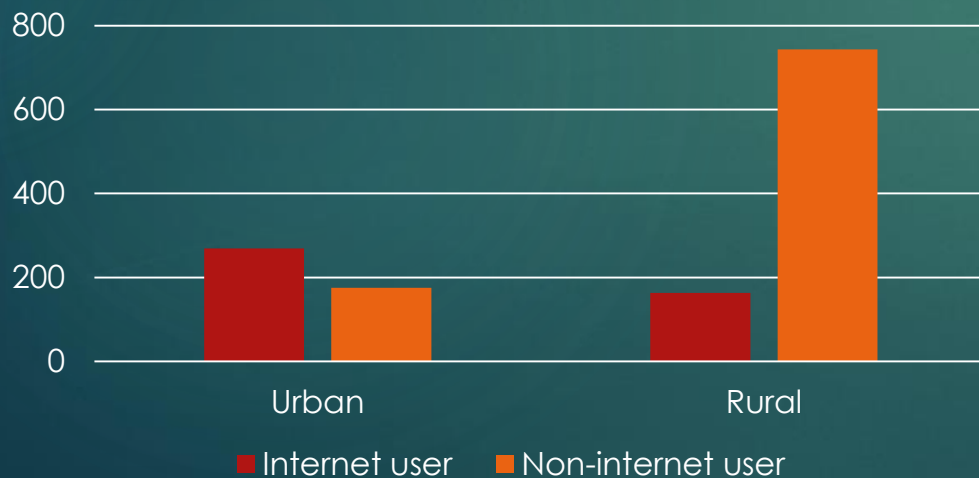
Population of India : 1.3 billion

Internet penetration in India 355million

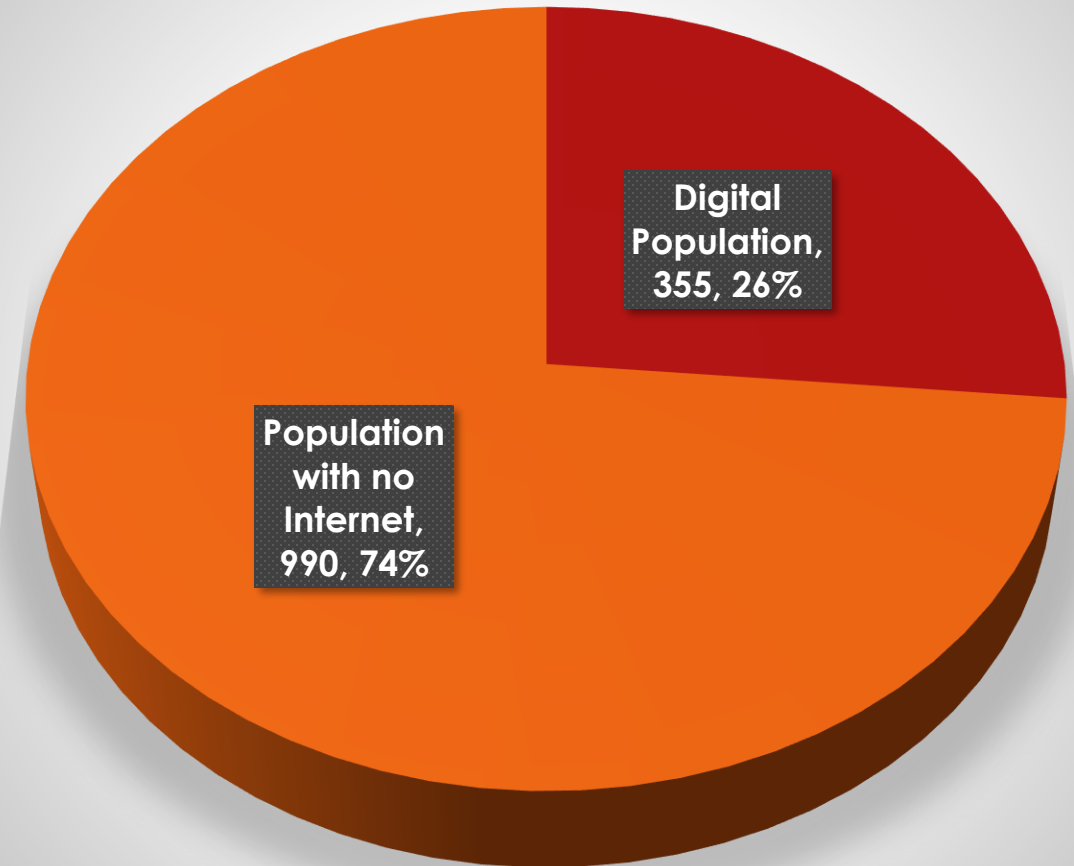
Urban population has 60% penetration

Rural population has only 17% penetration

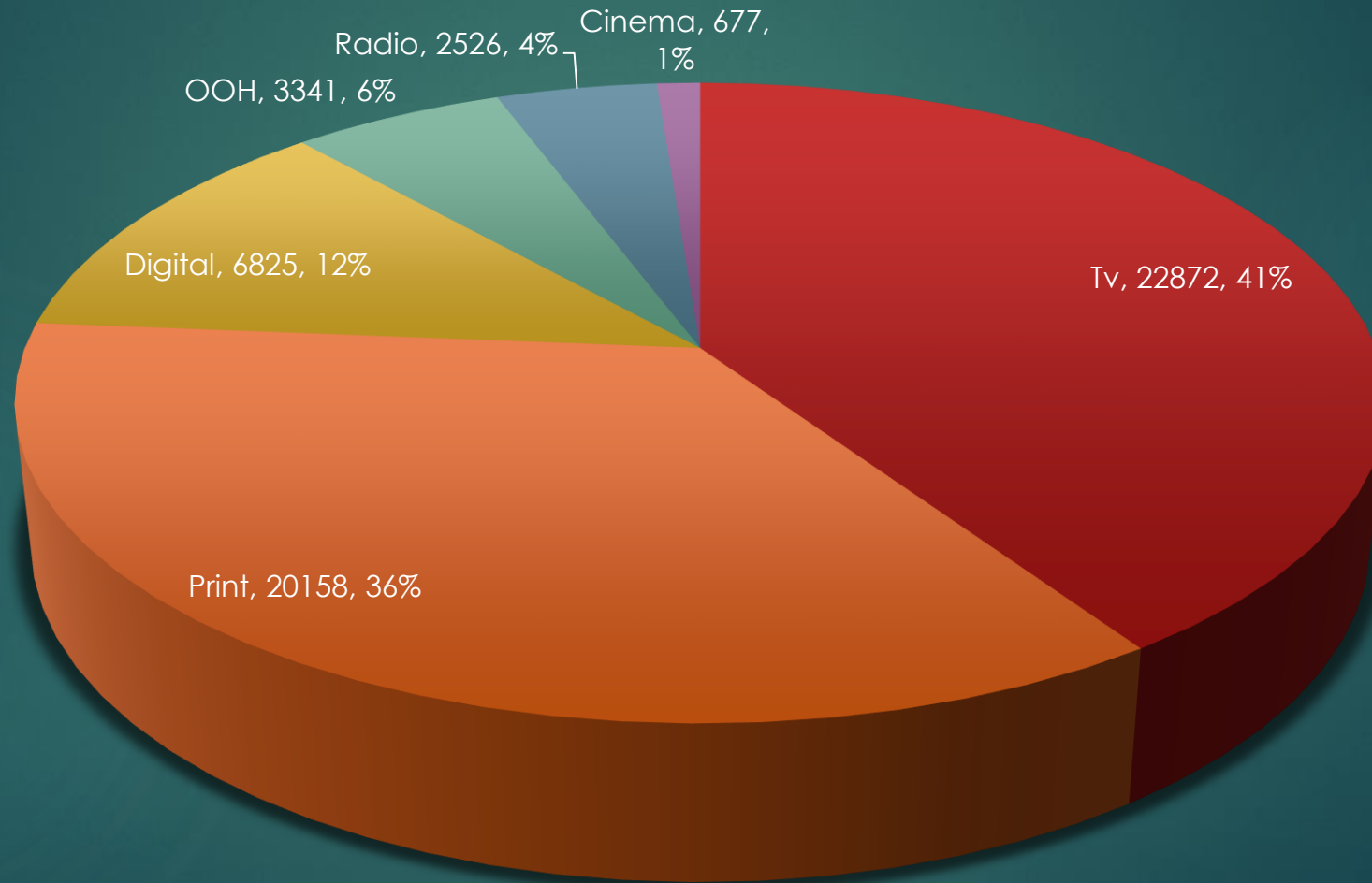
Population in millions



Population in Millions

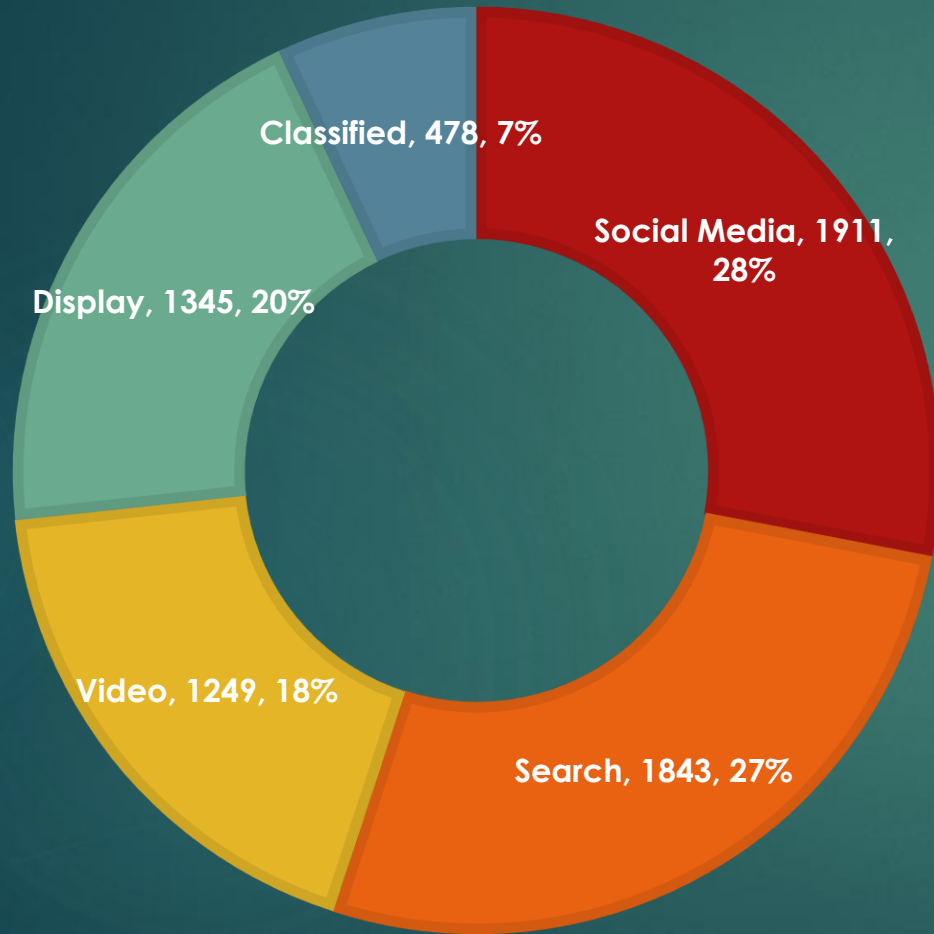


Ad Spends On Various Media In India

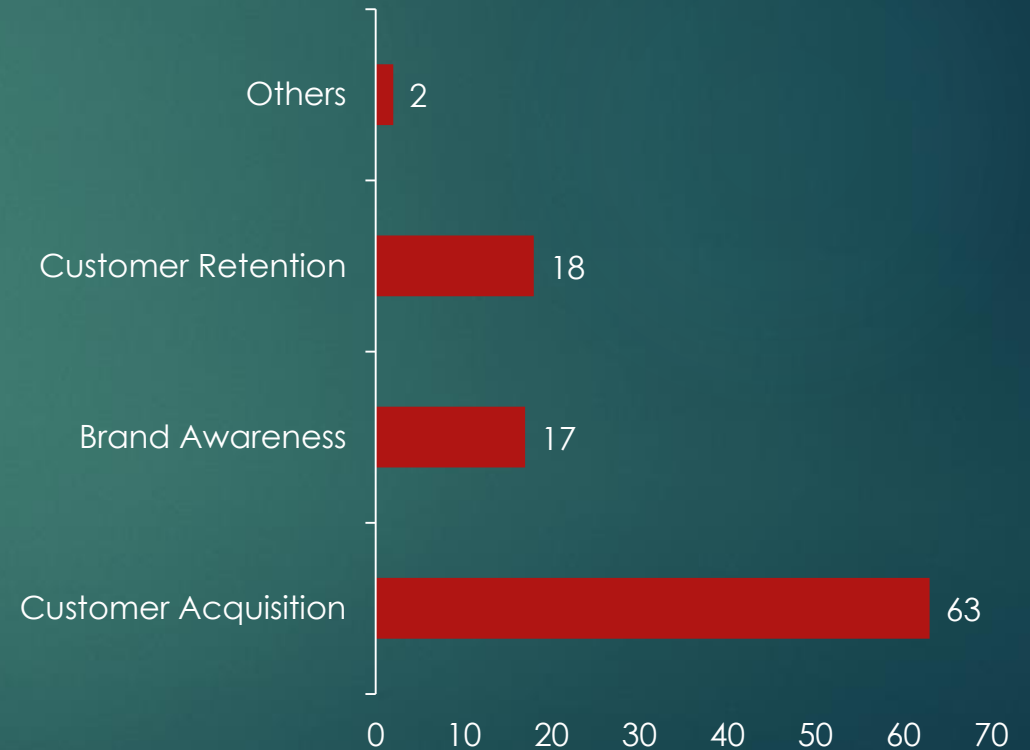


Ad industry in India=56398crores

Ad Avenues In Digital Media



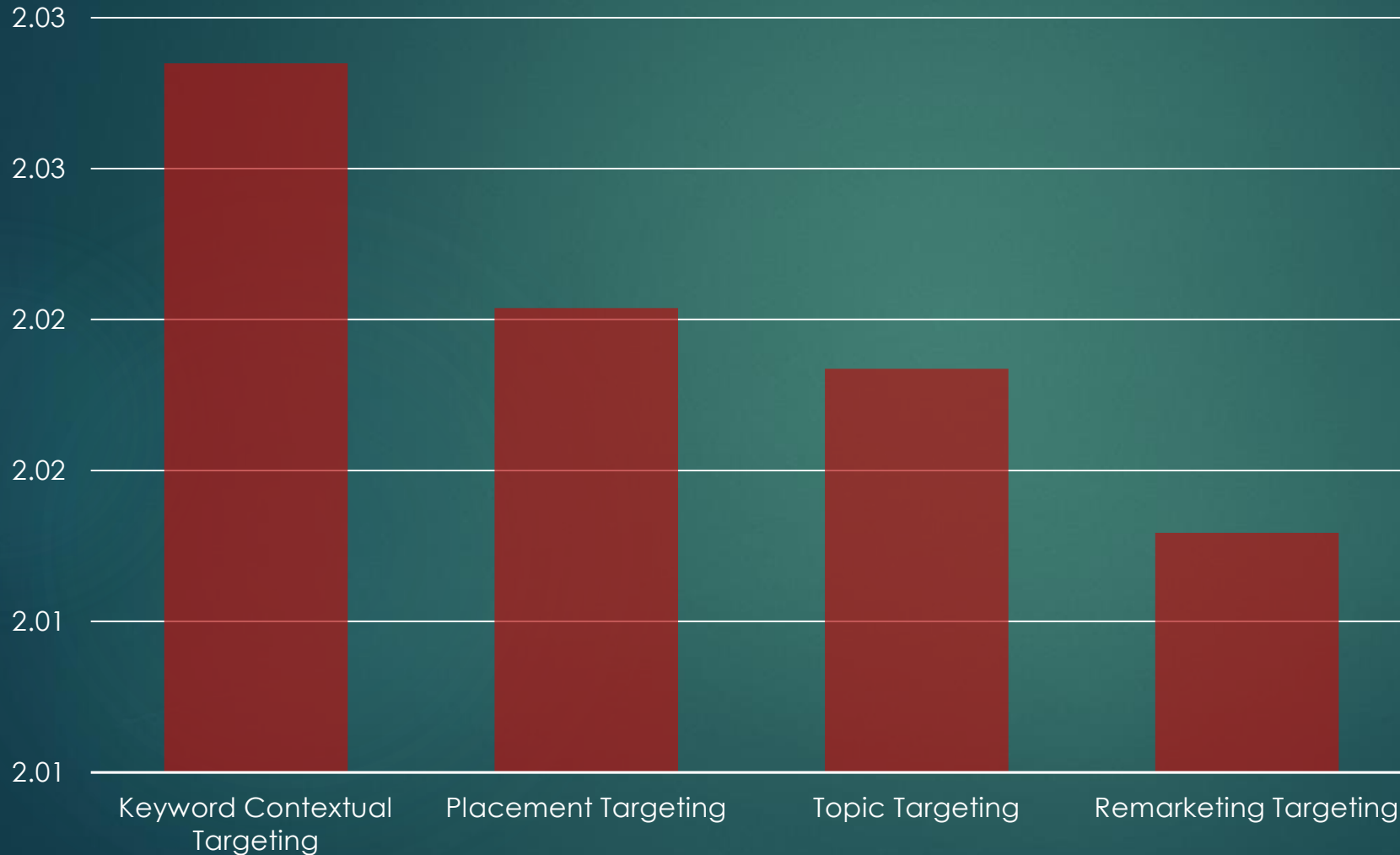
Primary Marketing Goals in Digital in percentage



DIGITAL AD INDUSTRY IN INDIA= 6825CRORES

Google Platform

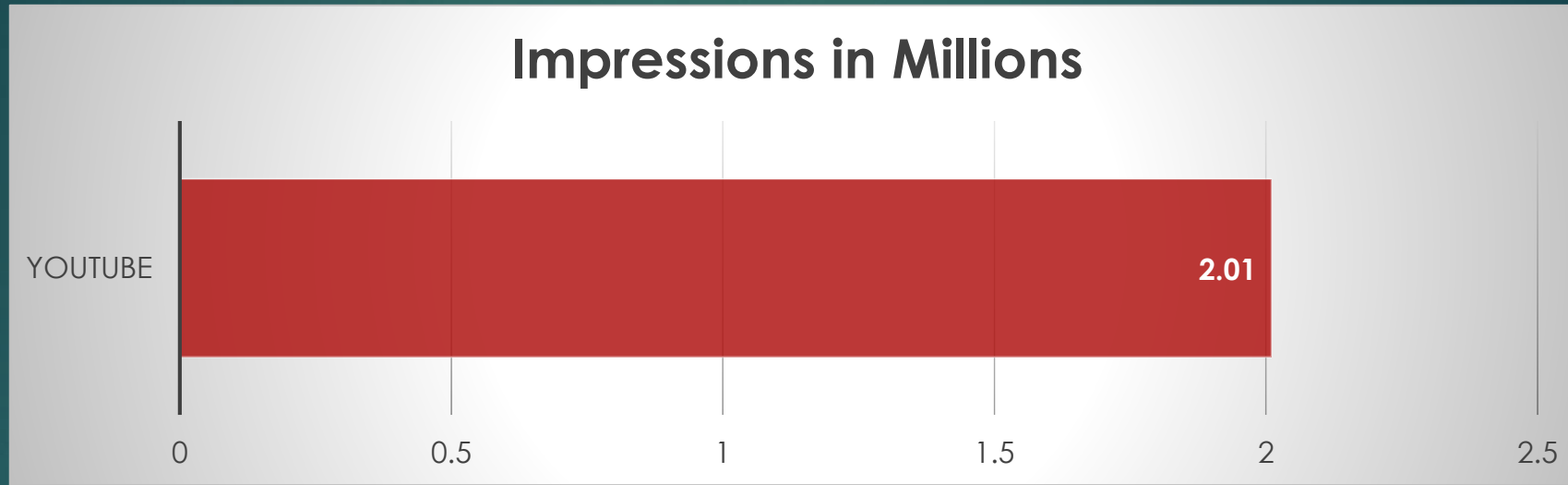
Impressions in Millions



Total Impressions was 8.08 millions

Total Views 1.01 millions*

YouTube

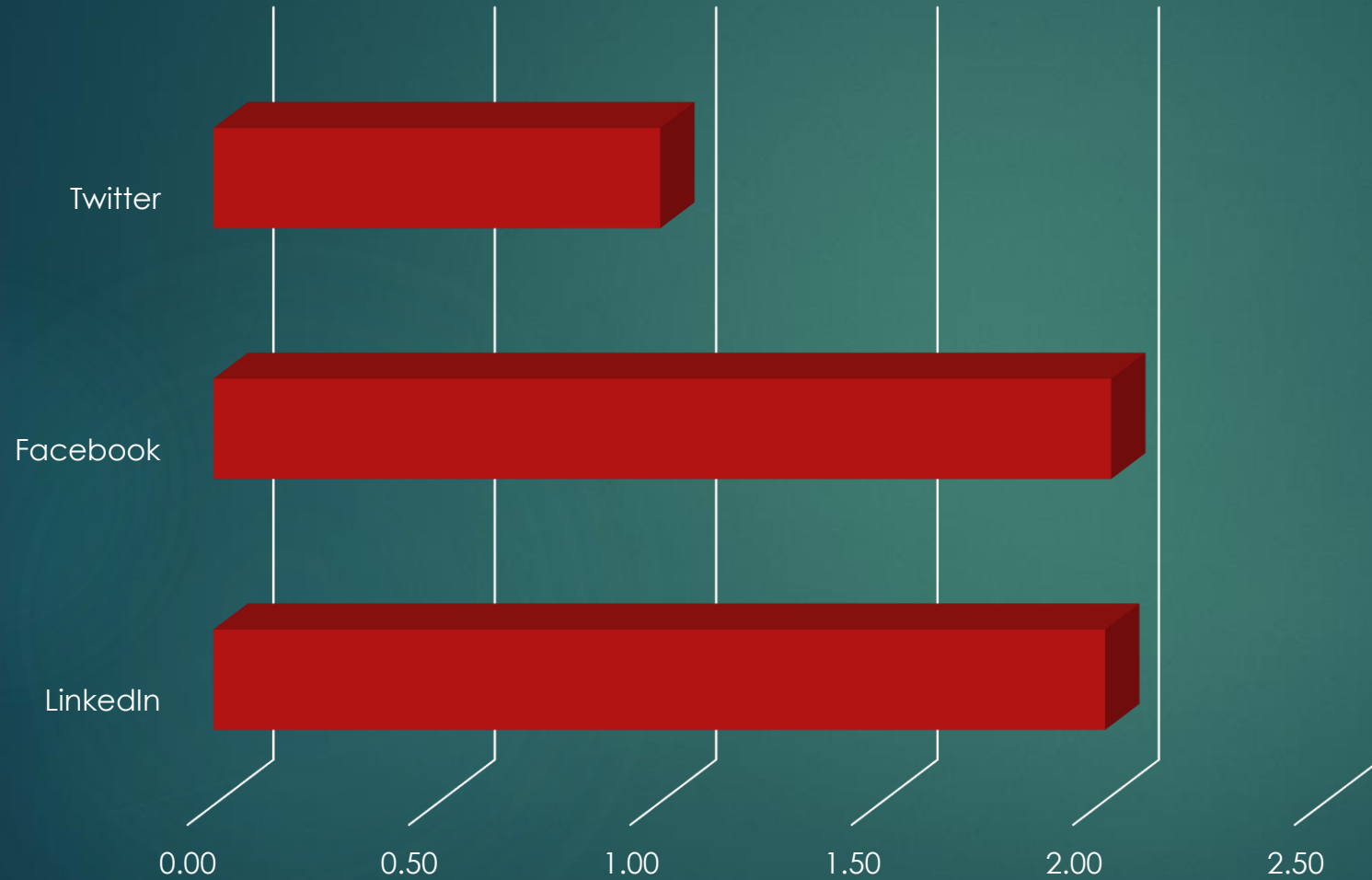


Total Impressions
was 2007501

Total Views
139,911*

Social Media

Impressions in Millions

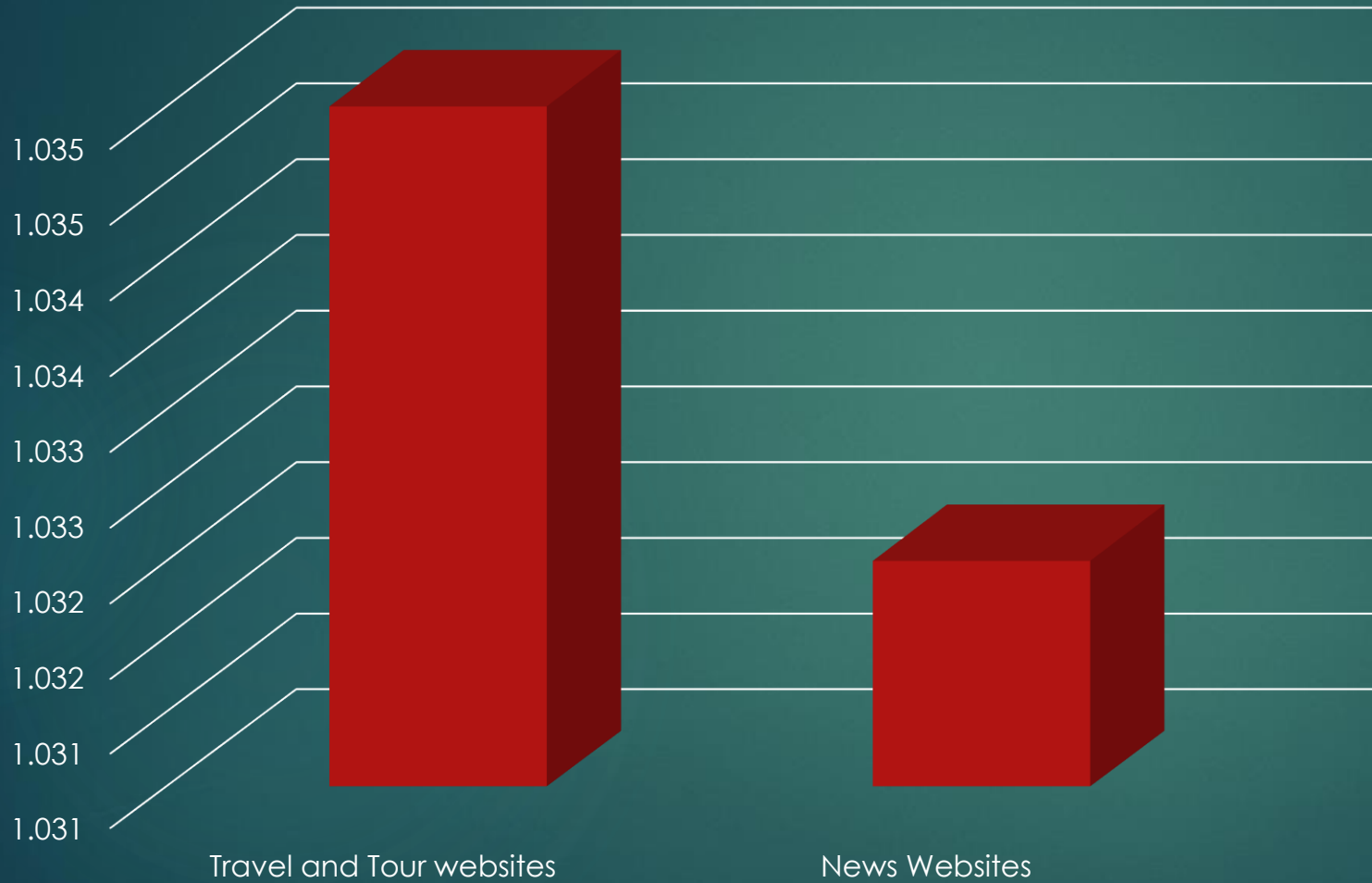


Total impressions was 5.05 millions

16 number of Facebook posts posted

Websites

Impressions in Millions



Total impressions was 2.07millions

Others

