

## ADVERTISING AND MEDIA SOLUTIONS

### PERSPECTIVE OF ADVERTISING AND MEDIA

To put things in perspective, in 2010, spending on advertising was estimated at \$467 billion worldwide. What's interesting is that today's consumer is platform agnostic when it comes to his exposure to advertisements; he is increasingly spending time sub-consciously on multiple platforms in a day. In this information rich world, where knowledge dissemination is increasingly becoming bottom to top rather than top down it is imperative for an enterprise to connect with its audience on multiple platforms, and not just on traditional media like newspapers and TV

### MMI OFFERINGS FOR ADVERTISERS

#### PRINT

#### MAPMYINDIA PRINT PRODUCTS

**MapmyIndia Map Book Series** – is a unique series of map guides for travel destinations and metro cities in India, which perfectly blends maps with indispensable travel and local information. It is a completely new and compelling concept that will be beneficial to tourists.

In a short period we have been able to become the official map partners for Ministry of Tourism, Delhi Tourism, Goa Tourism, Uttar Pradesh Tourism, Kerala Tourism, Karnataka Tourism, Jammu & Kashmir Tourism, West Bengal Tourism, and Commonwealth Games 2010 Organizing Committee, Delhi Transport Corporation and many more.

Under this series we have successfully launched the title, Goa Maps, National Motoring Atlas (which has participation from various tourism departments across the country), Uttarakhand Maps, Uttar Pradesh Maps and Delhi-NCR City Maps. We are coming up with titles, namely Jammu & Kashmir Maps, Kerala Maps, Karnataka Maps, and Rajasthan Maps

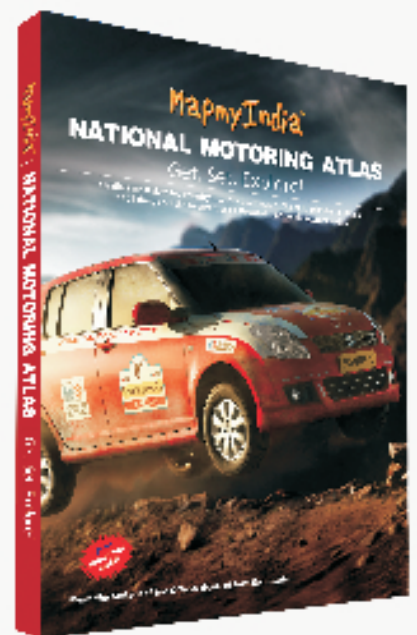
#### MapmyIndia National Motoring

MapmyIndia National Motoring Atlas consists of:

- Detailed country maps along with state & city maps
- Points of interest such as important tourist locations, scenic routes, trekking trails, backwater circuits, wildlife sanctuaries, towns, villages, etc.
- Detailed state and city level maps
- 101 things to do off the beaten track

#### Specification (National Motoring Atlas)

Size-	6.75" x 9"
Pages-	300
Paper-	Cover page-300 GSM gloss art card Inner page-80 GSM matt art paper
Packing-	Individual shrink wrap
Binding-	Section sewing with cover drawn
ISBN	9788190110891
Price	₹ 350/-



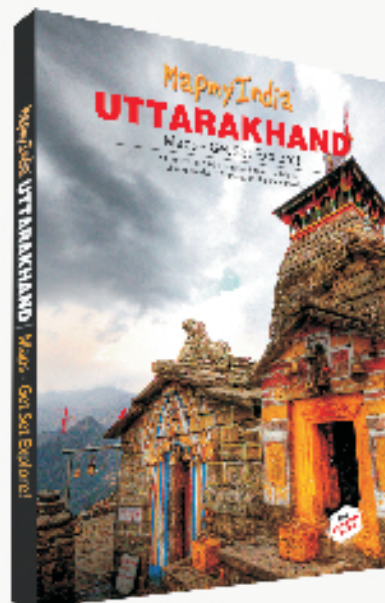
### MapmyIndia Uttarakhand Maps

MapmyIndia Uttarakhand Maps consists of:

- Detailed state maps along with 20 cities and hill stations maps
- Maps of 6 wildlife sanctuaries and 5 trekking circuits of Uttarakhand
- 101 things to do off the beaten track
- Points of interest such as important tourist locations, rafting and fishing spots, sunset spotting points, scenic routes, trekking trails, wildlife sanctuaries, hotels & restaurants, towns, villages, etc.
- Award winning photographs and indispensable travel information.

#### Specification (Uttarakhand)

Size-	6.75" x 9"
Pages-	200
Paper-	Cover page-300 GSM gloss art card Inner page-90 GSM matt art paper
Packing-	Individual shrink wrap
Binding-	Section sewing with cover drawn
ISBN	9788190110822
Price	₹ 295/-



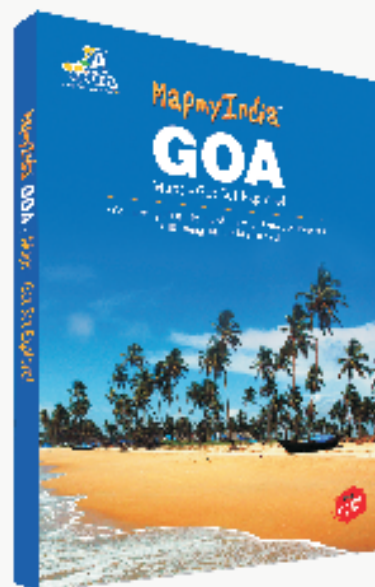
### MapmyIndia Goa Maps

MapmyIndia Goa Maps consists of:

- Detailed state maps along with 7 cities and 29 beach maps
- Maps of important tourist centers with detailed write up on all cities.
- Points of interest such as important tourist locations, sunset spotting points, forts & churches, hotels & resorts, restaurants & pubs, towns, villages, etc.
- 101 things to do off the beaten track
- Award winning photographs and indispensable travel information.

#### Specification (Goa)

Size-	6.75" x 9"
Pages-	200
Paper-	Cover page-300 GSM gloss art card Inner page-90 GSM matt art paper
Packing-	Individual shrink wrap
Binding-	Section sewing with cover drawn
ISBN	9788190110860
Price	₹ 195/-



### MapmyIndia Delhi-NCR City Maps

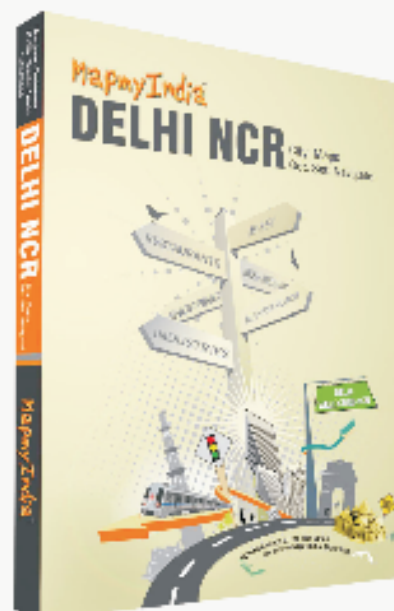
MapmyIndia Delhi-NCR city maps consist of:

- Detailed street level maps of Delhi-NCR plotted with building numbers, house numbers, shop numbers, 3D landmarks, etc.
- Extensive map of metro route with useful attributes
- List of localities, sub localities, POIs and other relevant data in maps with page and grid references
- 101 things to know- Listing of 101 things one should know about Delhi NCR

*Quit searching from various sources about a place, find it quick facts right here on the map!*

#### Specification (Delhi-NCR)

Size-	8" x 11.5"
Pages-	400
Paper-	Cover page-300 GSM gloss art card Inner page-70 GSM matt art paper
Packing-	Individual shrink wrap
Binding-	Section sewing with cover drawn
ISBN	9788190110846
Price	₹395/-



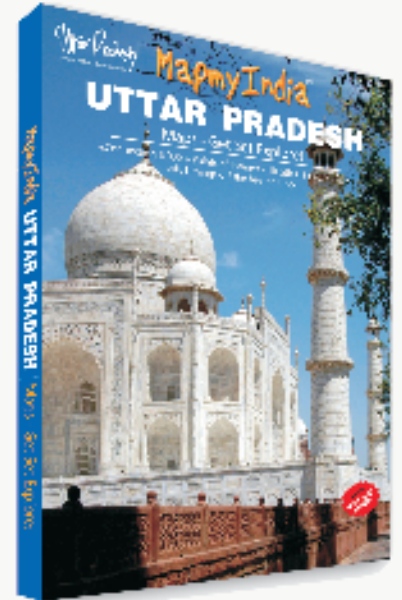
### MapmyIndia Uttar Pradesh Maps

MapmyIndia Uttar Pradesh Maps consists of:

- Detailed state maps along with 10 cities, 4 heritages and 3 circuits maps
- Maps of important tourist centers with detailed write up on all cities.
- 101 things to do off the beaten track.
- Points of interest such as important tourist locations, pilgrim destinations, heritage sites, monument details, scenic routes, wildlife sanctuaries, hotels & resorts, towns, villages, etc.
- Award winning photographs and indispensable travel information.

#### Specification (Uttar Pradesh)

Size-	6.75" x 9"
Pages-	300
Paper-	Cover page-300 GSM gloss art card Inner page-90 GSM matt art paper
Packing-	Individual shrink wrap
Binding-	Section sewing with cover drawn
ISBN	9788190110884
Price	₹ 295/-



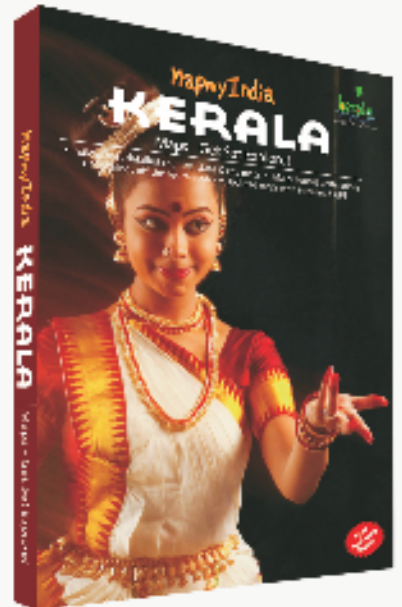
### MapmyIndia Kerala Maps

MapmyIndia Kerala Maps consists of:

- Detailed state maps along with 11 cities maps
- Maps of important tourist centers with detailed write up on all cities.
- Points of interest such as important tourist locations, scenic routes, backwater circuits, trekking trails, tea estates, hotels & restaurants, towns, villages, etc.
- 101 things off the beaten track
- Award winning photographs and indispensable travel information.

#### Specification (Kerala)

Size-	6.75" x 9"
Pages-	250
Paper-	Cover page-300 GSM matt art card Inner page-90 GSM matt art paper
Packing-	individual shrink wrap
Binding-	Section sewing with cover drawn
ISBN	9788190110815
Price	₹ 295/-

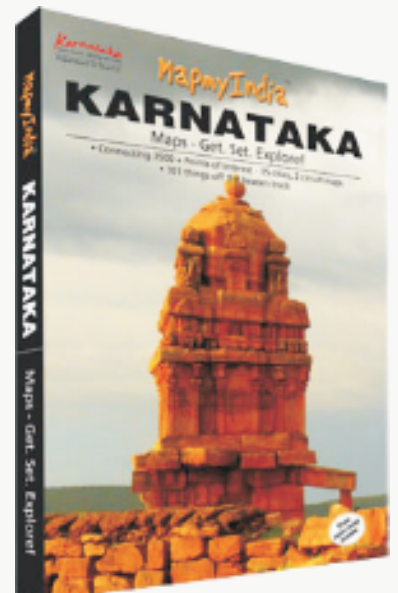


### MapmyIndia Karnataka Maps

MapmyIndia Karnataka Maps consists of:?

- 3500+ points of interest such as important tourist locations, scenic routes, trekking trails, hill stations, beaches, wildlife sanctuaries
- Complete Karnataka state road network
- An up-close of 15 cities with their streets and by-lanes
- Detailed maps of Karnataka's 3 most popular trips
- Heritage maps of Gol Gumbaz, Durga Temple and Mysore Palace
- Wildlife sanctuary maps of Bandipur National Park and Rajiv Gandhi National Park
- Listing of hotels
- Easy-to-read maps with on-page quick facts
- Goa, Munnar and Udhagamandalam maps included

Size-	6.75" x 9"
Pages-	200
Paper-	Cover page-300 GSM gloss art card Inner page-90 GSM matt art paper
Packing-	Individual shrink wrap
Binding-	Section sewing with cover drawn
ISBN	9788190110877
Price	₹ 295/-

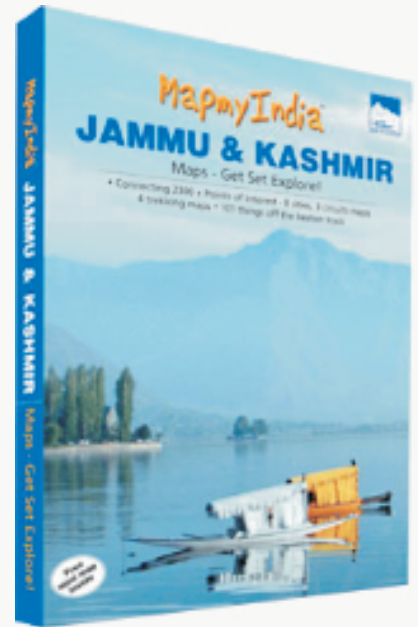


### MapmyIndia Jammu & Kashmir Maps

- MapmyIndia Jammu & Kashmir maps consist of:
- 2,300+ tourist points such as pilgrim destinations, heritage sites, monuments, monasteries, hotels and restaurants
- Complete Jammu & Kashmir state road network
- An up-close of 8 cities with their streets
- Detailed maps of 5 of Jammu & Kashmir's most popular trips, treks and circuits
- Easy to read maps with on-page information

#### Specification (Jammu & Kashmir)

Size-	6.75" x 9"
Pages-	200
Paper-	Cover page-300 GSM matt art card Inner page-90 GSM matt art paper
Packing-	Individual shrink wrap
Binding-	Section sewing with cover drawn
ISBN	9788190110808
Price	₹.295/-



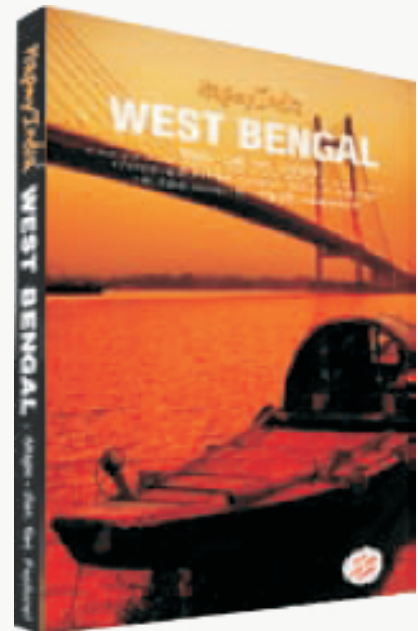
### MapmyIndia West Bengal Maps

MapmyIndia West Bengal Maps consists of:?

- 4500+ points of interest such as important tourist locations, scenic routes, trekking trails, wildlife sanctuaries, hotels, restaurants etc.
- Complete West Bengal state road network
- An up-close of 16 tourist destinations and maps of all districts
- Detailed maps of 4 of West Bengal's most popular trips
- Wildlife sanctuary map of Jaldapara Wildlife Sanctuary and Buxa Tiger Reserve
- Details of some prominent features in the state's cap
- Easy-to-read maps with on-page quick facts
- Sikkim and Guwahati maps included

#### Specification (West Bengal)

Size-	6.75" x 9"
Pages-	300
Paper-	Cover page-300 GSM gloss art card Inner page-90 GSM matt art paper
Packing-	Individual shrink wrap
Binding-	Section sewing with cover drawn
ISBN	9788190110839
Price	₹ 295/-



### MAPMYINDIA PRINT SOLUTIONS FOR ADVERTISERS

MapmyIndia travel guides provide a host of advertising solutions that aid in contextually marketing a brand. Our print advertisement solutions can be provided to but not limited to the following companies:-

- Automobile and Peripherals
- Travel and Adventure
- Lifestyle
- Govt/PSUs

### WHY ADVERTISE WITH MAPMYINDIA BOOKS?

- Nobody throws away a Map book unlike newspapers and magazines which have a very limited shelf life
- These books are targeted at generally those who love driving/drive a lot across the country – Huge overlap with a brand's TG: Our users represent the apt buyers/consumer TG as they are primarily corporates, tourists/travellers and aware city residents
- Our users refer to this book generally when they are planning/pre-planning a trip – they are in the decision making frame of mind. Showcasing a brand at this point to them helps increase the chances of brand recall

- Our map books reach more than 4000 cities in the country through 3000 newsstands & book stores, e-commerce sites, tourist locations, hotels, stations and airports
- Since we are a content focused guide (maps and travel guide only), we have the ability to contextually market your brand in a targeted way to a very large captive user base
- Our quality and depth of content in the map books along with the purpose it serves ensures that once the user has used our product he/she becomes a loyal user
- Our readers come to us in a much focused manner since we only provide map and travel related data. Hence showing them the right brands (that they care for) helps in maximizing conversions

## WEB

MapmyIndia has its web property present at [mapmyindia.com](http://mapmyindia.com). It is the most powerful, detailed and easy-to-use maps, directions and local search portal - allowing you to find everything and go anywhere. You can search not just for places, but also movies and deals nearby.

### MAPMYINDIA WEB SOLUTIONS FOR ADVERTISERS

Mapmyindia.com provides a host of advertising solutions that aid in contextually marketing a brand. Our advertisement solutions can be provided to but not limited to the following companies:-

- Automobile and Peripherals
- Travel and Adventure
- Lifestyle
- Govt/PSUs

### WHY ADVERTISE WITH MAPMYINDIA.COM?

- MapmyIndia is India's Largest online Directions, Maps and Local Search guide: contains more than 6 Million (and counting) places of interests and businesses!
- Large captive user base: More than 8 lac unique visitors come MapmyIndia to find and discover places of interests and local businesses around them - show them your brand/business!
- We only cater to People who are looking for a place/business: MapmyIndia users are highly purpose driven; known to visit a place within 1 hour of coming to us - we can guide them to you!
- MapmyIndia users spend a lot: Most of MapmyIndia users are working professionals with high disposable income - you should really tap into their wallets!
- Advertise only to those who matter to you: No point in advertising to people who are not in your city or are not your TG, we target the right people who are geographically and economically in sync with you

### EXAMPLES OF ADVERTISING AND MEDIA

Amongst a whole lot of things that MapmyIndia does in terms of solutions for the government, one is aiding the respective state governments in bringing out an annual comprehensive State Travel Guide. Since MapmyIndia has such a rich and detailed repository of travel/map data, these books are extremely rich in content and the state govt. distributes them to all its tourist locations. This is a huge value-add for the tourists as these books are a single point of reference for everything.

### MAPMYINDIA VALUE PROPOSITION

MapmyIndia's ecosystem of properties can help an enterprise reach its target audience in a highly targeted and focused manner. A very significant way in which MapmyIndia can help enterprises is tapping into the niche market by using niche or targeted ads. Briefly, here are the three main points that constitute our value proposition