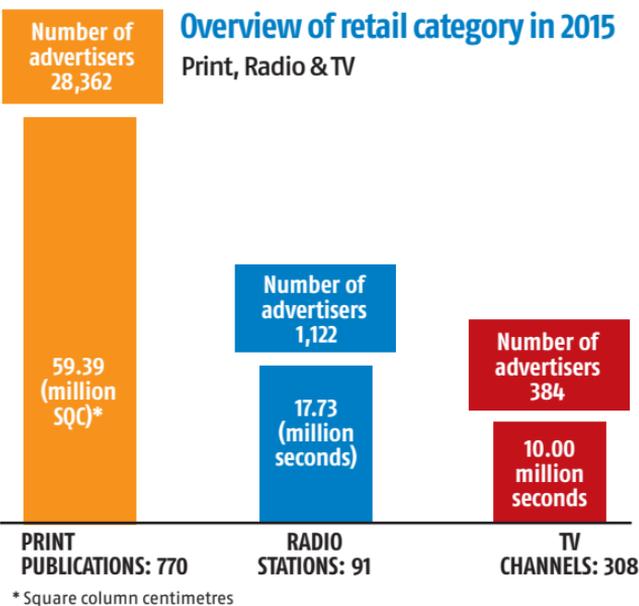


Future group: Top advertiser among retailers

For an industry that accounts for more than 10 per cent of the country's gross domestic product (GDP) and around 8 per cent of total employment, the retail segment saw a racy 2015. A plethora of brands flooded the market in categories such as textiles, fashion, electronic durables and departmental stores and that brought about a surge in advertising across media. And among all Indian retailers, the Future group emerged as the top advertiser in the last quarter of 2015



- India was the world's fifth-largest global destination in the retail space in 2015
- Retail advertisers preferred print as a promotional platform as compared to radio and TV, because print gave them the best local coverage as compared to other media
- Big advertisers in the retail category were clothing/textiles/fashion, departmental stores and electronics/durables companies
- The 3 product groups contributed more than 80% of ad volume across print, radio and TV

Contribution of top 3 product groups (in %)

	Print	Radio	TV
Clothing/textile/fashion	35	46	54
Departmental stores	19	13	22
Electronics/durables	30	23	13

Print matters

Top advertisers under retail category on the print platform

	2015*	2014*	%Change
Future Retail	5,659	3,140	80
Future Lifestyle Fashion	1,257	802	57
Reliance Retail	2,745	2,797	-2
V2 Retail	1,219	1,478	-18
Vijay Sales	895	940	-5
Shoppers Stop	761	807	-6

Source: TAM ADEX, Period: Jan-Oct 2014-2015

* Square column centimetres

- Future Retail was the top advertiser on all the platforms in 2015; as compared to 2014, it increased its focus on print and radio in 2015, but reduced its advertisement duration on television
- Future Retail increased

engagement in print by 80%, on radio by 37% and reduced it on television by 8% in 2015 over 2014

- Big Bazaar was the most advertised brand, followed by Fashion at Big Bazaar, E-Zone online and Pantaloons
- Reliance Retail Ltd, V2 Retail Ltd, Vijay Sales and Shoppers Stop cut down on print advertising in 2015 as compared to 2014