



Esha Media Research Ltd.

CIN : L72400MH1984PLC322857

E| [info@eshamedia.com](mailto:info@eshamedia.com)

T | 022 40966666

28<sup>th</sup> March 2025,

To,  
The Corporate Relationship Department  
BSE Limited  
P. J. Towers,  
Dalal Street, Mumbai - 400 001

Scrip Code: 531259

Dear Sir / Madam

We enclose a press release announcing of our Broadcast media study as  
per the enclosed Press Release for your information.

You are requested to take same on record.

Regards

Shilpa Pawar  
Director



**Esha Media Research Ltd.**

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## **Press Release**

### **Indian pvt banks occupy more broadcast media space though SBI pips them to occupy top slot**

Mumbai, March 28: India's private sector lenders hogged the limelight in the broadcast media space during February though state-run lender State Bank of India occupied the numero uno position among the top 10 banks, as per a study by clipbyte.

State Bank of India occupied 23 percent of the share in the broadcast media space during the month under review while Kotak Mahindra, Axis Bank, HDFC and ICICI Bank followed suit among first five banks, as per the media monitoring tool clipbyte owned by Esha Media Research.

The beleaguered New India Co-operative Bank surfaced among the top ten banks at the eighth position due to investigation for allegation of scam investigated by the economic offence wing of the Mumbai police.

Other banks surfacing among the top ten include Bank of Baroda, IndusInd Bank, Federal Bank and Punjab National Bank, as per the clipbyte study

Commenting on the report, Raman Iyer, Co-founder, of Esha Media Research said, "In an era of increased compliance including regulatory supervision and rumour verification, broadcast media monitoring has become an integral part of reputation management and large corporates are increasingly opting for this tool, as part of media audit vis-à-vis their peers for their own consumption."



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### Broadcast Media Visibility of Banks for February 2025

Ranks	Company	Duration%
01	State Bank Of India	20.28%
02	Kotak Mahindra Bank	16.74%
03	Axis Bank	8.41%
04	HDFC Bank	8.10%
05	ICICI Bank	7.29%
06	Bank Of Baroda	4.02%
07	Indusind Bank	3.99%
08	New India Co-op Bank	3.20%
09	Federal Bank	2.80%
10	Punjab National Bank	1.33%
Others		23.84%
Total		100%

Extracts from a study on the banking sector by clipbyte.com  
Visibility is a crucial metric that reflects a company's presence and influence within the broadcast media realm, impacting reputation and brand recognition

For over two decades, Esha Media Research – India's premier media monitoring agency has been catering to the top 100 corporate houses or companies in Asia's third largest economy covering all sectors including sports branding measurement.