



In-Flight Advertising Proposal





“A **DWELL TIME** of 2.5 hours

With **NO** interruption / disturbance

Is what we are looking at...”

# Why Choose Airline Media??

Airline Advertising is one of the few media in the OOH space that is Measurable - Detailed Reports on your campaign and its exposure.

80% of passengers recalled the brand they saw and about 86% had a positive reception to the message.

1

4

3

2

Around 80% of all flights are among the top six metros. Multiple flights a day to multiple cities makes your brand visible to National and International audience.

The Airline Industry is growing at a rate of 20% each year. This makes it an excellent way to target the HNI in a distraction free environment.

**Skyline Panels** – For the **First time in India** we present branding on the Skyline Panels.

The Skyline Panels are placed above the windows, starting from the front of the cabin and goes all the way to the back creating a WOW factor.

Also this media can be used as a storyboard, using multiple creatives.

Visible throughout the duration of the flight. Great way to attract attention from a High Net Worth crowd in a distraction free environment.



| Commercials                | Advertising Type | Qty                  | Rate (Rs) per cycle / per month | Production (Rs)         | Lead Time |
|----------------------------|------------------|----------------------|---------------------------------|-------------------------|-----------|
| *Taxes Extra as applicable | Skyline Panels   | 32 – 36 per aircraft | 2,25,000/- per Aircraft         | 1,50,000/- per Aircraft | 4-5 Weeks |

\*Rendered Pic



## Why choose SpiceJet??

India's preferred  
Low Cost Carrier

380 daily flights to  
47 destinations,  
40 Domestic &  
7 International

Direct, Smart,  
Aware, Net  
Savvy  
customers

Flies In and Out of all  
the major Metros

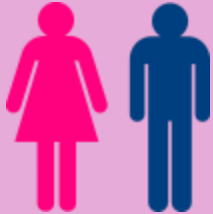
16.8 Million  
Passengers annually

SpiceJet names all  
its aircraft with the  
name of an  
Indian Spice



# SpiceJet Passenger Demographics

## Sex



34% 66%

## Travel Leisure & Business



70% 30%

## Income



|                   |     |
|-------------------|-----|
| Less Than 5 lacs  | 19% |
| 5 – 12 lacs       | 35% |
| 12 – 20 lacs      | 28% |
| 20 – 28 lacs      | 14% |
| More than 28 lacs | 4%  |



|            |     |
|------------|-----|
| Below 20   | 10% |
| 21 – 35    | 25% |
| 36 – 45    | 40% |
| 60 & Above | 10% |

## Domestic & International



90% 10%

## Occupation



|          |     |
|----------|-----|
| SME      | 30% |
| PSU      | 14% |
| Salaried | 38% |
| Others   | 18% |

40 Domestic Destinations

7 International Destinations

58 aircrafts

Over 16.8 million passengers annually





**Pioneers in  
Innovative Airline and  
Airport Advertising  
Since 2006.**

**Presence across India & S.E.  
Asia with offices in  
Delhi, Mumbai, Hyderabad,  
Bangalore, Pune, Chennai,  
Manila, Singapore  
& growing...**

**400 Aircrafts, 10+ Airports,  
we have the ability  
to reach over  
100 Million passengers  
annually**

**Also offering  
L&T Hyderabad Metro Rail  
&  
Fastrack Cabs**

# Our Airline Partners

India



South East Asia



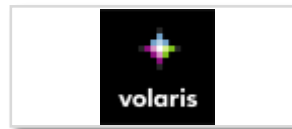
Middle East



















































Europe



Americas



# They Love Working With Us...

|             |   |  |   |   |   |   |
|-------------|---|--|---|---|---|---|
| Telecom     |    |    |    |    |    |    |
| Hospitality |    |    |    |    |    |    |
| Tourism     |    |    |    |    |    |    |
| Financial   |    |    |    |    |    |    |
| Electronics |    |    |    |    |    |    |
| Automobile  |   |   |   |   |   |   |
| FMCG        |  |  |  |  |  |  |
| MISC        |  |  |  |  |  |  |