





WHO

WE ARE



OOHTO an **Ad-Tech Startup** is in the business of providing unique advertising solutions through **Auto-Rickshaws**.

Generating over

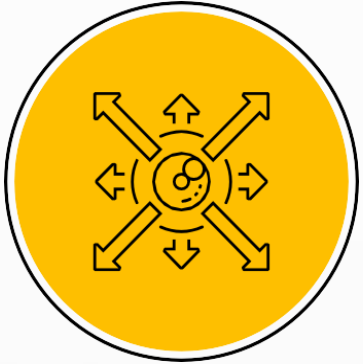
Lakhs

Impressions **per Auto, per Day**. We are on a mission of unifying Digital and OOH advertising platforms to make the reach more targeted.

Giving your Brand the cutting edge in today's highly competitive market.



WHY AUTO-RICKSHAW?



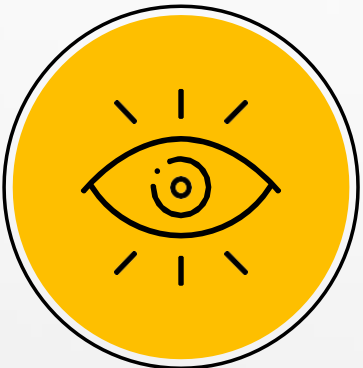
DYNAMIC ADVANTAGE

Auto Rickshaws spend their day time in the busiest parts of the city. They travel frequently around malls, cinemas, railway stations and airports etc., catering to a dynamic and varied set of audience.



AFFORDABILITY & EFFICIENCY

We provide one of the lowest cost per reach among non-traditional media advertising options. It is the premium advertising choice for reaching an urban audience and can influence the consumption habits of individuals.



ADVERTS AT AN EYE LEVEL

Panels are placed on rear side of the Auto-Rickshaws which looks elegant in the clutter of traffic, thereby maximizing impressions. At night, Illumination of panels draws immediate attention towards the advertisement.

HOW ARE WE BETTER!

1

Cost Effective / High Impact Medium

Compared to other advertising mediums; OOHTO offers more exposure and vast presence of the advertisement because of its salient features at half the price of present OOH mediums.

Unmatched Display

Large Scale & Coverage



Targeted Content Delivery

Smart Analytics & Reporting



2

High Frequency & Attention Grabbing

Our high mileage "mobile billboards" provide your brand with repeated exposure at high density areas enabling high brand recall value. This medium gives brands an opportunity to display creatives in the exterior and interior of the vehicle, thus uniquely grabbing attention from potential customers.



Residential Areas



Office Spaces



Shopping Malls



Airports

3

Scale & Reach

Scale: We advertise on high mileage Auto-Rickshaws to ensure that brands get comprehensive coverage throughout the city.

Reach: Both mediums break the traditional clutter giving the brand a better reach innovatively to deliver their advertisement.



HOW WE DO IT!

We have installed the best Back Lit Panels on rear side of Auto-Rickshaws to deliver content of brands to varied set of audience. The vehicles are also equipped with state-of-the-art GPS systems, this helps you to track the auto to assess the traffic it passed through, also giving the number of eyeballs the advertisement came across, based on real-time triggers like location, time of day & week, weather, and other insights. This metric helps the advertisers to estimate the realistic return on their brand promotion investments.



Remote Fleet Management Interface

Our remote Fleet Management platform allows the brands to track their campaign & fleet allotted to them.

Brands will be able to track the eye ball count and watch the vehicle allotted to them on real time basis.



Geo-targeted Advertising

Brands can target their ad campaigns to an entire city or only specific locations, based on their preferences.

Brands will also be able to set customized creatives / messaging based on locations making it possible to always deliver relevant content.



Audience Targeted Advertising

Brands have the option to tailor specific set of audience they want to target, based on their requirement.

Example: A restaurant can display discount message & a 'Happy Hour' message targeting college students as an audience.



Advertising with Social Responsibility

OOHTO provides an opportunity for companies to invest in a socially responsible way by supplementing the incomes of auto drivers through advertising with great value for money through this medium.

SIMPLE STEPS!



1
Select your campaign budget & duration



2
Define your campaign parameters & upload your creative

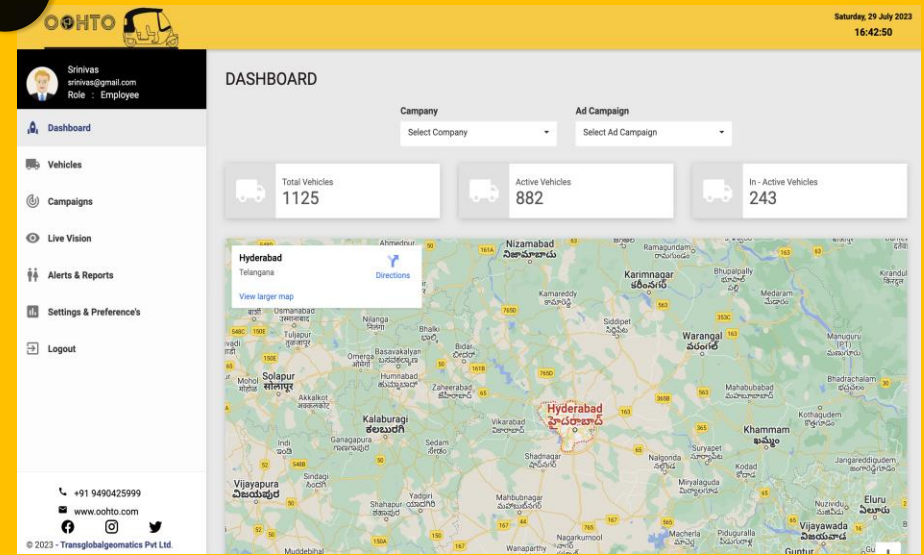


3
Activate your campaign

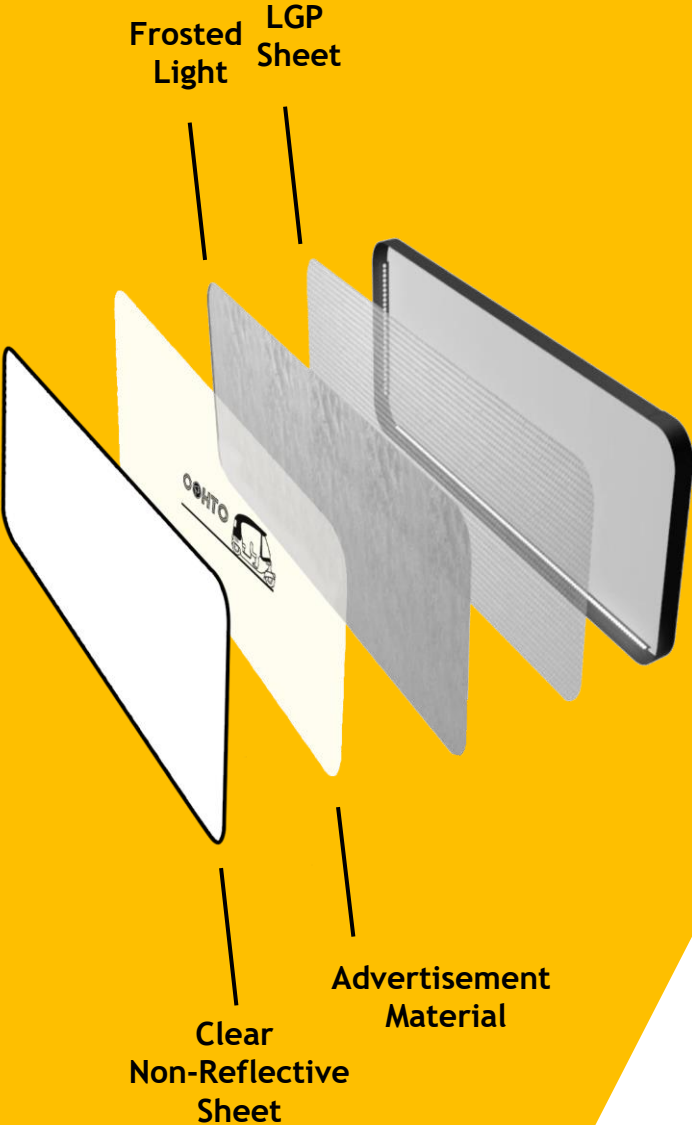
4
As your campaign goes LIVE, your ad will be displayed in/on the vehicle immediately!



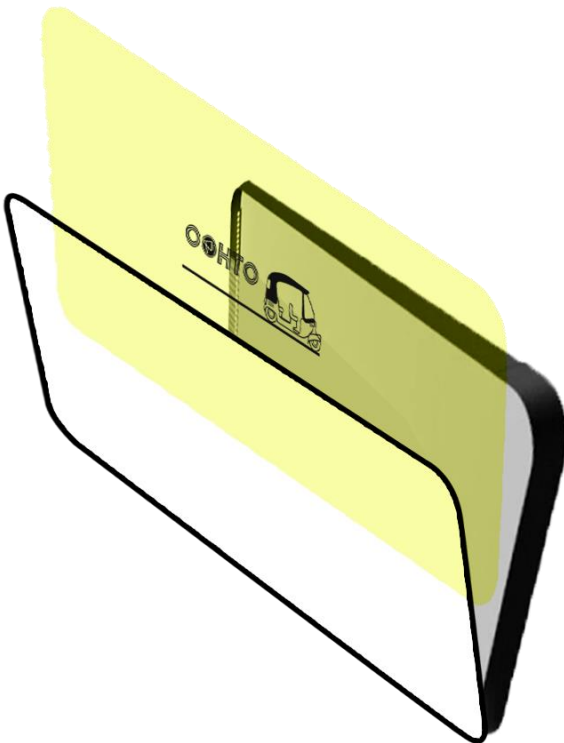
5
You can monitor your campaign performance in real-time



PRODUCT DESIGN



IN-BUILT LOCK SYSTEM



Eliminates the risk of changing/replacing or damaging the print advertisement.

OOHTO



ITC Limited



PRICING DETAILS

Branding

External Branding:

- Back Lit Board on the Rear Side of the Auto-Rickshaw
- Dashboard Access to monitor the campaign impact; inclusive of:
 - Tamper proof audits for campaign with daily monitoring of the advt.
 - Real-time representation of all branded vehicles on a map.
 - View Kms driven by all In-campaign vehicles (by date, location & time of day).
 - View Campaign Impressions (Eye Ball Count) gained (by date, location & time of day).

Internal Branding:

- Heads - Up hanger inside the Vehicle (above the drivers head).

Per Month

INR 12,500 per Vehicle

INR 2,500 per Vehicle

- **Price discount provided on 3 months or longer campaigns, only if creatives are the same.
- Payment Terms: 50% advance, 50% post 30 days of campaign start date.
- Minimum campaign duration: 1 Month.
- Minimum campaign size: 30 Auto's / City.
- Print and Fixing will be done at an additional cost.
- Taxes as applicable.
- Media/Vehicles subject to availability.



COST PER IMPRESSION

BACK LIT PANEL

Estimated Budget	12,50,000/-
Number of Auto's Branded	100
Campaign Duration	1 Month
Expected KM's Travelled	> 3,75,000 kms
Anticipated Impressions	~20 Million+
Estimated Cost Per Impression	INR 0.06

INNER HEADS-UP

Estimated Budget	2,50,000/-
Number of Auto's Branded	100
Avg Rides Per Day	18
Avg Passengers per Auto per Ride	3
Anticipated Impressions	~1,20,000+
Estimated Cost Per Impression	INR 2



OOHTO INDIA



WWW.OOHTO.COM

"As the Chief Architect of OOHTO, I believe social entrepreneurship is the only way forward to create solutions that comprehensively address the socio-economic and environmental challenges we face today. The foundational cornerstone for OOHTO is empathy for the marginalised, and its overarching vision is to bring diverse stakeholders on a common collaborative platform and deliver high values to each stakeholder ensuring a strong, viable and sustainable business ecosystem.

— *Jai Simha Reddy A,*
CEO, OOHTO INDIA

CORPORATE OFFICE

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LET'S CONNECT



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OOHTO

