

Ramola Advertising: Leading Digital OOH at Scale

Harnessing technology to transform urban advertising into dynamic, city-wide storytelling that reaches millions daily

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Tech-enabled leadership in digital out-of-home (DOOH) advertising

- Delivers impactful advertising campaigns at large scale across urban areas
- Transforms traditional static ads into dynamic, interactive city-wide storytelling

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Innovative approach leveraging cutting-edge technology

- Engages millions of daily commuters through vivid, memorable digital content
- Utilizes digital platforms to maximize reach and audience engagement

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Unique value propositions for marketers

- Preferred partner for urban advertising with unmatched reach and engagement
- Combines technology and creativity to deliver measurable marketing impact

Transforming City Streets with Creative DOOH

Ramola Advertising blends AI and ML to deliver engaging, targeted digital out-of-home campaigns that captivate urban audiences.



Leverage **Artificial Intelligence (AI)** And **Machine Learning (ML)** To Optimize Ad Targeting And Engagement



Deliver **Innovative Digital Out-Of-Home (DOOH)** Campaigns That Bring Streets To Life



Create **Engaging, Targeted Advertisements** That Capture Attention And Boost Brand Recall



Fuse **Technology With Creativity** To Ensure Ads Are Experienced, Not Just Seen



Build Powerful Connections With Audiences On The Move Through Dynamic Urban Advertising

Choose Ramola Advertising for Unmissable, Hyper-Targeted Reach

Maximize impact with 80% daily commuter visibility and 5 million monthly impressions

Reach 80% of commuters daily
with premium double-sided HD
screens

Cover over 15,000 kilometers daily
across high-traffic routes

Deliver more than 5 million
impressions every month

Use geo-targeting and time-based
targeting for precise messaging

Amplify campaigns with engaging
social media retargeting

Leverage user-generated content
to boost brand engagement

Create truly unskippable ads that
captivate your audience

Premium DOOH with Analytics

Leverage Ramola's fleet and data-driven insights to maximize ad impact and ROI



Operate a fleet of over **100 premium sedans** with the largest, highest-definition screens in the market



Advanced analytics track **where and when advertisements play**, delivering precise impression and traffic metrics



Omnichannel retargeting extends campaigns beyond screens to maximize audience engagement



Real-time insights empower marketers to **optimize campaigns**, ensuring measurable results and maximum ROI

Ad Formats That Capture Attention

Leverage diverse formats on vivid 38-inch screens with 4500 nits brightness for standout campaigns



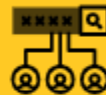
Supports Multiple Ad Formats: **Videos (MP4), Images, GIFs, Animations, Interactive Ads, And QR Codes**



High-Definition **38-Inch Screens** Deliver Vivid Visuals With **4500 Nits Brightness**



Exceptional Brightness Ensures Ads Stand Out In Any Environment



Enables Brands To Create **Immersive, Dynamic Campaigns** That Capture And Hold Attention



Drives Higher Engagement And Memorable Brand Experiences

Discover Ramola's Vivid Digital Ads

See how high-definition displays turn city streets into dynamic brand experiences on premium sedans and screens



Showcases **vibrant, eye-catching content** on premium sedans and public screens



Utilizes **high-definition displays** for remarkable clarity and brightness



Transforms everyday city streets into **dynamic brand environments**



Engages both commuters and pedestrians with **compelling visual storytelling**



Examples highlight creative possibilities within **red-themed frames or overlays** to enhance impact

Hyper Targeting: Geo and Time Based Precision

Deliver the freshest, most relevant content by targeting locations, timing, and local promotions.

Geo-Targeting
Focus ads on specific locations to reach local audiences with tailored offers and nearby projects.



Time-Based Targeting

Schedule ads for peak commuter hours to engage high-traffic audiences when they are most active.



Countdown Timers
Incorporate dynamic countdowns to create urgency for special promotions and limited-time offers.



Locality Customization

Customize ads for each locality to maximize relevance and campaign effectiveness with hyper-local content.



Flexible Packages for Every Campaign

Customizable Screen time and Loyalty Rewards
Drive Impact



Fully **Customizable Screen time** To Match Your Campaign Goals And Budget



Loyalty Programs Available For Campaigns Lasting Three Months Or Longer



Precise Control Over **Advertising Exposure** For Targeted Impact



Flexible Options Ensure Brands Of All Sizes Effectively Leverage Ramola's DOOH Solutions