

[91]

MARKETING AND STRATEGY OF INDIAN ADVERTISING INDUSTRY

Kausik Ray

*Dum Dum Motijheel College****ABSTRACT***

The Indian advertising business has evolved from being a small-scaled industry to a full-fledged one. The advertising industry in India is projected to be the second fastest growing advertising market in Asia after China. The Indian government has given tremendous support to the advertising and marketing industry. Advertising expenditure is likely to increase in the financial sector, driven by Reserve Bank of India (RBI) policies which could result in a more favorable business environment. Also, proposed licenses for new banks and better market sentiments render the advertising and marketing industry in India a fertile space. India's advertising industry is expected to grow at a rate of 16.8 per cent year-on-year to Rs 51,365 crore (US\$ 7.54 billion) by 2016, buoyed by positive industry sentiment and a strong GDP growth of 7 per cent and above. Television contributes a significant portion to the total advertising revenue, accounting for almost 38.2 per cent, and digital contributes 11 per cent of the total revenue. Thousands of advertisements would release on various TV channels and other social media channels like YouTube every day, but only few are watched and remains in psyche of the people. This paper takes a look at the successful advertisements aired on Indian Television channels and the strategy behind their success. The methodology adopted is the study of successful advertisements and survey questionnaire.

Keywords: Business, GDP, Advertising Revenue, Channels, Success