

NovaRyd



Revolutionizing Urban
Mobility with Green, Low-Cost
Transportation

NovaRyd

Your Brand in Motion. Everywhere.

Green Mobility Media Built for Reach

NovaRyd brings sustainable mobility to India's busiest cities with a fleet of 100% electric auto-rickshaws. We provide safe, affordable rides and a high-visibility, brand-safe advertising platform that reaches urban audiences, supporting everything from CSR initiatives to high-frequency product launches.

Why Advertise with NovaRyd



Unmatched Citywide Reach: Seen on busy routes across the city, all day.



Sustainable Marketing: Your message rides on a clean, electric fleet.



Cost-Effective Advertising: Standout visibility at lower costs with flexible packages for every budget.

	Billboards/ Hoardings	NovaRyd	Bus / Cab Wrap
Monthly Price per Unit	₹ 85k	10x cheaper	₹ 80-120k
Minimal Set up Fee	✗	✓	✗
Real Time Impression Tracking	✗	✓	✗
Zero Emissions	✗	✓	✗
Dynamic Geo Targeting	✗	✓	✗
Follows Peak Traffic	✗	✓	✓

By advertising with NovaRyd, you're not just building your brand, you're driving a cleaner, greener future.

Four high-visibility positions per vehicle:

- **Right Side Panel:**
Faces the travel lane. Easy to read for passing vehicles and at signals.
- **Left Side Panel:**
Eye level and street facing. High visibility for pedestrians and curb side traffic.
- **Rear Panel:**
In the direct view of trailing traffic. Longer exposure during stops builds recall.
- **Interior Panel:**
Placed inside the cabin. Riders see it for the entire trip.

CONTACT US



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Contact us today to secure your spot and information on pricing.

AD PLACEMENTS

RIGHT SIDE PANEL



LEFT SIDE PANEL



REAR PANEL



INTERIOR PANEL

