

# NovaRyd

Revolutionizing Urban Mobility  
with Green, Low-Cost  
Transportation

Your Brand on the Move



## NovaRyd

## Who We Are

NovaRyd is a next-generation clean transportation service, offering eco-friendly electric auto-rickshaws in India's busiest city. We're on a mission to make urban travel sustainable, accessible, and low cost for all while providing high-impact advertising spaces for brands like yours. Our commitment to eco-friendly solutions and community engagement sets NovaRyd apart as a leader in green mobility and impactful advertising.

## Benefits of Advertising With NovaRyd

- **Unmatched Citywide Reach:**

Your ads travel across bustling urban streets, ensuring visibility to thousands of pedestrians, drivers, and passengers daily.

- **Sustainable Marketing:**

Partner with a green transportation service and showcase your brand's commitment to sustainability. Aligning with an eco-friendly initiative enhances your CSR (Corporate Social Responsibility) profile.

- **Cost-Effective Advertising:**

Gain extensive city-wide exposure at a fraction of the cost of traditional advertising. Our pricing ensures exceptional ROI, making it accessible for businesses of all sizes.

- **High-Impact Visibility:**

Bright green electric rickshaws naturally catch attention, giving your brand prominence in crowded cityscapes and traffic jams.

By advertising with NovaRyd, you're not just growing your brand—you're helping us pave the way for a cleaner, greener future.

# ADVERTISING POSITIONS

On each of our E-Rickshaws, we have 10 advertising positions available.

## Interior Cover - Side



### Positioned for Maximum Passenger Engagement

The Interior Cover is strategically located for direct visibility by passengers throughout the journey. This position allows brands to make a lasting impression, as passengers spend several minutes with the advertisement in view, increasing brand recall and engagement. This position ensures your message is viewed closely and personally by every passenger, creating a memorable brand experience.

## Exterior - Side



### Catch Attention from Pedestrians and Passing Vehicles

The Exterior Sides of the auto-rickshaw offer high visibility to pedestrians and motorists alike. This space is ideal for impactful, eye-catching designs that are easy to spot on busy streets, ensuring your brand gets noticed in crowded urban environments.

## Interior Cover - Top



### Ideal for Prolonged Exposure Inside the Vehicle

This ad space is seen by every passenger as they sit back and enjoy their ride. It's perfect for a message that needs time to resonate, as passengers will naturally look up and engage with the ad during their journey. Positioned in a prime viewing area, this spot guarantees maximum visibility throughout the ride.

## Exterior - Back Side



### High Visibility for Drivers and Passengers in Traffic

The Exterior Back Side is continuously visible to vehicles following behind, making it an ideal spot for prolonged exposure in traffic. This space ensures that your brand remains in sight, maximizing recall among a captive audience. Ideal for reaching drivers and passengers stuck in traffic, ensuring extended brand visibility.

## Exterior Cover - Side



### Expansive Canvas for High-Impact Advertising

The full Exterior Cover on the sides provides a large, visually dominant area for ads, ideal for detailed and bold branding. This position is perfect for brands looking to create maximum visual impact and attract attention even from afar.

## Exterior Cover - Back



### Prime Position for Drivers Behind to Notice

The Exterior Cover on the back is a spacious advertising spot, ensuring visibility to all vehicles and pedestrians directly behind the auto-rickshaw. This placement allows for creative, memorable designs that stay in sight even in slow-moving traffic, boosting brand exposure. This expansive position dominates the visual space, making it perfect for bold, impactful advertising.

## Principal Sponsor - Behind Driver



### Premium Spot for Captive Audience Engagement

The Principal Position, located directly behind the driver's seat, commands the full attention of passengers seated in the vehicle. As the "Principal Sponsor" spot, it offers brands exclusive, high-impact visibility and direct interaction, making it a powerful space for brands seeking deeper engagement.

## CONTACT US



+91 70877192101



support@novaryd.com



@NovaRydIndia

Contact us today to secure your spot and information on pricing

# NovaRyd