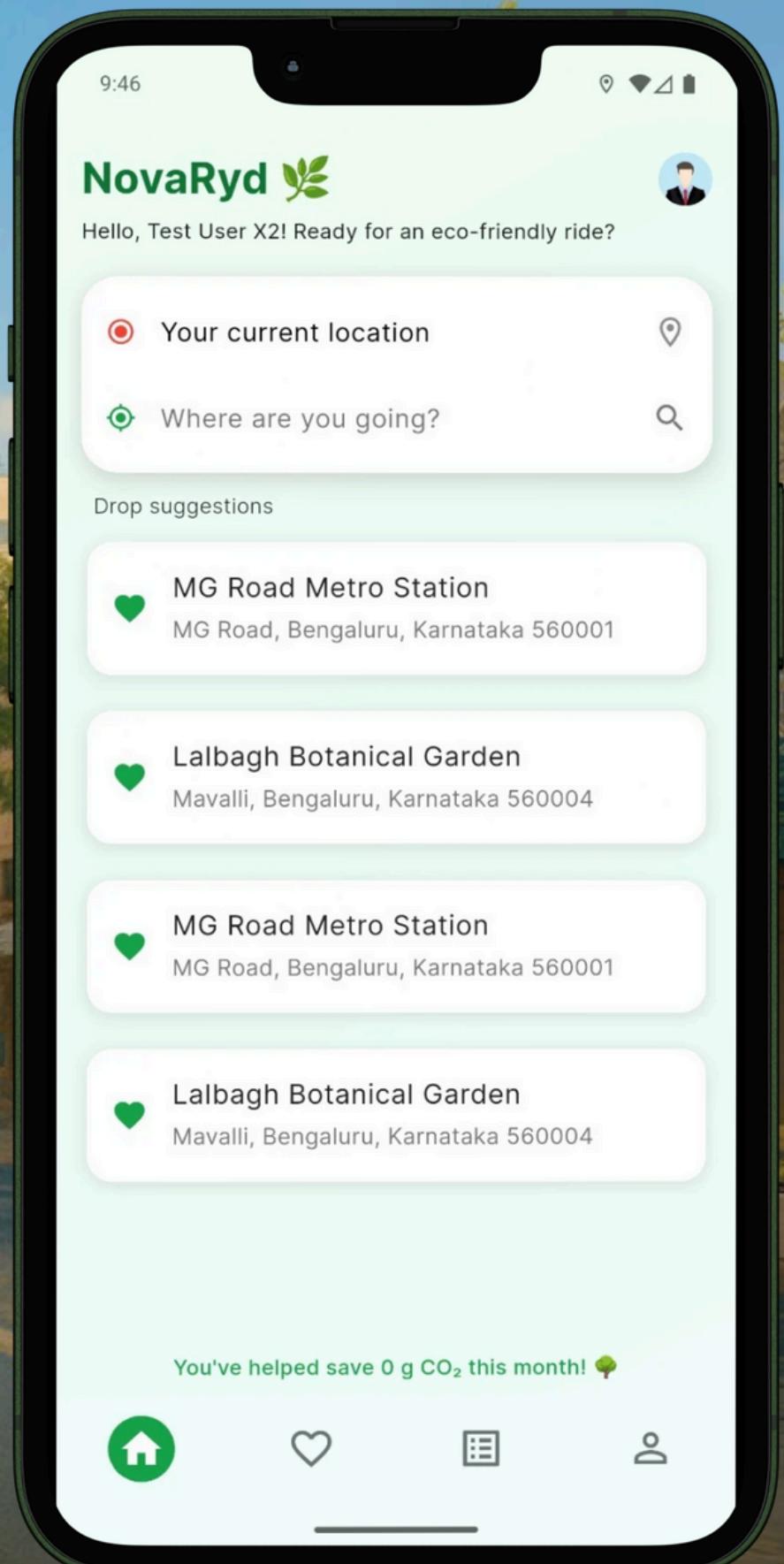


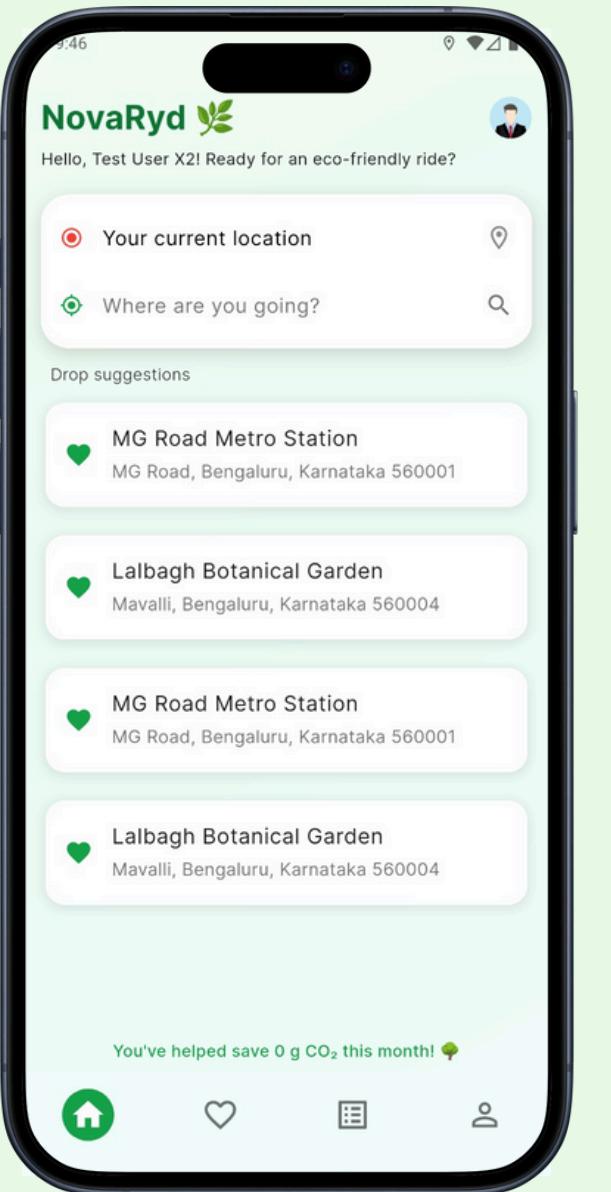
NovaRyd

Why Advertise with
NovaRyd

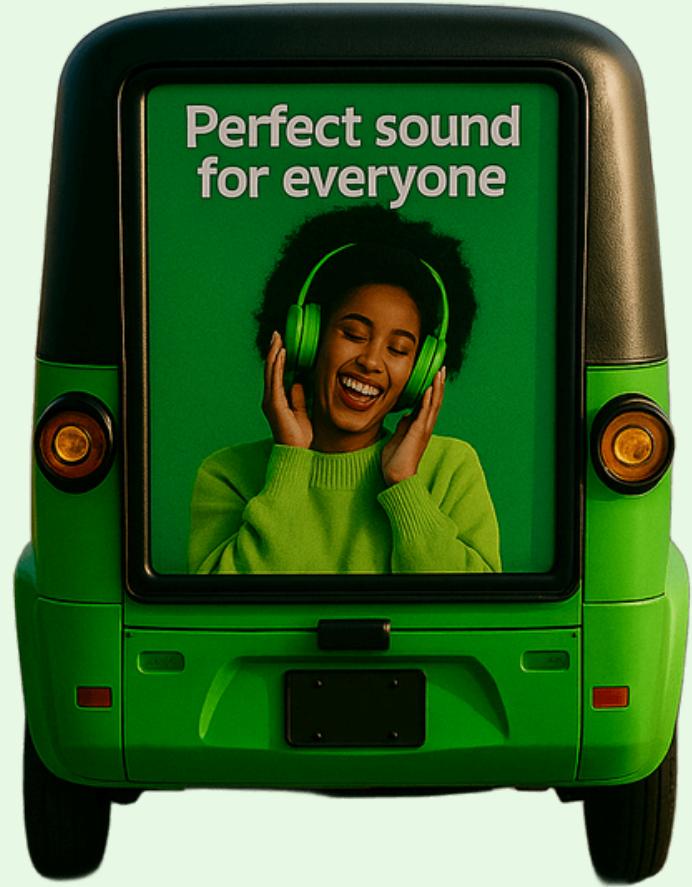


What NovaRyd Is

NovaRyd



Our application links passengers with drivers



Maintained fleet of electric three-wheelers providing diverse advertising spaces in Bandra, Andheri, Juhu, and Goregaon

The Challenge for Brands

NovaRyd

Rising CPMs

With the same marketing budget, businesses may struggle to achieve the desired reach across increasingly saturated advertising channels

Fading Attention

Skips, mutes, and use of second-screens reduce memory retention; many hoardings sit above eye level.

Limited POS frequency

OOH mostly sits high or off shopping areas, limiting visibility. Buying many sites to build frequency wastes spend outside catchments. Micro-targeting and creative flexibility are limited, and impact is tough to measure.

Who You Reach and Where

NovaRyd



Pedestrians

Bustling marketplaces, lively streets, and crowded transportation hubs of Mumbai.



Commuters in Traffic

Reach drivers and two-wheelers at red lights and in slow traffic. Routine routes mean multiple views per person across peak hours.

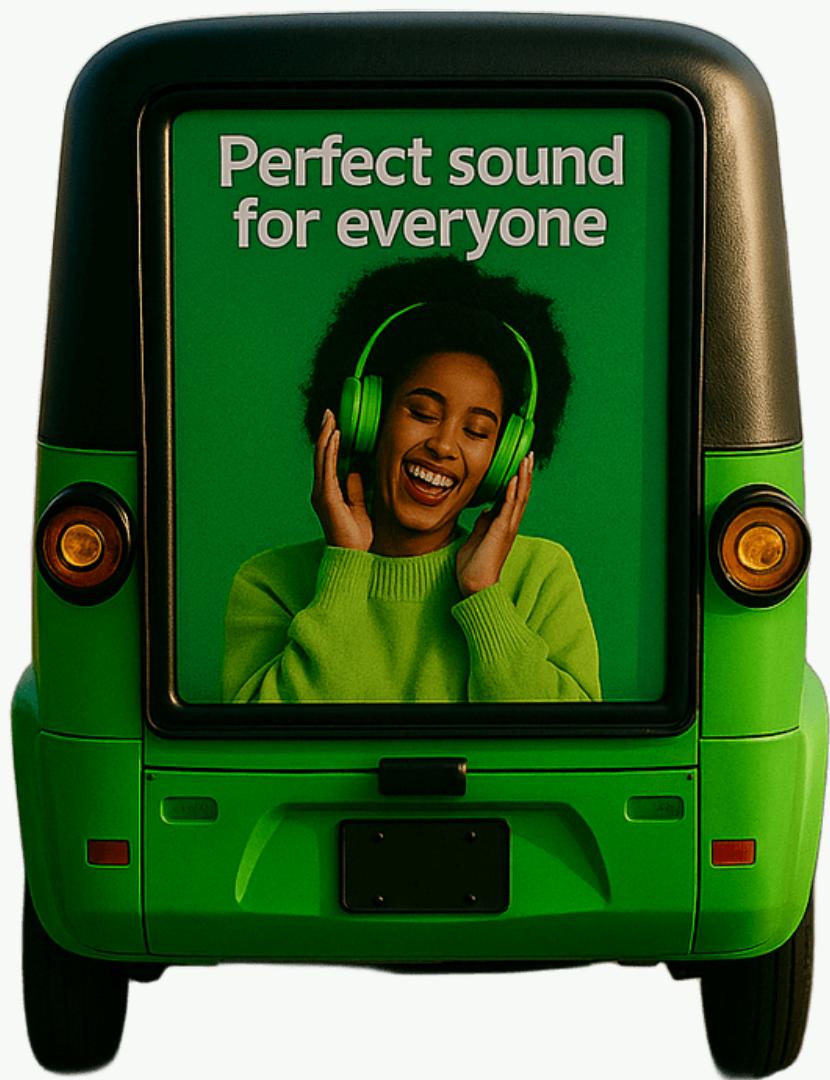


NovaRyd Riders

Passengers use in-cabin cards, QR codes to access offers, apps, surveys.

Ad Positions

NovaRyd



Rear Panel

In the direct view of trailing traffic. Extended exposure during stops builds recall.



Interior Panel

Placed inside the cabin. Riders see it for the entire trip. 5-25 mins of exposure.

Ad Positions

NovaRyd



Right Panel

Positioned to face the road. Readily visible for nearby traffic.



Left Panel

Prominently positioned at eye level, with high visibility for Pedestrians.

How it Works

NovaRyd

Process to advertise with us



Estimated Impressions

NovaRyd

per ad position

	Ad Size Estimates (cm)	Visibility & Dwell	Monthly Impressions
Right Panel	4,200	Drivers & Passengers	158k
Left Panel	4,200	Pedestrians near shops/stations	158k
Rear Panel	6,175	Long dwell for trailing traffic	252k
Interior Panel	2,100	Captive riders (5–25 min)	15k

Why NovaRyd vs Alternatives

NovaRyd

	Billboards/ Hoardings	NovaRyd	Bus / Cab Wrap	Metro Rail Media	Unmanaged Auto Stickers
Eye Level Proximity	✗	✓	Partial	✗	✓
Hyperlocal control	Limited	✓	Limited	Limited	✗
Low Setup Fee	✗	✓	✗	✗	✓
Creative change speed	Days	Hours	Weeks	Weeks	✗
Measurable actions (QR, codes)	Limited	✓	Limited	Limited	✗
Brand safety & compliance	Varies	Managed Fleet	Medium	High	Low
Effective CPM	Medium-High	Low	High	Medium-High	Unknown

Next Steps and Contact

NovaRyd

Contact: ads@novaryd.com

- **Send a brief**

Objective (awareness / Installs/ Duration)

- **Share targets & dates**

Provide the dates and target impressions.

- **Submit creative files**

Deliver your print-ready ad files that adhere to the provided creative guidelines.

- **Confirm install schedule**

Review and approve the proposed installation timeline for your ad units.

- **Kick-off call**

Participate in a kick-off call to discuss campaign details and align on next steps.