

## Marketing cost

### Marketing expenses (₹000)

1. Advertising - 544 Crores
2. Promotional exp - 214 Crores
3. Sales Promotion - 137 Cr
- 4) Event Marketing 25 Cr
5. Digital Marketing: 50 Cr

Total Marketing exp: 970 Cr

### Marketing Mix

1. Television Advertising (40%)
2. Print Media (20%)
3. Outdoor Advertising (15%)
- 4) Digital Media (10%)
- 5) Event Marketing (5%)
6. Promotional Activities (10%)