X Platform Ads Campaign For Ola Electric

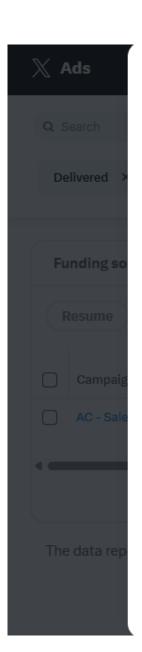
Competitor Research

- Ather Energy premium, performancefocused electric scooters with strong software + dealer network.
- TVS Motor established 2-wheeler OEM with strong after-sales and dealer reach.
- Bajaj trusted legacy OEM, positioned as a value / urban commuter electric scooter.

Unique Selling Points (USPs) -

- Ola Hypercharger network fast-charging network across India for convenient long rides.
- Class-leading range & performance industry-leading IDC/real-world range for select Ola models.
- Feature-rich connected experience large touchscreen, OTA updates, app features and navigation.
- Competitive pricing + product variants entry and premium offerings to suit different buyer budgets.
- Brand scale & availability mass-market presence and ongoing product support.

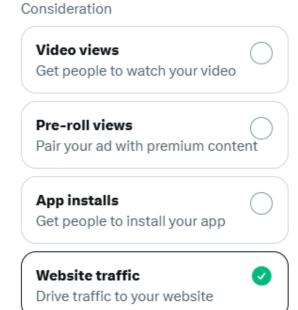
Campaign Structure

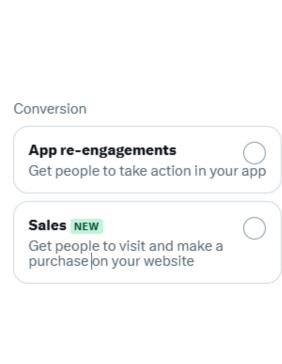


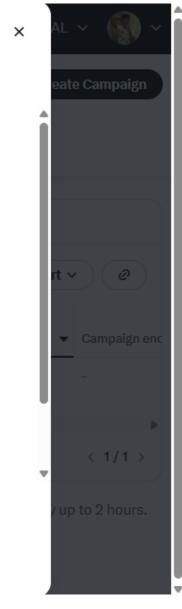
Campaign objective

Need help choosing an objective? Learn more

Awareness Co Reach Maximize your ad's reach

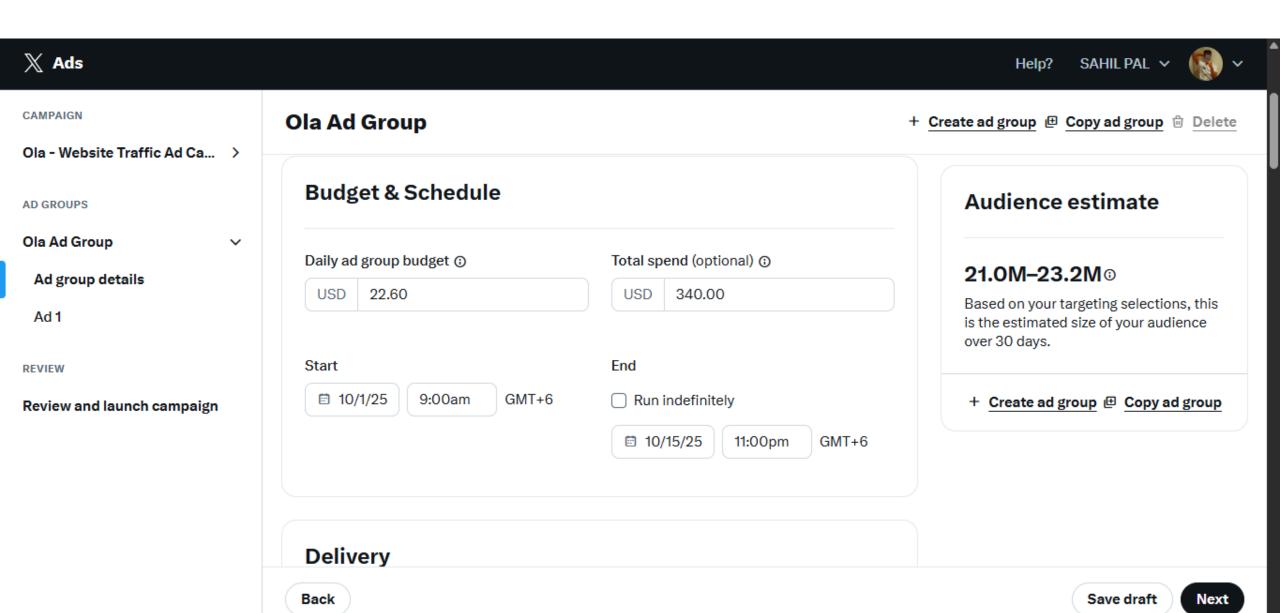






Cancel

Next



CAMPAIGN

Ola - Website Traffic Ad Ca... >

AD GROUPS

Ola Ad Group

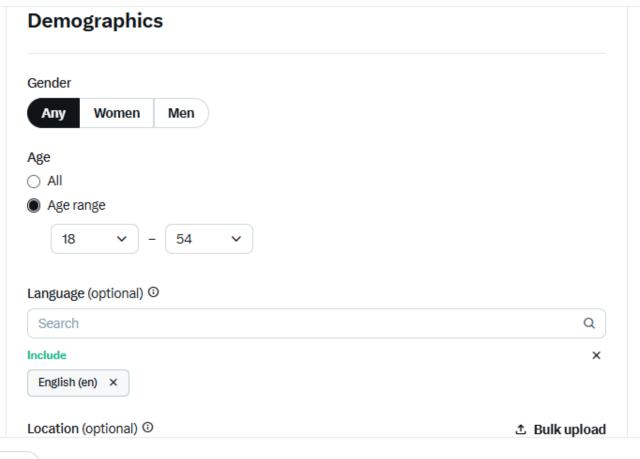
Ad group details

Ad1

REVIEW

Review and launch campaign

Ola Ad Group



+ Create ad group 🗈 Copy ad group 🙃 Delete

Audience estimate

19.3M-21.3M[©]

Based on your targeting selections, this is the estimated size of your audience over 30 days.

+ Create ad group @ C

Copy ad group

Save draft

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Back

AD GROUPS

Ola Ad Group

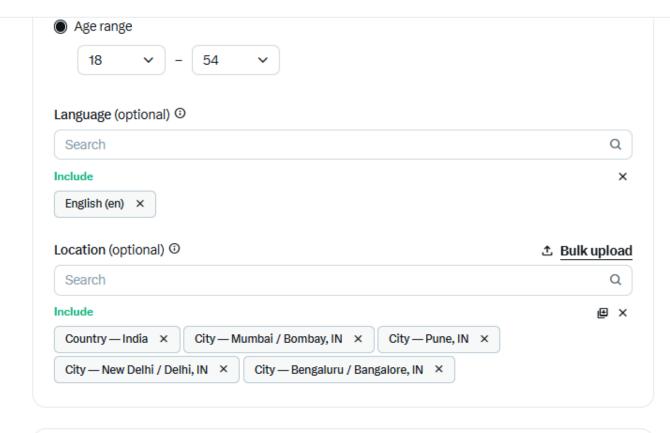
Ad group details

Ad1

REVIEW

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Audience estimate

19.3M-21.3M³

Based on your targeting selections, this is the estimated size of your audience over 30 days.

+ Create ad group

Back

Save draft

Next

CAMPAIGN

Ola - Website Traffic Ad Ca... >

AD GROUPS

Ola Ad Group >

REVIEW

Review and launch campaign

Campaign

∠ Edit

Campaign details

Name Ola - Website Traffic Ad Campaign - 25th Sept

2025

Objective Website traffic

Funding source (no payment method has been set up yet)

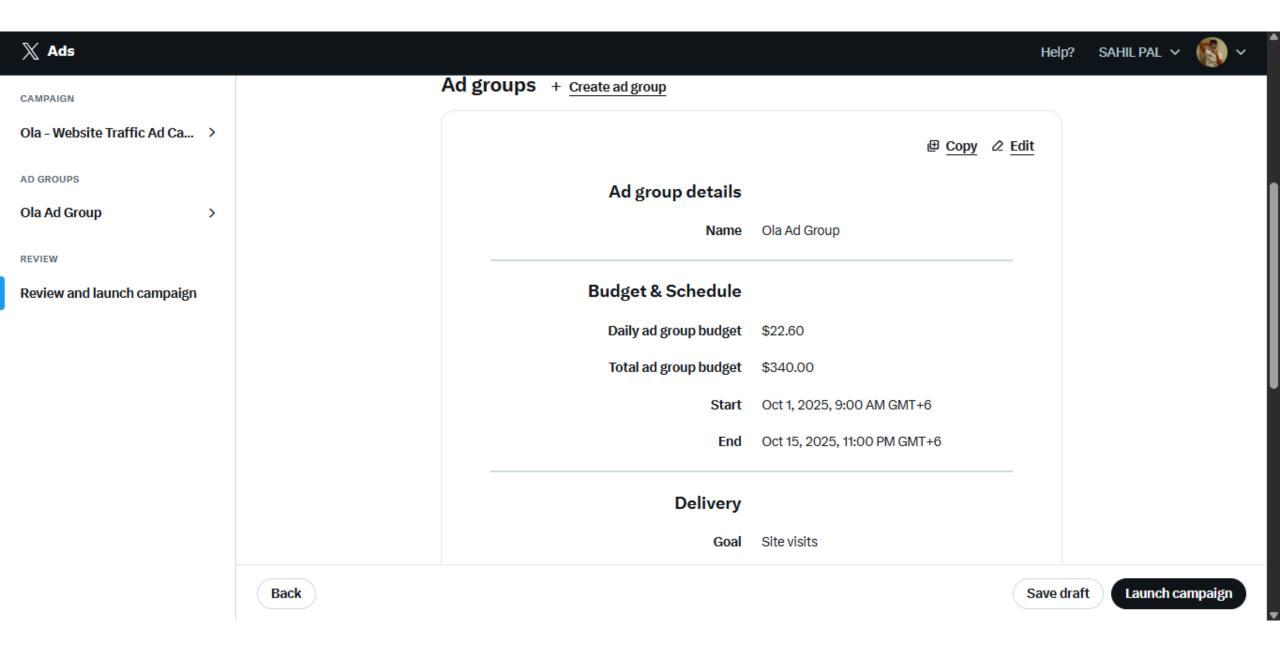
Campaign Budget Optimization Off

Ad groups + Create ad group

Back

Save draft

Launch campaign



CAMPAIGN

Ola - Website Traffic Ad Ca... >

AD GROUPS

Ola Ad Group

REVIEW

Review and launch campaign

Bid strategy Autobid

Pay by Impression

Pacing Standard

App conversions

None

Placements

Home timelines, Profiles, Search results, X placements

Replies

Targeting

Audience 19.3M - 21.3M

Gender (Any), Age (18 to 54), Languages (1),

Locations (5)

> Targeting details

Ad details

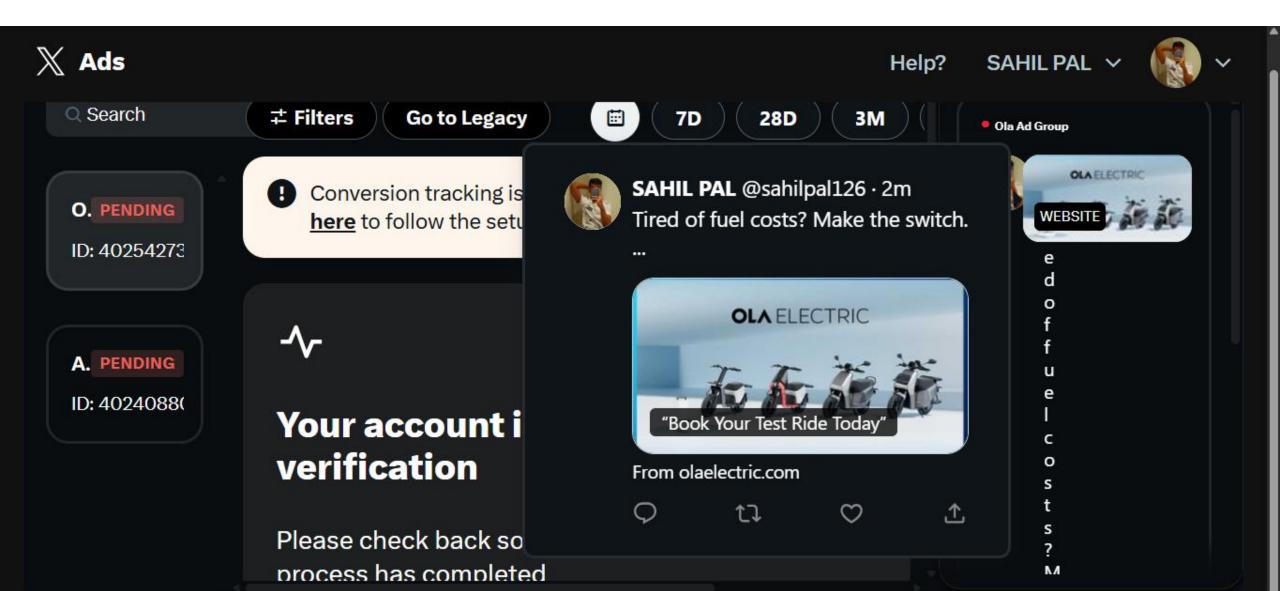
Ads Ola Ad Group

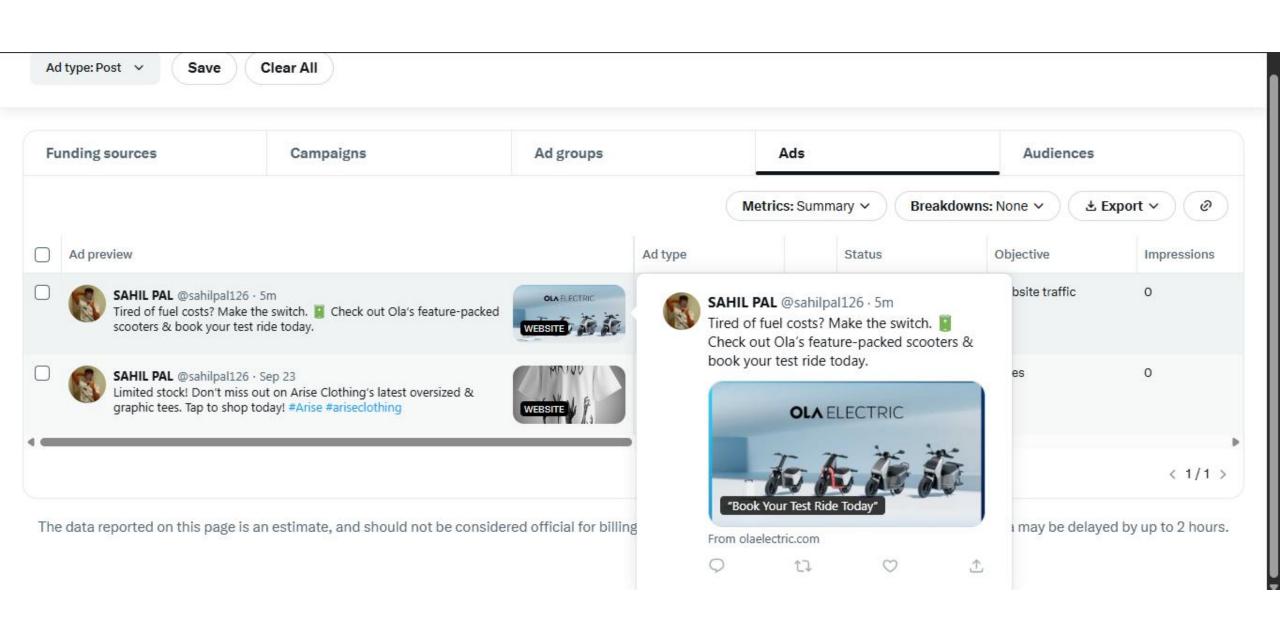
Display creatives 0

Back

Save draft

Launch campaign





Thank You