



Campaign Name: Paytm

Tab ID	Sitetype	Address	Size (W*H)	Direction	Lighting	Impressions / Per Week
Bi1	Hoarding	Necklace Road near tankbund	18*9.2	IMAX junction, beside Indira Gandhi statue facing Khairatabad Flyover	Yes	3,83,924
Bi2	Hoarding	Necklace Road ntr park	18*9.2	IMAX junction, beside Indira Gandhi statue facing NTR Marg	Yes	3,83,924
Bi3	Escalator	GVK Mall banjara hills road no 14	20*3.4	2nd Level Escalator	Yes	30,000
Bi4	Unipole	Mind Space Junction Opp Cycle Stand 1ptgw	40*40	Facing Bio Diversity	Yes	2,00,000
Bi5	Arch	Khairatabad Signals (Circle)	30*10	Raj bhavan road to Khairatabad Signals (Circle)	Yes	3,83,924

Total number of areas covered: 4

No. of Mediums Types used: 4, No. of Mediums Covered: 6

Reach Of Audiences: 13,81,772/week approx. (55,27,088/Month approx.)

Repeated Audiences: 4,14,532/week approx. (16,58,127/Month approx.)

By,
Billboards India Team