

**Hyperlocal Marketing
Technology LLP**



Introduction

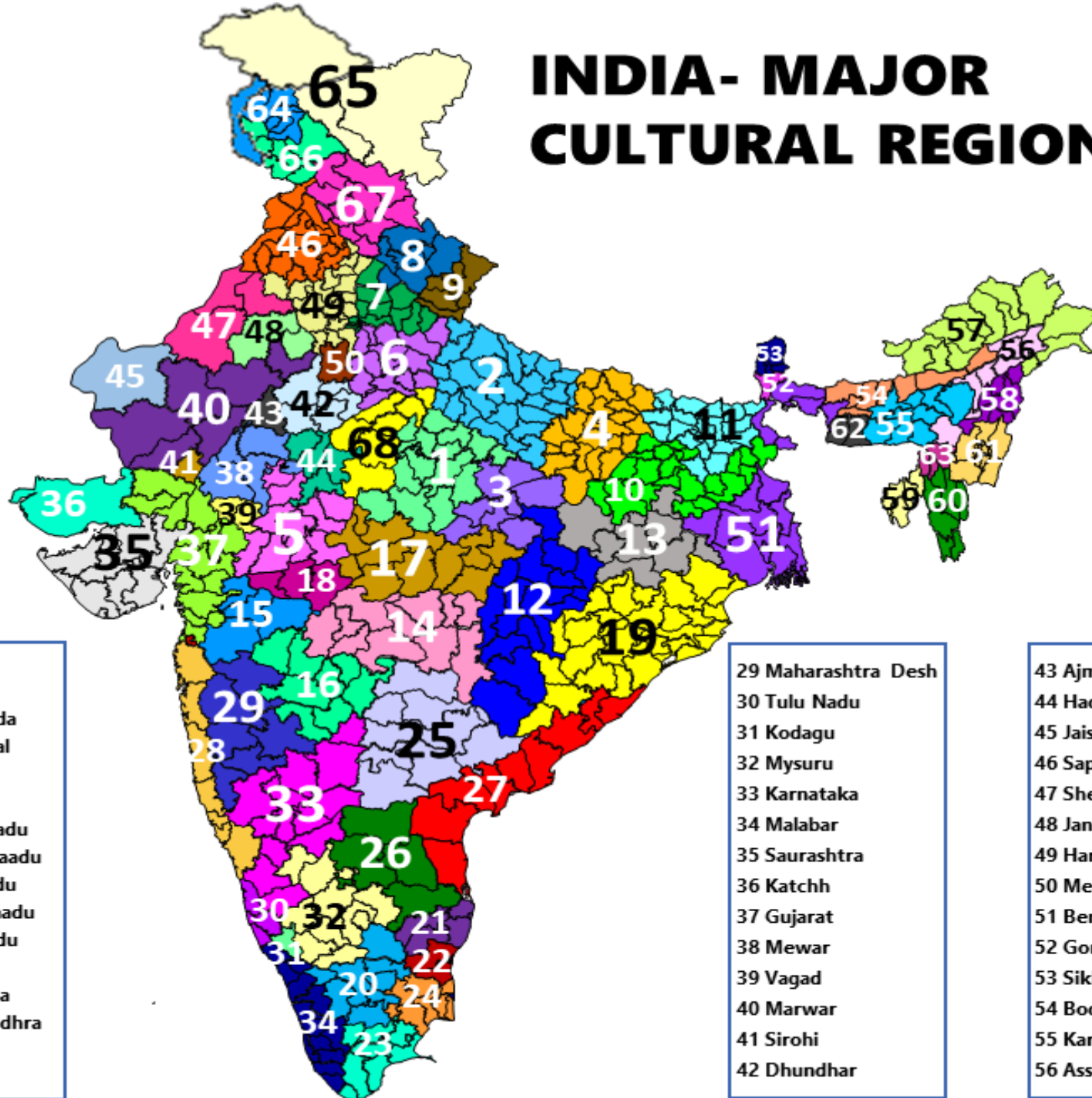
- As everything around the globe goes into a little screen, even the entertainment decides to go **digital**.
- FICCI quotes “If content is queen of 2020 then **technology** is the golden chariot that is carrying that treasure far and wide” in the matter of fast paced increase in **consumption** of digital data in India.
- In the past decade we have seen a dramatic transformation globally, in how consumers are shifting to highly **personalized**, small screen consumption.

Our Introduction

We are a technology company building **hyper local live TV & OTT platforms** across India

1. We discover , curate & distribute local news & culture in a **specific geography** /Socio Culture Region across various states in India & **special interest audiences**/groups
2. We will bridge the gap between local business (retailers, farmers) and the customers.

INDIA- MAJOR CULTURAL REGIONS



- 1 Bundelkhand
- 2 Awadh
- 3 Baghelkhand
- 4 Purvanchal
- 5 Malwa
- 6 Braj
- 7 Madhyadesh
- 8 Garhwal
- 9 Kumaon
- 10 Magadh
- 11 Mithila
- 12 Chhattisgarh
- 13 Nagpur
- 14 Vidarbha

- 15 Khandesh
- 16 Marathwada
- 17 Mahakoshal
- 18 Nimar
- 19 Odisha
- 20 Kongu Naadu
- 21 Thondai Naadu
- 22 Nadu Naadu
- 23 Pandya Naadu
- 24 Chola Naadu
- 25 Telangana
- 26 Rayalseema
- 27 Coastal Andhra
- 28 Konkan

- 29 Maharashtra Desh
- 30 Tulu Nadu
- 31 Kodagu
- 32 Mysuru
- 33 Karnataka
- 34 Malabar
- 35 Saurashtra
- 36 Katchh
- 37 Gujarat
- 38 Mewar
- 39 Vagad
- 40 Marwar
- 41 Sirohi
- 42 Dhundhar

- 43 Ajmer
- 44 Hadoti
- 45 Jaisalmer
- 46 Saptasindhu
- 47 Shekhawati
- 48 Jangladesh
- 49 Haryana
- 50 Mewat
- 51 Bengal
- 52 Gorkhaland
- 53 Sikkim
- 54 Bodoland
- 55 Karbi
- 56 Assam

- 57 Arunachal
- 58 Naga
- 59 Tripura
- 60 Mizo
- 61 Manipur
- 62 Garo
- 63 Sylhet
- 64 Kashmir
- 65 Ladakh
- 66 Jammu
- 67 Himachal
- 68 Chambal and Gird

1) Video Streaming on the rise

- Indians spent over 3.5 hours a day on their phones making them amongst the most time spenders on their phones. Average time spent **increased 25%** over 2017
- Indians consumed maximum data as compared to the rest of the world, at an average of **13.6GB per month** which is set to increase over 75% to 24GB by 2025
- **41% of time** is spend on entertainment and **63% of data** consumed was driven by video streaming, which is expected to reach 73% by 2025.
- Indians downloaded almost **20 billion apps** in 2019, a growth of 190% since 2016, making them the second in digital consumption of services following China.

2) Mobile & Internet Redefining India



Source: GWI| 'The Future of Internet in India' report by Nasscom and Akamai Technologies | TRAI | Ethnos| Industry estimates

3) Regionalization Driving Growth



66% Indic Usage (Current)

- 10X growth in Regional searches
- >2x growth in Regional 'YouTube' content,
- 5x faster growth of Hindi content consumption s English in the last 2 years



Regional Dailies see a 2x increase in readership (126% growth.)

41% reach of Hindi Dailies, 56% other regional Dailies



Increase in viewership of local language

Growth seen in Guj 146%, Assamese 123%, Marathi 74%, Bangla 68%

We are building a hyper local live TV and OTT platform

a) 24 hours Hyper Local TV showcasing:

- i. News
- ii. Eminent Personalities
- iii. Infotainment
- iv. Humour / Theatre
- v. Local Traditions /Places of Significance/Importance
- vi. Live Streaming of functions/ games (school, college)
- vii. Classifieds
- viii. Matrimonial
- ix. Branded Content /Sponsored Sections -

We are building a hyper local live TV and OTT platform

b) E- Commerce

- **Local Requirement:**

Customers from the local area can order Groceries, Apparels, Stationary items.

- **Outstation Requirement**

Customers from across India can order local traditional items- handicraft, homedecor etc



How will we go about it?

We will create a **Hyper Local TV + OTT platform** for:

1. Local media houses/Vernacular Newspapers

There are close to 100+ Newspapers who do not have digital presence.

2. Social Communities – Sindhi/Jain Samaj etc

3. Eminent Personalities /Community Leaders

4. Spiritual Teachers



How will this benefit

- a) We will increase their user base / customers by creating & managing digital assets for them:
 - OTT Platform
 - Website
 - Social Media:
 - Facebook Page
 - You Tube Channel
 - Instagram
 - What's App
- b) This platform will bridge the gap between local business & customers thus getting more visitors.

About Hyperlocal Marketing Technology LLP

A subsidiary of NSE (Emerge) listed Bodhi Tree Multimedia (BTML), one of the leading **content production** companies in India having, produced more than **1000+ hours** of content on Television and OTT across six languages

HMT LLP is a technology company building **hyper local live TV & OTT platforms** across India



How are we different

- Users depend upon traditional media as a source to get city news , but the existing platforms mostly focus on **crime & political stories** presented in a **sensational/negative way**- **we will showcase the positive /development side as well**
- We discover , curate & distribute content and are **NOT a news aggregator**.
- The existing platforms have very little option of conversations , our platform will **have regular conversations** with readers for **high engagement**.
- We will have tie up's in each of India's SCR (69 total)

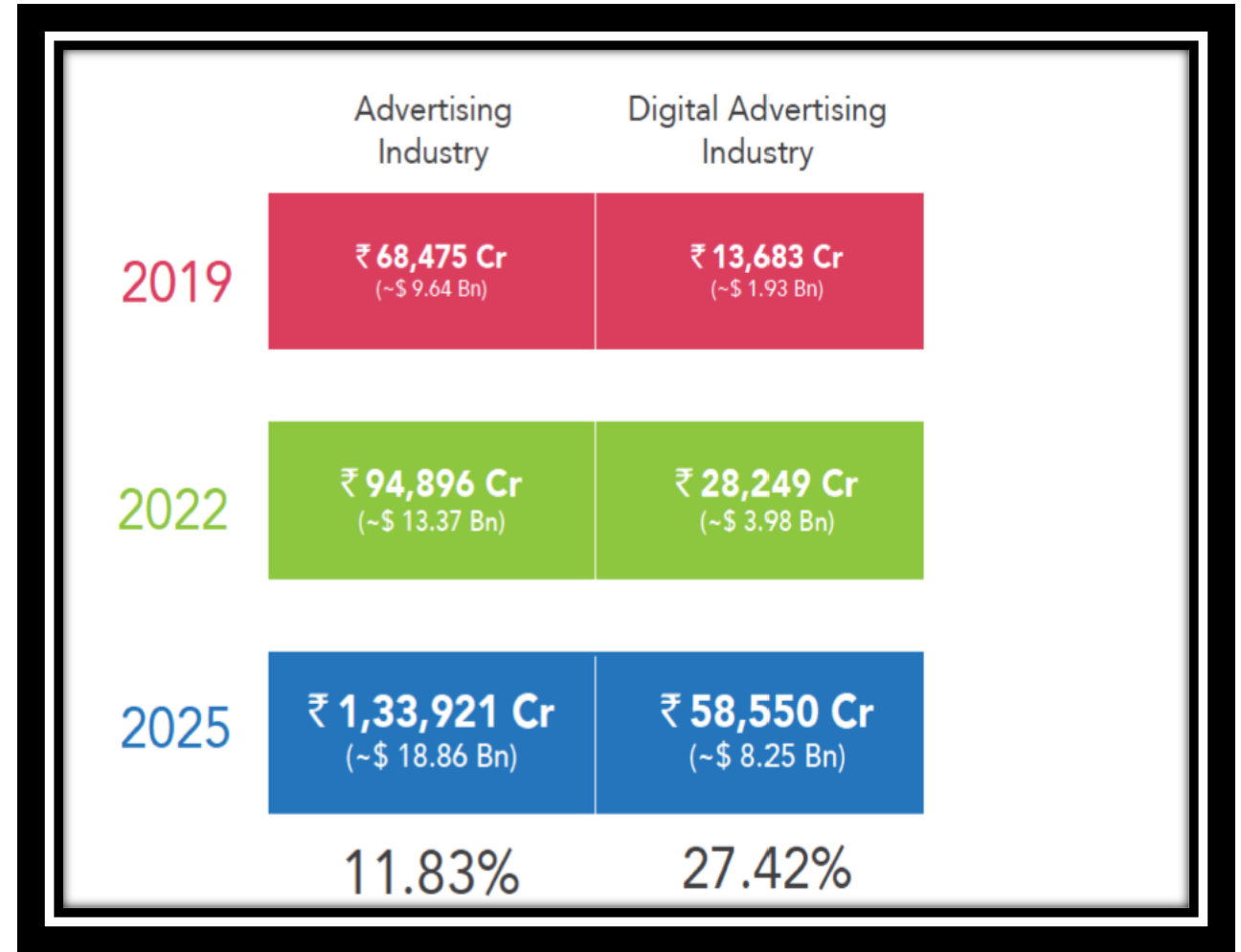
Market Potential

According to a report by Dentsu Aegis Network (DAN), the digital advertising industry is estimated to grow at:

CAGR of **27.42%** to reach **\$3.98 billion by 2022**.

Local brands in tier II cities of India advertise via unaccounted mediums. This can be routed via our strong local presence.

The PoP sales budget of National Advertisers is huge and it can be tapped



Revenue Model

a) Advertising

- Advertorials
- Branded Video
- Advertisements- Video & L-Bands
- Native & Google Banner Ad's

b) Subscription

We have best in class technology partner

- Broadcast high quality live events
- Go live in few hours
- Control your broadcast from anywhere
- Train quickly- it is user-friendly and has a web based UI dashboard

Credentials of Our Technology Partner



SPI International Chooses EVRIDEO's Cloud-Based Broadcasting Platform to Launch New Services



Outdoor Sport Channel® chooses Evrideo for Cloud based HD/UHD playout and IP distribution



Outdoor Channel (Asia) Chooses EVRIDEO for Cloud-Based Programming & Playout



Côte Ouest Audiovisual from Ivory Coast chooses EVRIDEO for Cloud based programing & playout for their Nina TV channels



Bollywood HD Chooses EVRIDEO's Cloud-Based Broadcasting Platform to expend and scale their services



How Israeli premium live sport channel globally using an edge-based cloud playout

Team



Mautik Tolia
Founder & CEO

Serial entrepreneur in the media & entertainment space having founded and the main promoter of Bodhitree Multimedia, a leading content production company in India and founding member of Neo Sports

Previous stints involved senior management positions in top media companies in India such as Neo Sports, UTV & Nimbus with close to 25+ years of experience

- Specializes setting up new media ventures primarily in broadcasting, content creation & production



Rajneesh Chaturvedi

Rajneesh is a Consumer Marketing Professional with 20+ years of experience across different brands and product categories especially FMCG and E Commerce (Healthcare). He has experience in building, scaling and making business profitable across categories.

His last assignment was Head of Marketing at Medlife.com and he also worked as Head of Marketing Services at Kraft Heinz

Rajneesh also has experience in working in the Top Global Communications Organizations- WPP Group and IPG Mediabrands in various leadership positions.