

# WAVES BAZAAR

## The Global e-Marketplace for Advertising Services



Waves Bazaar, an initiative under the Ministry of Information & Broadcasting, Government of India, is an innovative digital platform designed to empower Global Media & Entertainment Industry Connections. The platform helps connect advertisers with potential clients, enabling seamless collaboration between service providers and buyers. Whether you are an advertising business looking to promote your services or a brand seeking the right advertising partner, WAVES Bazaar serves as the ultimate marketplace to meet your needs.

# Why Join WAVES Bazaar?

WAVES Bazaar offers unparalleled opportunities for advertisers, agencies, and brands to expand their reach, find the right partners, and create impactful campaigns. Here, sellers can showcase their advertising services to a vast pool of potential clients, gain visibility, and expand their business reach, while buyers can explore a wide range of advertising services, compare offerings, and choose the best-fit partner for their campaigns.

## Opportunities & Key Benefits for Advertisers

WAVES Bazaar provides a structured and organized listing of advertising services under three major categories:

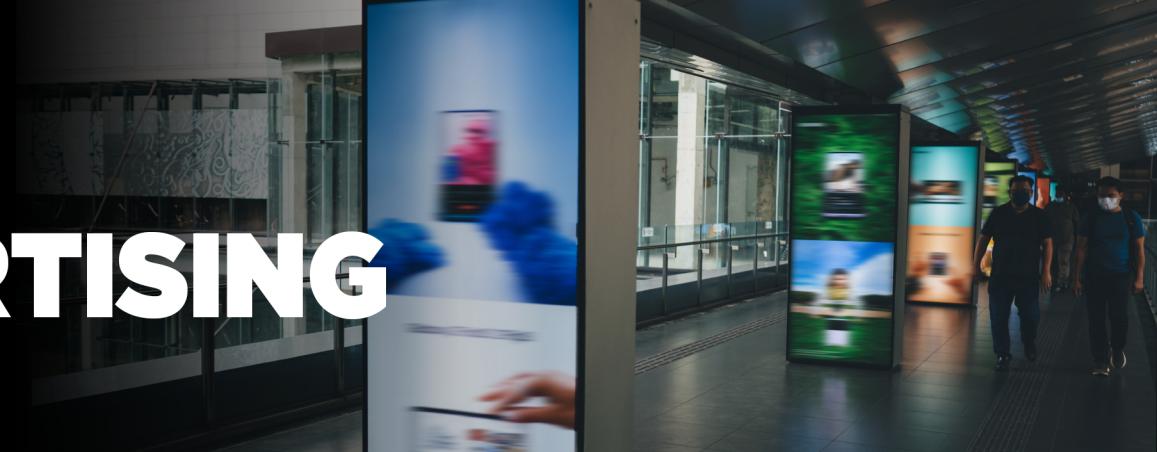
### PRINT ADVERTISING



### DIGITAL ADVERTISING



### OOH ADVERTISING





# Who Can List Their Services? (Sellers)

WAVES Bazaar welcomes a diverse range of service providers in the advertising ecosystem, including but not limited to:

- **Print Media Companies**
- **Advertising Agencies**
- **Digital Advertising Agencies**
- **Freelance Digital Marketers**
- **Social Media Advertising Experts**
- **Search Engine Marketing (SEM) Agencies**
- **Influencer Marketing Agencies & Creators**
- **Affiliate Marketing Networks & Advertisers**
- **Email Marketing Service Providers**
- **Mobile Advertising Networks & App Promotion Experts**
- **Billboard Advertising Companies**
- **Transit Advertising Providers**
- **Airport Advertising Vendors**
- **Retail & Mall Advertising Providers**
- **Street Furniture Advertising Vendors**
- **Digital OOH (DOOH) Media Companies**
- **Highway & Roadside Hoarding Sellers**
- **Cinema & Multiplex Advertising Providers**
- **Projection & Hologram Advertising Vendors**
- **And many more!**

# Who Can Buy These Services? (Buyers)

Advertising is essential across industries, and buyers on WAVES Bazaar can come from various sectors, including but not limited to:

## **BUSINESSES ENGAGED IN ADVERTISING**

Companies actively involved in advertising and looking for vendors to execute ad campaigns or subcontract services. (E.g., Advertising Agencies, Media Buying Firms)

## **BRANDS & ORGANIZATIONS**

Businesses and organizations seeking advertising partners or venues to promote their products, services, or content. (E.g., Film Production Houses, Corporate Brands, Product Manufacturers, Entertainment Companies, Event Organizers, Public Sector Organizations, etc.)

# How to Register & Participate?

We invite you to spread the word and encourage sellers and buyers to join WAVES Bazaar. This is a unique opportunity to create a thriving marketplace for Global Media & Entertainment Industry Connections, ensuring seamless transactions and successful marketing campaigns.

## **Steps to Join WAVES Bazaar:**

- Visit the WAVES Bazaar website [wavesindia.org](http://wavesindia.org)
- Sign up & create a profile as a seller, buyer, or investor
- List your advertising services or requirements
- Connect with industry professionals and explore new opportunities
- Start collaborating & growing your business!

***Join today and unlock endless advertising possibilities with WAVES Bazaar!***

