

# Future of Advertisements

Driving Sustainable Impact,  
Inspiring Growth.

eZpedal  
Rideshare



# Know Us

**1<sup>st</sup>**

in Asia : Largest Ride  
Share Initiative

**80+**

Public Stations

**24**

Public Docking Stations

**EN Standards**

built with safety, durability, and  
environmental compliance

We are here to change India that travels **first mile and last mile**  
for **Sustainability**  
for **Greener and Safer Urban Mobility**  
for **Public Health and Community**

# Need of the hour for Pune

**3<sup>rd</sup>**

most congested  
city in India

**34%**

congestion level

**4<sup>th</sup>**

most congested  
city in World

Increasing traffic in Pune  
Rising vehicle ownership  
Insufficient public transport  
Urbanization and population growth

# Need of the hour for Pune



Ezpedal's collaboration with Government proves beneficial for **maximised public reach**

**83%**  
high recall rate

**35,25,000**  
approx.  
individuals in PCMC

**400%**  
more views

Digitized Advertisement + Mobile Advertisement provides **flexible and time-relevant content reach in cost-effective manner**

# Covering the Most Premium Locations in PCMC

Advertising locations technically evaluated by experts for bigger impact



Primary Road

Dock Locations (BRTS stops)

Metro Stop

Area of Impact

# Sustainable Advertisement Approach



Reduction in Paper  
and Material Waste



Lower Carbon  
Footprint



Energy Efficiency



Flexibility and  
Reusability



Eco-Friendly  
Targeting



Encouraging Digital-  
First Marketing

# What we Offer

## LED SCREENS

1st in PCMC



Suitable for Corporates/ Real Estate

## COMMUNITY BRANDING



Suitable for direct neighborhood reach

## MOBILITY BRANDING



Suitable for wide demographic reach

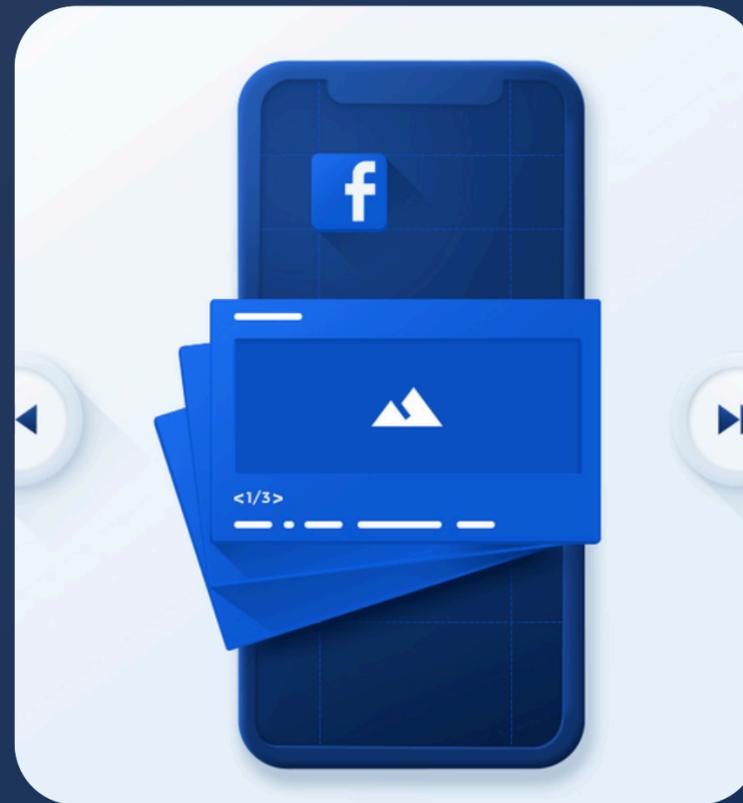
# Types of Content

## GIFS



for changing needs and short form content

## SLIDESHOW OF IMAGES



engaging dynamic display

## IMMERSIVE ADS



leading tech options

**LETS TAKE YOUR  
BRAND TO  
MAXIMUM REACH  
AND  
BETTER IMPACT**

**How!**

## Impact Zone Advertising

Maximize Visibility, Maximize Impact

## Reach with Impact

Connect with Customers Like Never Before

## Proven Success

A World-Renowned Advertising Model

## Stand Out, Stay Ahead

Make Your Brand Unmissable

# LED SCREENS



# Benefit and Impact



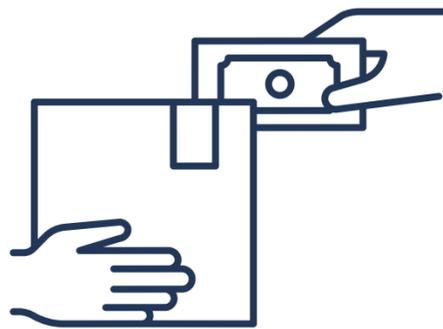
Low Maintenance



Attention Grabbing



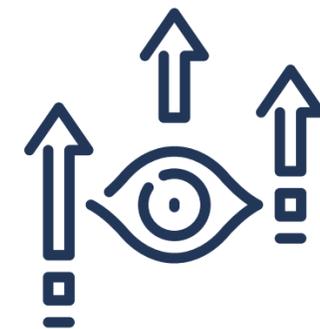
Real-Time Content Updates



Cost-Effective Marketing



Eco-friendly



Enhanced Visibility

LED SCREENS

# **Offer**

**“With bright, dynamic displays that capture attention, Advertise on our LED boards and reach the maximum audience across the city, day and night!”**

- **Time Period** : 3 - 90 days
- **Specs** : 9.5 x 5.2 ft P4 screen with 62,500 pixels per square meter
- **Note** : Variable slots (next slide for more)

**LED SCREENS**

COMMUNITY BRANDING



# Benefit and Impact



Direct Neighborhood  
Reach



Targetted Reach



Enhanced Community  
Support

COMMUNITY BRANDING

# **| Offer**

**“Connect with the community!  
Showcase your brand on our flex boards and reach  
residents **where it matters most!**”**

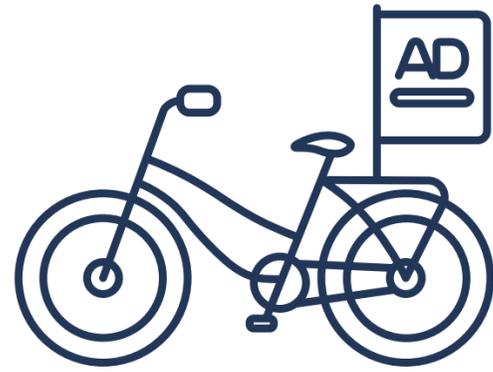
- **Time Period** : 30 days
- **Specs** : 2.1 m x 1.5 m
- **Note** : Negotiable based on time frame

**COMMUNITY BRANDING**

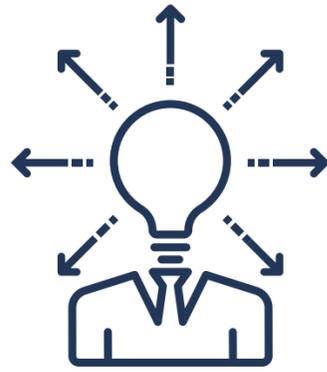
# MOBILITY BRANDING



# Benefit and Impact



Brand Mobility



Wide Demographic Reach



Dynamic Location Exposure

MOBILITY BRANDING

## **| Offer**

**“Take your **brand on the move!****

**Advertise on our bicycle and let your message travel far and wide.”**

- **Time Period** : 30 days
- **Specs** : On baskets and tyre-guards
- **Note** : Minimum order of 30 units, with a duration of at least 90 days.

**M O B I L I T Y   B R A N D I N G**

# Associating with the Cause

## VIRAL TRENDS



'Nature Shapes Britannia' campaign  
Sustainability and Eco Friendly  
Billboards

Britania

## HELPING A CAUSE



Ola's Real-time Carbon emission  
Campaign  
Supporting Sustainable Mobility

Ola

## BENEFITING NEED



Help promote 'affordable  
transportation'  
Public-Private initiative

Citi Bank

**Let's Connect and transform  
the narrative**

**Thank You**

**ezpedal**