Planet Outdoor Rajasthan : Maximizing Brand Visibility

Our Out-of-Home (OOH) provides powerful insights for your brand's marketing strategy. With extensive reach and targeted impressions, our network offers unparalleled opportunities for brand awareness and engagement across major cities in Rajasthan. We have dominance in high impact sites

A unit of Patrika Group

Planet Outdoor boasts ownership of prime advertising locations across Rajasthan, establishing a strong presence in the state's outdoor advertising landscape.

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We have a proven track record of success, with over **325 brands**, both local and corporate, choosing us for their advertising campaigns. Our commitment to quality and impactful campaigns has led to a high ratio of repeat clients, demonstrating our effectiveness. Dominances on Tonk road i.e. the artery commercial road of the city, Jaipur. Similar dominance in other cities as well.

Beyond traditional billboards, we also offer innovative solutions like digital wall paintings in rural areas, expanding our reach even further.

Planet Outdoor recently won the bid for the prestigious Tonk Road project, stretching from Ajmer gate to Sanganer. This strategic placement further solidifies our dominance in the Rajasthan market.

Trading Partner Sites

1000+ Sites
Over 5 Lac Sq.feet

Proprietary Sites

625+ Sites
86000 Sq.feet

Total Coverage PAN Rajasthan

1625+ Sites
5.8 Lac + Sq.feet

Covering Prime Locations of Jaipur – Tonk Road, Vashali nagar, JLN Marg, Queens Road

ADMAVIN Subscription for reporting of Site performance

Jodhpur – Gateway to Western Rajasthan

- Second-largest city in Rajasthan with strong regional influence
- Strong presence of **defence, handicraft, tourism & local trade**
- High daily commuter movement across **city entry/exit points & markets**
- Ideal for **brand awareness, retail & regional leadership campaigns**

OOH Strengths:

Premium hoardings | High-visibility junctions | Market & arterial road dominance
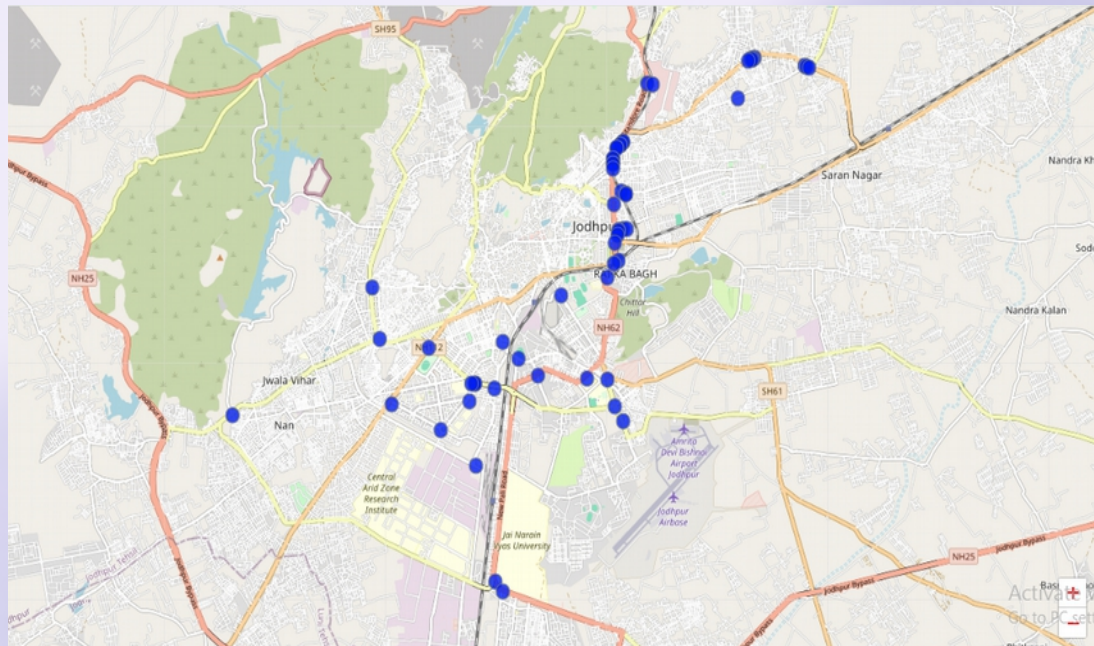
Kota – Education & Youth Capital

- India's leading **education hub** with year-round student inflow
- High concentration of **coaching institutes, hostels & residential zones**
- Strong demand for **education, FMCG, BFSI & youth-focused brands**
- Dense footfall across **commercial streets & transit routes**

OOH Strengths:
Student-centric locations | Coaching hub visibility | High-frequency exposure zones
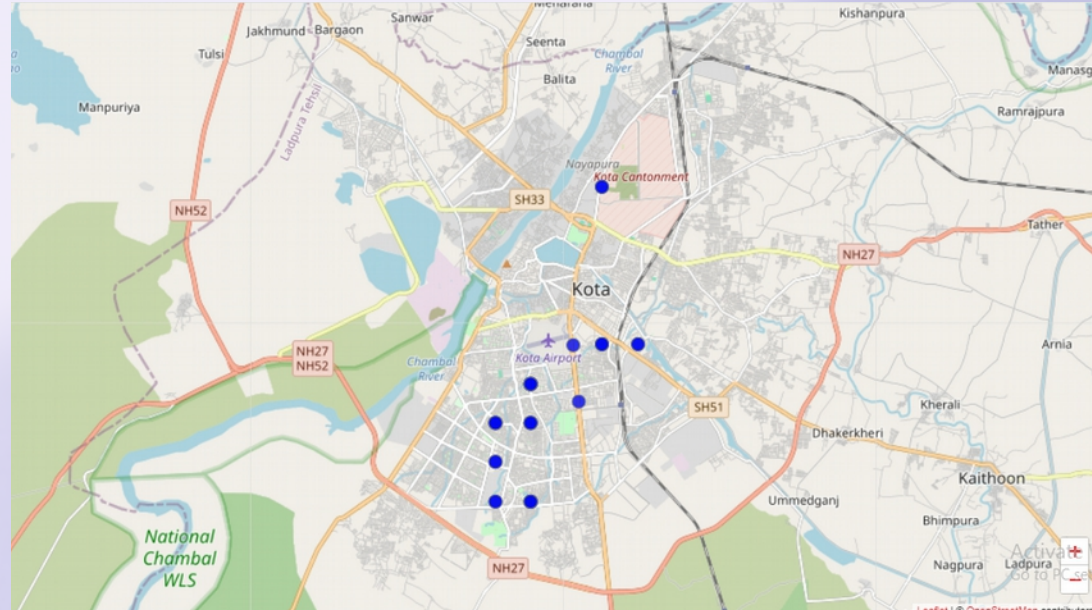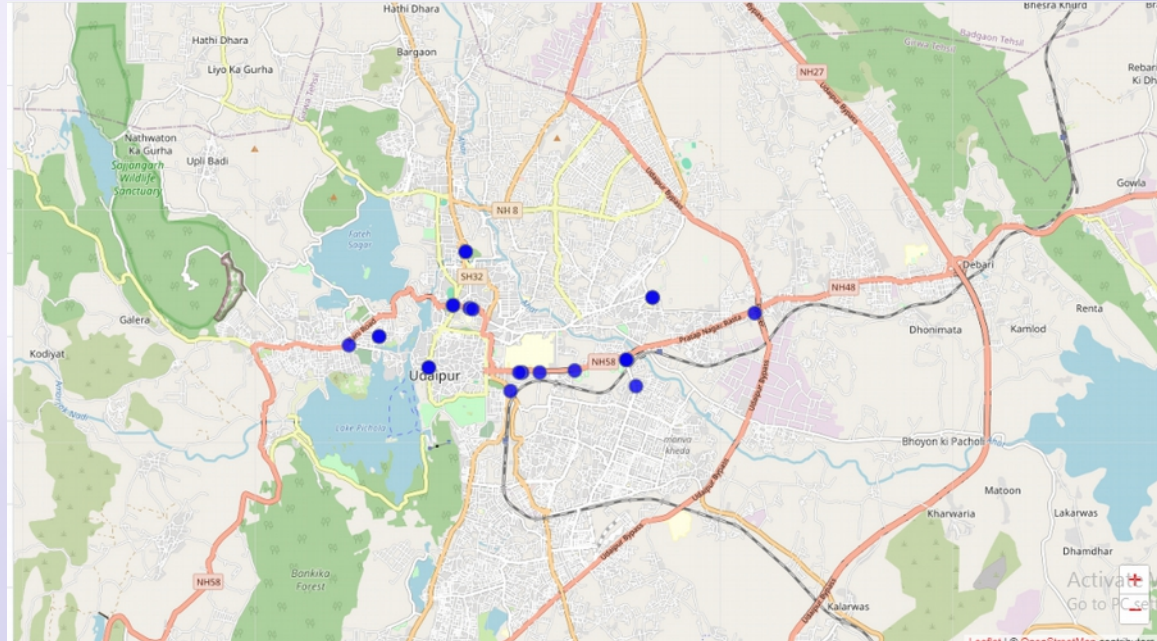
Udaipur – Tourism & Lifestyle Hub

- One of India's top **tourism and hospitality destinations**
- Strong presence of **hotels, luxury retail & lifestyle brands**
- Mix of **tourists + affluent local population**
- High movement around **heritage zones, malls & highways**

OOH Strengths:

Premium locations | Tourist-heavy corridors | High-impact lifestyle branding
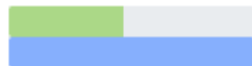
City Performance

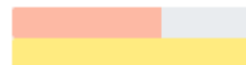| No. of Sites	Impressions	Population	Reach	Frequency
625+	TG : 65,15,46,949 Total : 1,39,21,22,013	32,82,048	TG : 19,11,158 Total : 31,60,453	440

Massive Audience Reach

1 **1.39 Bn Impressions**

Our OOH sites span major cities, delivering over 650 mn TG impressions in 30 days across all Raj.

2 **Jaipur's Impact**

Jaipur alone provides over 1.4 billion impressions, including 154 Mn targeted impressions.

3 **Wide Coverage**

Our network reaches diverse audience groups in Jaipur, Udaipur, Kota, Sri Ganganagar and more. Avg LTS 4.18

Vast Population Coverage

Total Population Covered	2.9 million
Jaipur Population	3.2 million
Smaller Cities	Focused reach, high LTS Avg 4.1/5

Targeted Demographics

Precision Targeting

Our network effectively reaches specific demographics, enhancing ROI and message resonance.

Jaipur's Performance

Jaipur delivers 154 million impressions directly to the target group.

Secondary Markets

Cities like Alwar and Bhilwara show strong target group impressions and frequency.

Admavin Reporting

Jaipur-Specific Insights

1

387 Sites

Extensive coverage in Jaipur, indicating its importance in the campaign strategy.

2

1.4 Billion Impressions

Highest number of impressions, showcasing Jaipur's commercial relevance.

3

440 Frequency

High exposure rate, potentially leading to strong market saturation. Total Frequency