

ADBOOK COMMUNICATION INVESTORPRESENTATION

Future of Advertisement
June 2023





Executive Summary

Objectives

Adbook Communication Private Limited is an implementation of CENTRALIZED ADVERTISEMENTS, also known as adbook. It's a E-platform based network designed to make the advertisements more easy, secure, and simplify for all custom Product sellers & Ads service provider (physically & digitally).

Achieving the Objectives

We believe Physical / Digital Advertisement space currently lacks some key things to finally become widely adopted and successful : centralized advertisements with the help of AD based Platform We believe after we make this platform these lacks of key components, we can expect a vast array of seller and service providers problem will be solved ! We also believed that currently no any platform is available in the market for sellers and service provider for ads and we are working to solve this.

About :

Adbook Communication Private Limited founded in March 2022 as the name Adbook, and now listed in ROC of INDIA. Adbook Headquartered in DELHI INDIA. ADBOOK operates in INDIA through its website and soon by its mobile app. ADBOOK Provide Ads product, Ads services, support, and consultancy to all of our customers and gives the best user experience in advertisements industries.

Forward looking Statements and objectives.

WHAT ADBOOK GIVES US

After we achieve centralized digital and physical advertisements, here are some of the things that becomes possible and solved :

Workings

We don't mean direct digital ads booked in platform, But ads, like Hotstar ad (Banner ads, and other) on publically usedplatforms, applications, websites, sponsorships Ads can be booked by adbook. They will then be run on platform.

Centralized Digital ad

you can run your ad on website, applications and Games like platform that is booked from adbook

Centralized product market

you can buy your customized product through adbook

Centralized outdoor Ad

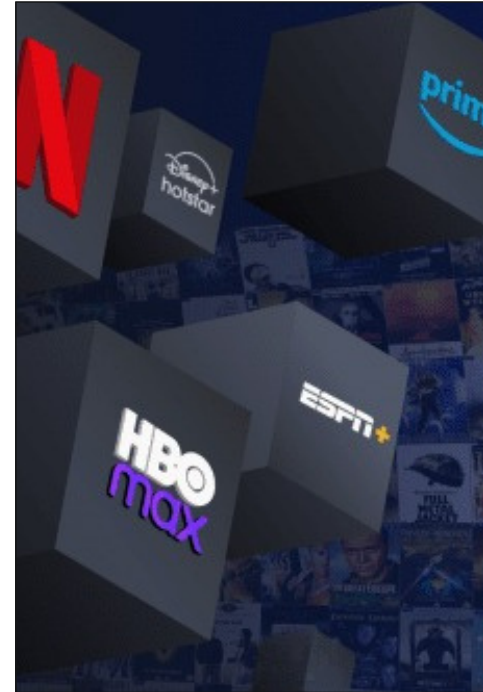
OOH outdoor available site you can book through adbook e.g. metro ads, road ads, Airport Ads etc

Centralized sponsors market

get the best sponsors for your event & seminars through spoker

Centralized your OTT or TV Ads

book your ads directly from adbook and run on OTT's and other channels





PROBLEM

Buying or Booking

Multiple channel of platform user are using for book his ads for outdoor, digital, products, or for getting sponsors. If user want custom product they use e-comm website or get direct offline vendors (having risk of payments, time of delivery can be compromised, quality can be compromised) having some risks, or for user want outdoor promotions they can book only offline with limited ad companies or want to run ads digitally on OTT or any websites or else digital platform. Hosting an event and getting the sponsors is one of the bigger problem of startups of individuals

Prices

Prices is an important concern for customers booking ads online/offline of buying customvproducts [online/offline](#).

Payments

Limited options of payment for users at e-comm websites or booking website and while user book their order via offline to any product vendor or service providers They can only use IMPS/RTGS/NEFT or in special cases UPI or Card payments.

Ways

No easy ways exists to book a outdoor advertisement, digital advertisement, buying a custom product, or get sponsors

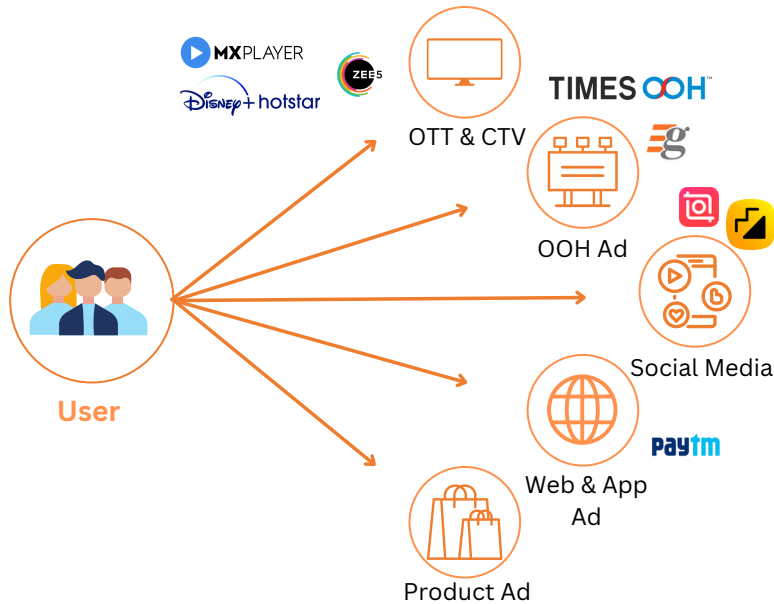
SOLUTION

A web platform where customer can buy, compare, book and get the product, service or sponsored easily



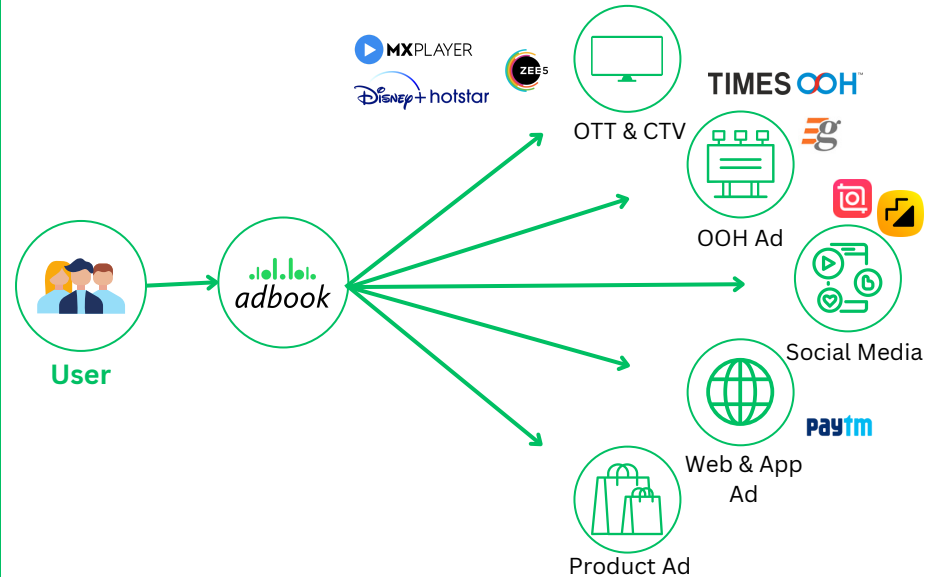
Market Scenario

For booking Ad and analysis of Ad User currently creates and manages multiple account for multiple Ad and some are offline part



Current Market

For booking Ad and analysis User will creates and manages Adbook Single account for All Ads analysis and all will be the part of online transaction.



Adbook Scenario

INDIAN MARKET SIZE

434+
Million

Outdoor Advertisement
Market (India)

Reports from
statista.com

3.38+
Billion

Digital Advertisement
Market (India)

Reports from
statista.com

259+
Million

Custom Advertisement
Market (India)

Reports from
time of India

1.8+
Billion

Sponsorships
Advertisement
Market (India)

Reports from
statista.com

WORLDWIDE MARKET SIZE

39.5+
Billion

Outdoor Advertisement
Market (WorldWide)

Reports from IMARC
Group

223+
Billion

Digital Advertisement
Market (WorldWide)

Reports from
statista.com

30+
Billion

Custom Advertisement
Market (WorldWide)

Reports from
dataintelio

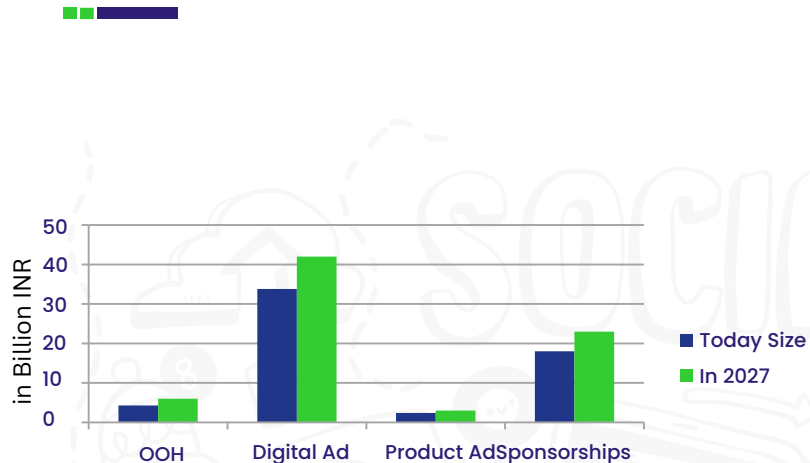
57+
Billion

Sponsorships
Advertisement
Market (WorldWide)

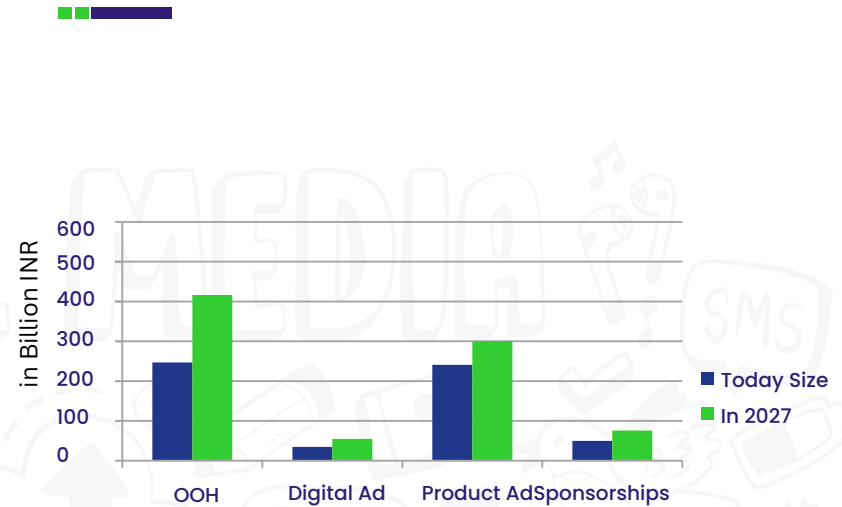
Reports from
statista.com

MARKET CAPITAL OF ADS

Market Capitalization as per india and worldwide in Today and in 2027. adbook working for future.



IN INDIA

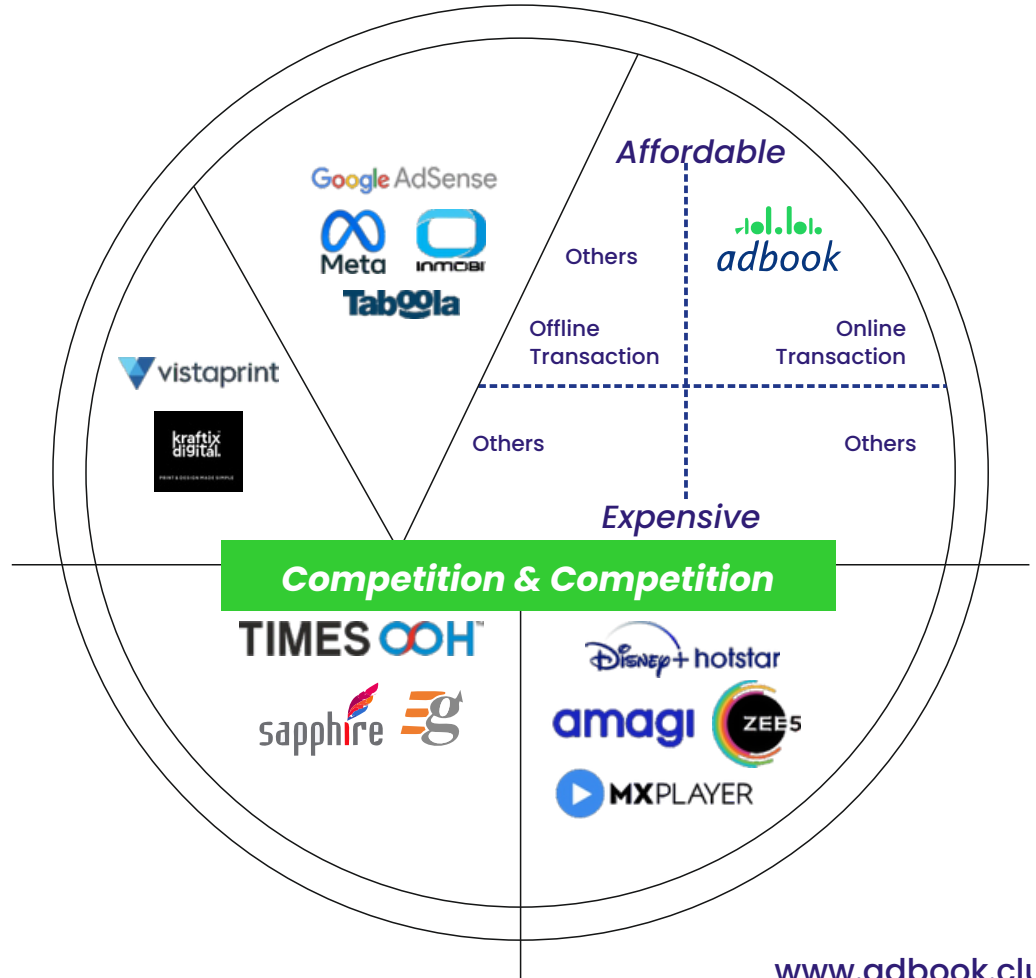


WorldWide Market

COMPETITOR & COMPETITION ANALYSIS

Our competition in various sectors

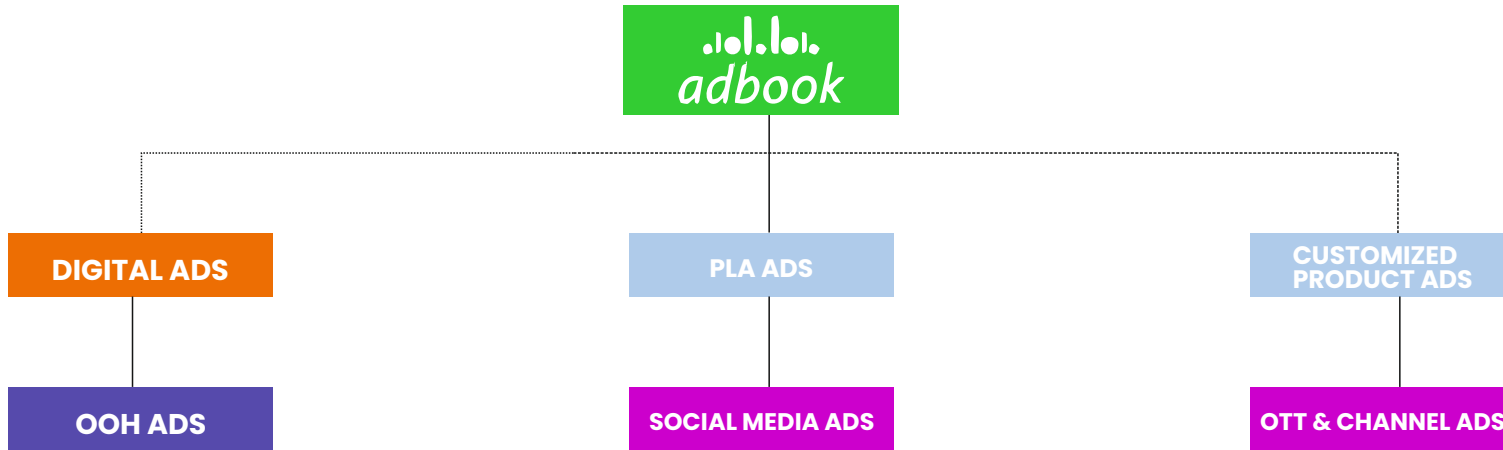
1. Competition in **Customized Product**
2. Competition in **digital Ad services**
3. Competition in **OHH Ad services**
4. Competition in **OTT & Channel Ad services**



WHERE ADBOOK STAND IN THE MARKET

Adbook will not just a platform of ads its complete solution of advertisement. After developed adbook things will change

- ◆ Booking of digital ads services.
- ◆ Booking & Management of prices of OOH Advertisements
- ◆ Simplifying OTT & CHANNELS Ads
- ◆ Providing a marketplace to Customized product offline sellers.



UPCOMING LAUNCHES



Spoker Brief It's a registered trademark of Adbook Communication Pvt Ltd. It's a Auction Bidding Social platform that will make easy to get sponsors for your events, ads & other activities. Peoples can auctions any kind of things like Ad Rights, Infratech selling etc to get hire bid of there product or service its will open for all platform. There is a special private auction system too it will only limited Exis of peoples . That will be password protected Entry.

OUR PRESTIGIOUS CLIENTS

Our Clients

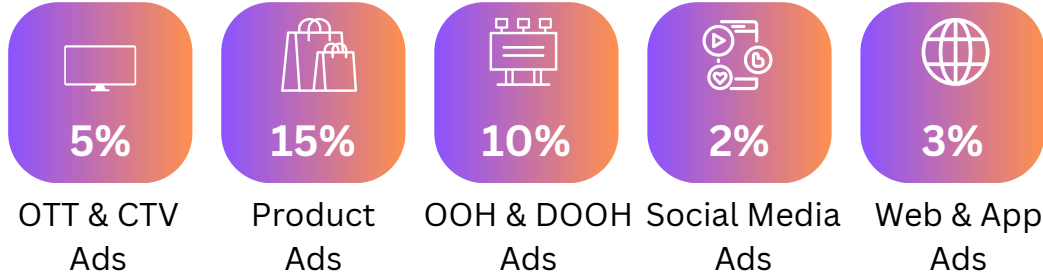


From Third Party

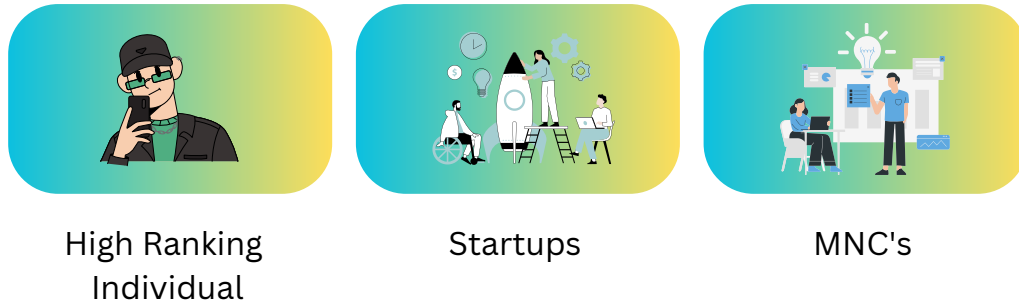


Business Model

We will take commission on each transaction.



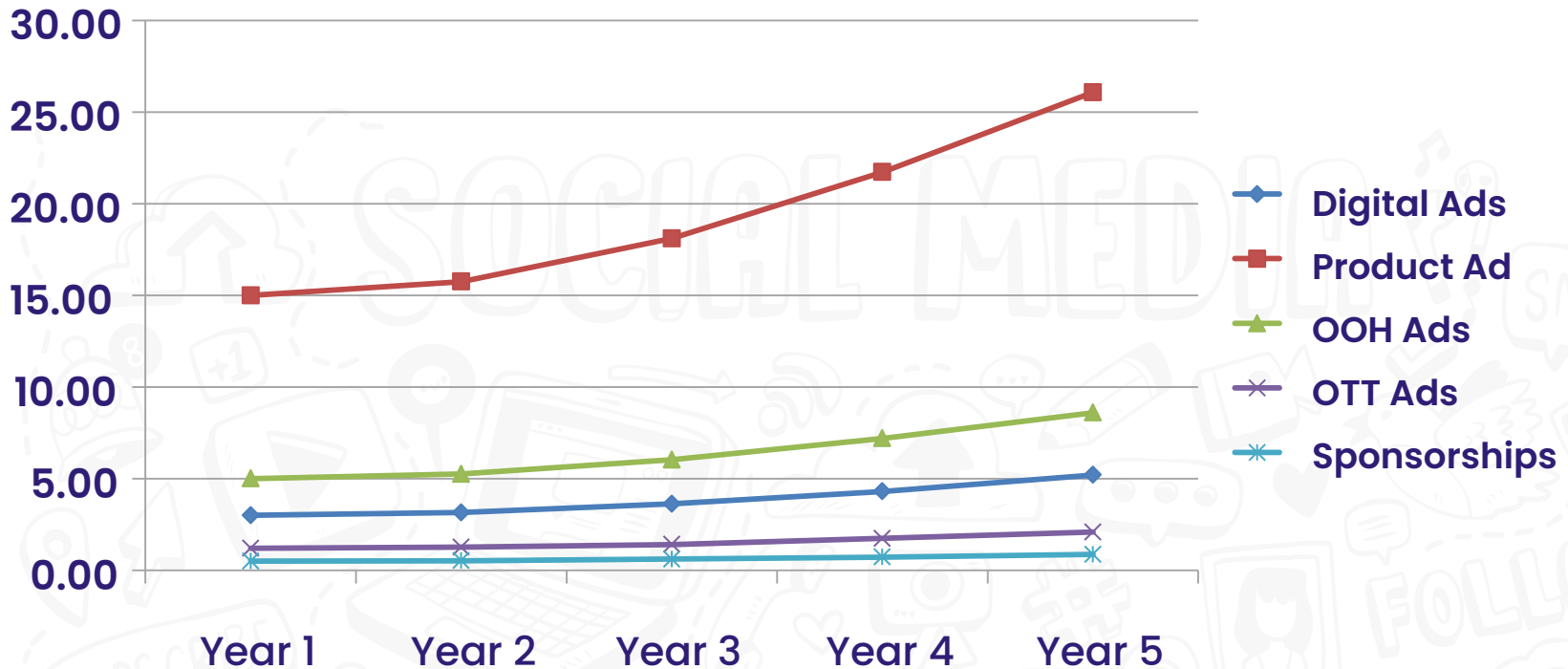
Target Customer



Focus Sector



INDIA'S GROWTH PROJECTION GRAPH OF 5 YEAR



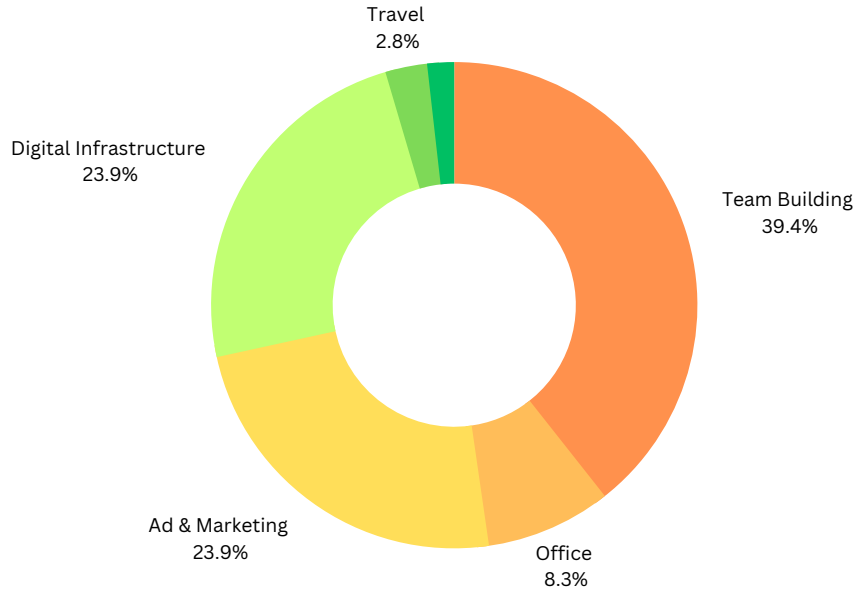
REVENUE PROJECTION OF 5 YEAR AFTER DEVELOPED ADBOOK PLATFORM

	Year 1	Year 2	Year 3	Year 4	Year 5
Unit Sales (In 100)					
Product	1500	1575	1811	1575	2608
Digital	400	420	482.667	578.667	694.667
Ooh	10.416	10.937	12.562	15	17.916
Sponsorship	4.166	4.333	5	6	7.1
OTT	1.2	1.26	1.7	1.73	2.08
Unit Price (Average)					
Product	100	100	100	100	100
Digital	75	75	75	75	75
Ooh	4800	4800	4800	4800	4800
Sponsorship	1200	1200	1200	1200	1200
OTT	10000	10000	10000	10000	10000
Total Sales (In Hundred)					
Product	150000	157500	181100	217300	260800
Digital	30000	31500	36200.03	43400.03	52100.03
Ooh	49996.8	52497.6	60297.6	72000	85996.8
Sponsorship	4999.2	5199.6	6000	7200	8520
OTT	12000	12600	17000	17300	20800

**We take standard
or Market price of
advertisement as
of now.**

- ◆ Average Price of product
- ◆ Cost per click on Facebook
- ◆ 4800 sq/ft standard
- ◆ Cost per thousand listeners
1200.00Rs
- ◆ Minimum Ad price on Hotstar

UTILIZATION OF FUNDS IN 1 YEAR



Adbook Communication PVT LTD

- ◆ We are looking for investment of INR 5M for 12 month financing from multiple or single investor in Angel Round (Seed Capital) to start and make our platform for users in india and worldwide market.

Requirement of fund

INR 5M

Against 15% Equity (or Discussed Equity)

- ◆ Funding Type : Seed Fund
Time of utilization of fund : 12 Month

Fund Utilization

Team Building : 1.98M

Office : 0.42M

Advertising & Marketing : 1.20M

Digital Infrastructure : 1.20M

Other Expenses (Inside & Outside) : 0.14M

Travel : 0.09M



THANKS FOR WATCHING TO THE END !

Hope we get the response from your side and our presentation will show you how this will work in future and generate your interest to invest in Adbook Inc.

Mr. Bharat Rana
Founder & Director

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