



Budget Property - 2009

Western Suburbs

Raghuleela Mall, Lotus Hall

Date : 16th - 18th January 2009

Proposed Media Plan

| 1] PRINT MEDIA |
|---------------------------|
| 13-1-09, Tuesday |
| Gujrati Mid Day |
| Mid Day |
| |
| 14-1-09, Wednesday |
| Hindustan Times |
| Mid-Day (Eng) |
| Vyapar |
| |
| 15-1-09, Thursday |
| Inqlab |
| Janmabhoomi |
| Mid Day |
| Mumbai Mirror |
| Samna |
| |
| 16-1-09, Friday |
| Financial Express |
| Indian Express |
| Inqlab |
| Janmabhoomi |
| Loksatta |
| Maharashtra Times |
| Nav Bharat Times |
| Times Of India |
| Gujrat Samachar |
| |
| 17-1-09, Saturday |
| DNA |
| Express Estate |
| Hindustan Times |
| MumbaiSamachar |
| Times Property |
| Vasturang |
| West Side Plus |
| |
| 18-1-09, Sunday |
| DNA |
| Gujrat Samachar |
| Indian Express |
| Loksatta |
| Sunday Mid Day |

2] ELECTRONIC : (10 days from 9th to 18th Jan. 09)

| Sr. No. | Medium | Language | Days |
|----------------|-----------------------------|-----------------|-------------|
| a | 98.3 Radio Mirchi | Hindi / English | 10 Days |
| b | 91.0 Radio City | Hindi / English | 10 Days |
| c | 93.5 Red FM | Hindi / English | 10 Days |

3] TELEVISION :(10 days from 9th to 18th Jan. 09)

UTVi NEWS

4] CINEMA SLIDES :(10 days from 9th to 18th Jan. 09)

Theatres from Malad to Virar

Cinemax, Fame, PVR, Movie Time, Fun Cinemas etc.

5] HOARDINGS :(10 days from 9th to 18th Jan. 09)

All Stations - Malad - Virar

6] INTERNET :(10 days from 9th to 18th Jan. 09)

PropertyMixer.com

***Media Plan Subject to Change.**