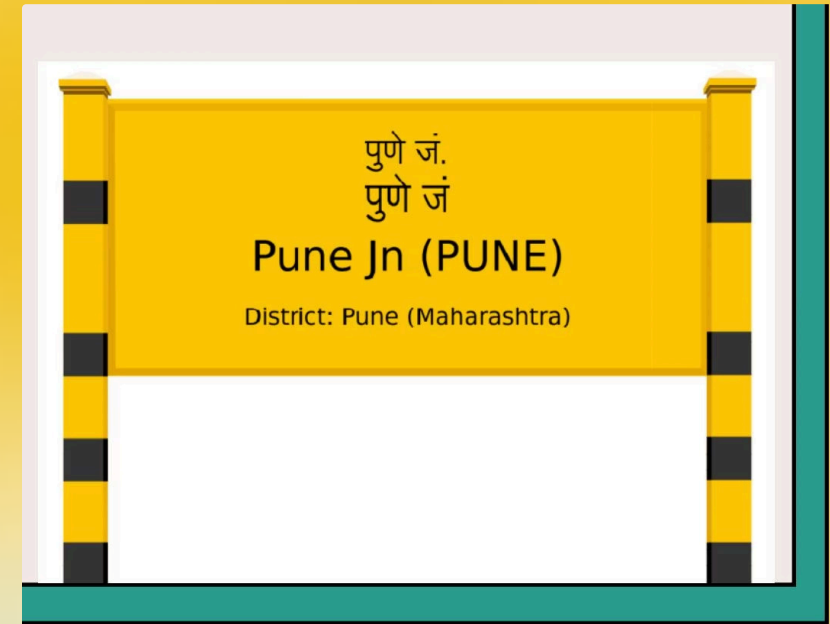


Digital Advertising at Pune Railway Station

Reach millions at Pune Junction — one of India's busiest transport hubs. Our digital advertising solutions deliver unmatched visibility and engagement in the 'Oxford of the East,' Maharashtra's leading educational, cultural, and economic hub.



Why Pune Railway Station?



Massive Footfall

1.7 - 1.9 lakh daily passengers and visitors, totaling 6.2 - 6.5 crore people annually



Strategic Hub

Pune Railway Station ranks among India's top 10 busiest stations, connecting major cities like Mumbai, Delhi, Bangalore, and Chennai. It is classified in the NS1 category due to its high passenger traffic.



Diverse Audience

IT professionals, students, families, and tourists in a city with one of India's highest per-capita incomes





Pune Railway Station - Key Stats (2025)

1

Daily Passenger Footfall: ~1.7 lakh passengers/day (171,696 avg. till June 2025) .

2

Annual Traffic: Over 6.2 crore passengers annually, with peaks of 2 lakh+ daily during festivals.

3

Growth Trend: Footfall has increased by 10,000+ passengers/day in just 2 years (2023–25), showing steady demand.

4

High Dwell Time: Average waiting time 15–45 minutes, creating a captive audience perfect for video ad recall.

Audience Breakdown

Daily Office Commuters

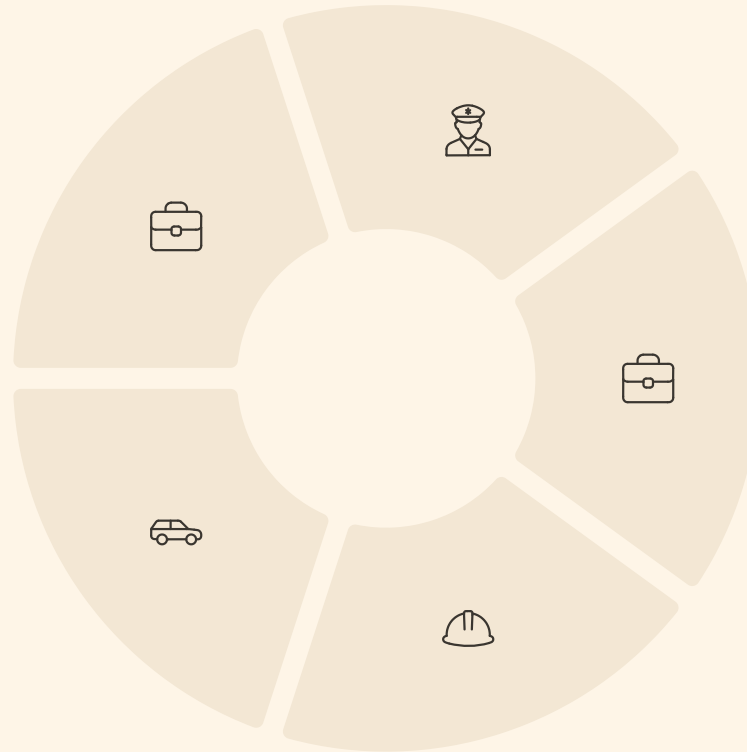
30–40% of audience

IT, auto, and services sectors

Families & Leisure/Tourists

8–12% of audience

Domestic and international visitors



Students & Youth

15–25% of audience

University + Junior College

Intercity Business & Professionals

10–15% of audience

AC chair/sleeper, VB/Intercity travelers

Blue-collar & Industrial Workforce

10–15% of audience

PCMC/Chakan/Logistics sectors

Pune boasts one of India's highest per-capita incomes, making this audience particularly valuable for advertisers.

Impressive Reach & Metrics

12

Daily Operating Hours

Ensuring maximum visibility
throughout the day

15 - 45

Average Waiting Time

Passengers typically wait 15-45
minutes

65

Screens strategically
installed

Comprehensive Platform coverage

1.25 L

Estimated Daily
Impressions

Considering 60-70% of total reach

Our digital ads achieve **65-70% higher recall** compared to traditional road hoardings, thanks to the captive audience and extended dwell times.

Static Ads Vs Digital Video Ads

Static Hoardings

- Attention: Low, easily ignored
- Recall: ~20–30%
- Fixed, needs reprinting
- Single message only
- Costly, long-term only
- Very limited tracking

Railway Digital Video Ads

- Attention: High, motion grabs eyes
- Recall: ~65–70%
- Dynamic, instant creative change
- Multi-frame narrative & storytelling
- Cost-effective per impression
- ROI measurable with analytics

Strategic Screen Placement

Our 50 LED screens are strategically positioned throughout Pune Junction Railway Station to maximize visibility and engagement:

Ticket Windows

Capture attention during purchase

Platform Areas

Engage waiting passengers

Concourse Areas

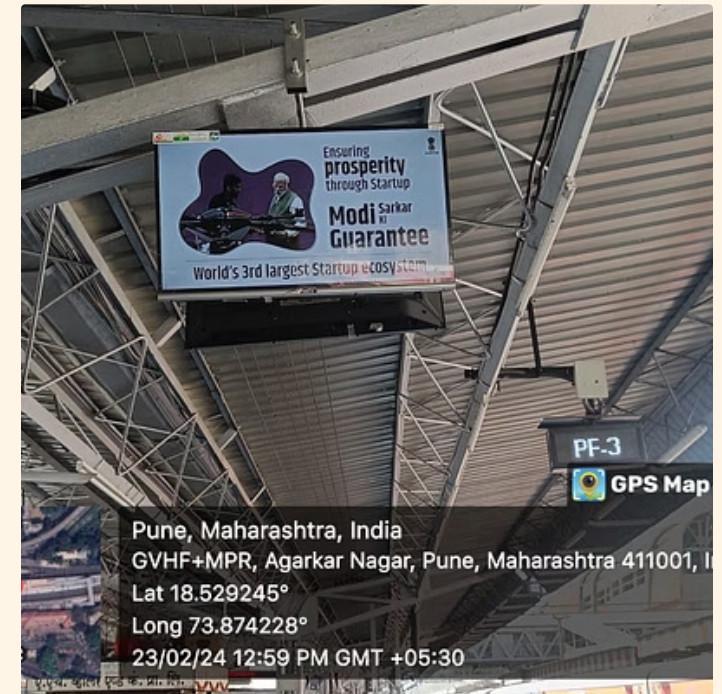
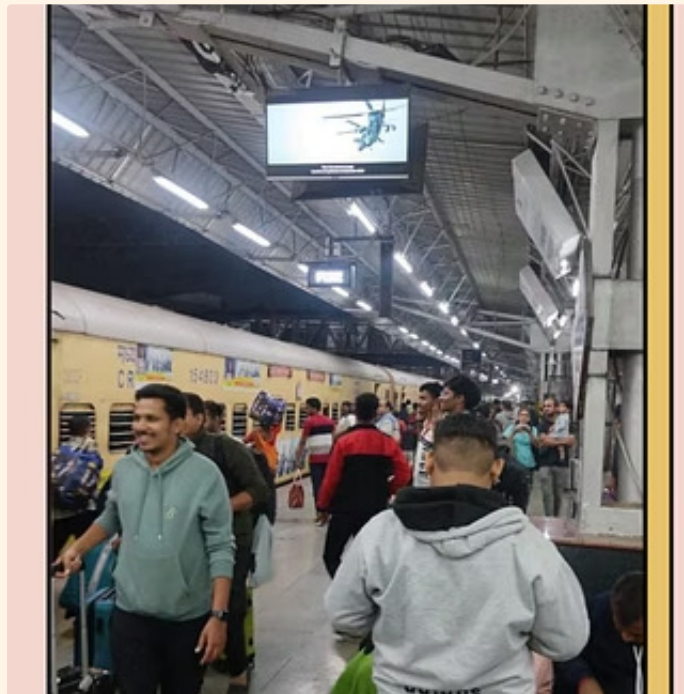
High-traffic central locations

Waiting Areas

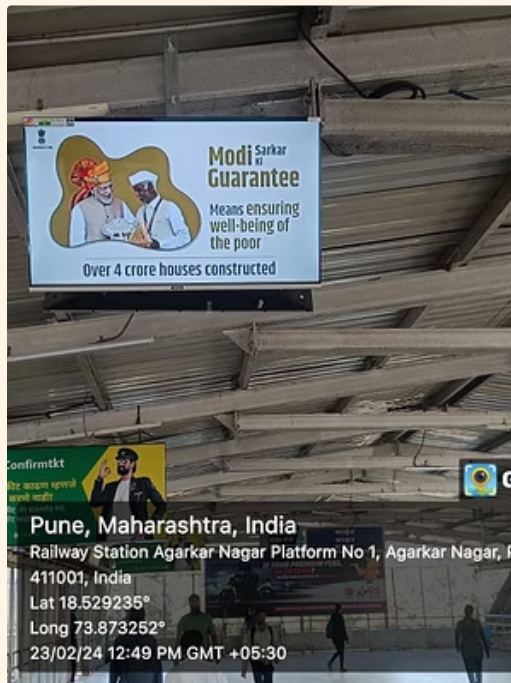
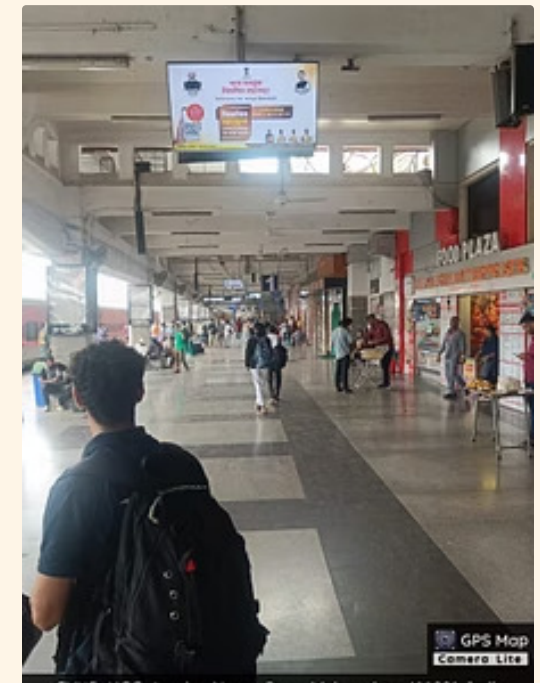
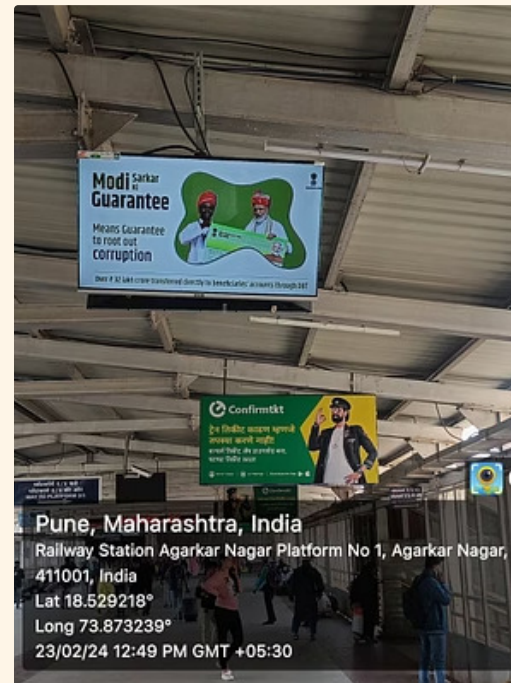
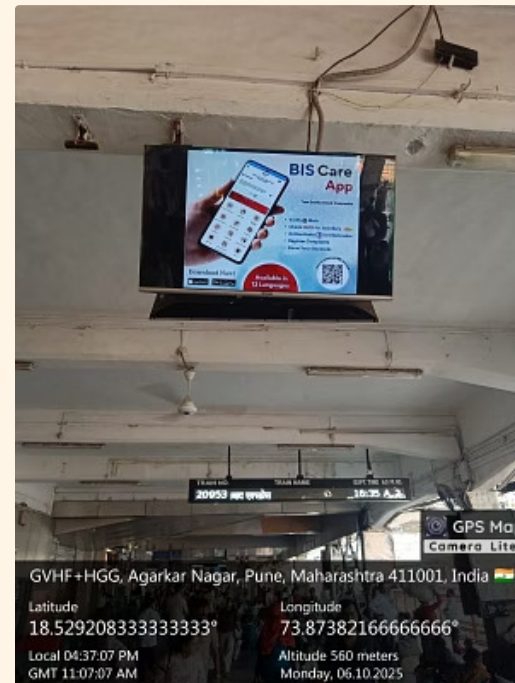
Captive audience with time

FOBs

Foot Over Bridges with steady traffic

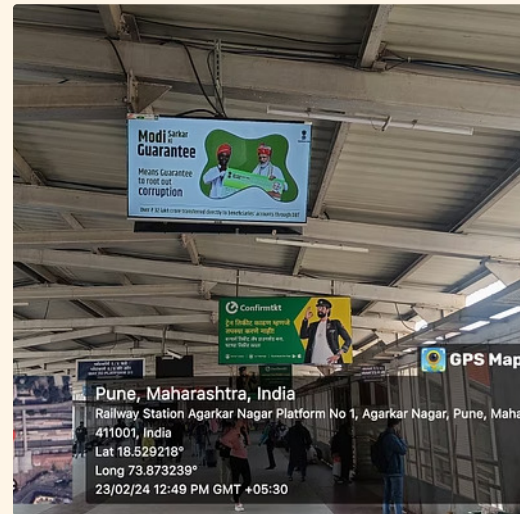
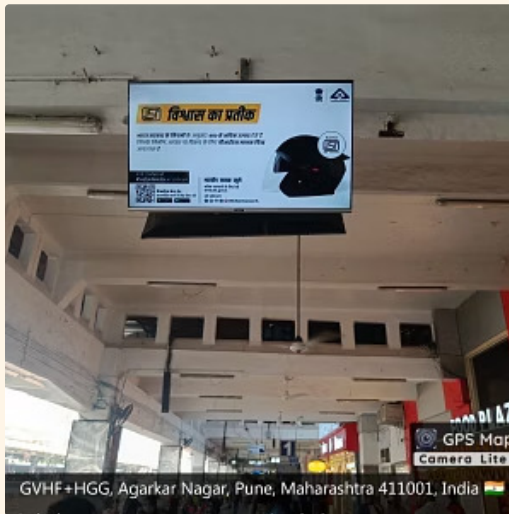


LED Screen Showcase



LED Screen Showcase

Our high-quality LED screens deliver vibrant, attention-grabbing content throughout the station:





Contact Us

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Pune - 411045

Email: kizooworld@gmail.com

Contact No : 7875975357

Ready to capture the attention of millions? Contact us today to secure your digital advertising space at Pune Junction Railway Station!