

cityflo



Cityflo is a premium bus service for corporate professionals.

350+

Buses

25

Routes

250K

Monthly bookings

10L+

Monthly impressions

1L

Unique Monthly app visits

32K

Unique customers monthly

Highest Rated Commute App

4.9

App Store



4.6

Play Store



REACH THE RIGHT PEOPLE, AT THE RIGHT TIME, AT THE RIGHT LOCATION

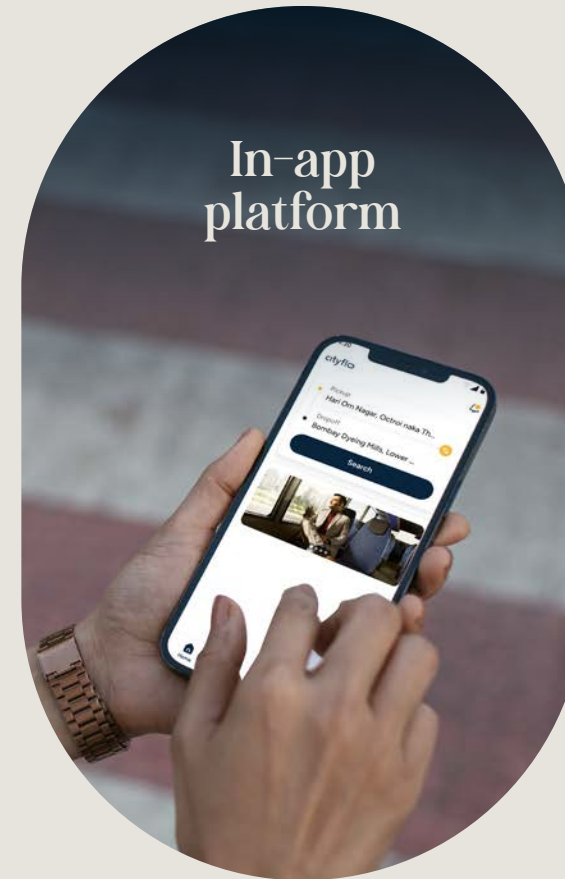
Introducing The Cityflo Ad Platform

We help brands connect with and convert new customers into brand loyalists through integrated, creative branded campaigns across the Cityflo ecosystem.

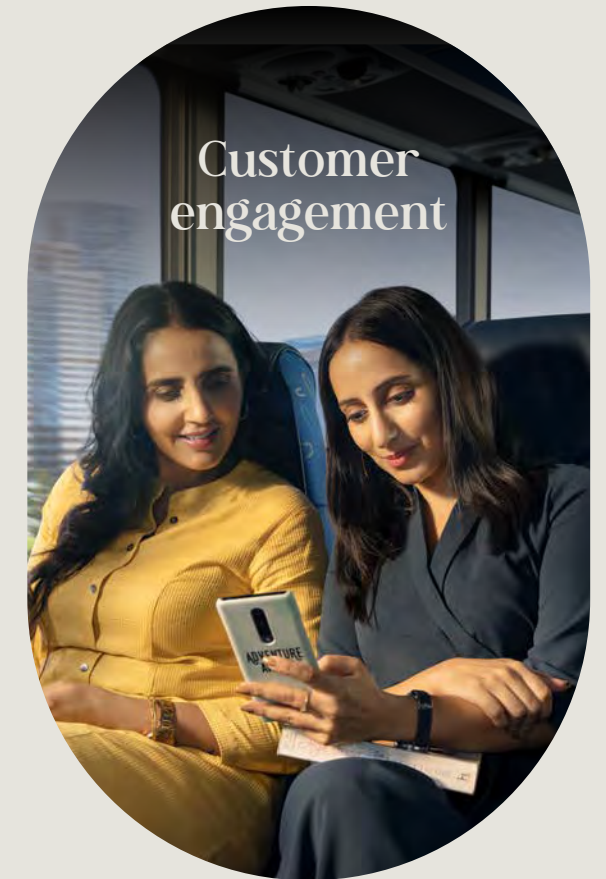
The Cityflo
Ad Suite:



350+ buses in Mumbai; visibility across 50,000+ motor vehicles on road daily



In-app visibility to over 1,00,000+ unique monthly customers



Build brand affinity across various engagement programs

Go beyond tired, traditional OOH displays. We make your brand look good.

A first-of-its-kind OOH media property in the city outfitted with creative, visually striking campaigns that breaks through the on-road clutter.

The Cityflo difference:



Access to over 32,000+
customers monthly



Fleet of clean, large Benz buses;
a blank canvas for your ad



Cost effective;
10 bus-billboards for the
price of 1 traditional billboard



Dynamic visibility; a moving billboard
across major home & office hubs



We don't just paste it, we co-create it

Our in-house creative team comprised of strategists, designers and content writers work together with the brand marketing team to co-create a campaign that works for both audience types, for a truly organic partnership.

HOW IT WORKS

- Cityflo receives creative brief and campaign objective from platform partners
- Cityflo x Brand Partners collaborate to create a comprehensive campaign message and ad design
- Cityflo handles creative production, necessary permissions and go live across all channels



The Cityflo Customer

Typical customer profile



62% 38%

- New age executives who run Corporate India



- 25-45 years old
- Average annual salary of 17L-18L+
- Higher education degrees

Some of our customers' employers

amazon

Edelweiss
Ideas create, values protect



CUSHMAN &
WAKEFIELD

NOVARTIS



Qualcomm

kotak
Mutual Fund



Branding Opportunities

A moving billboard through the city

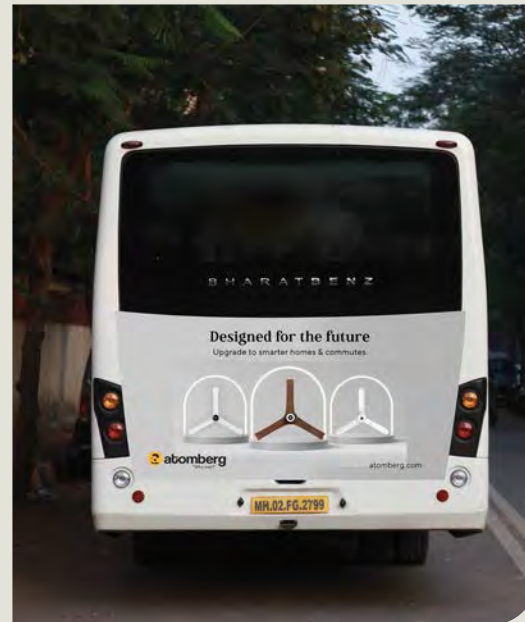
Bus exterior branding

Visibility in peak hour traffic across major hubs:

- Home hubs in Thane-Mulund, Navi Mumbai, Mira Road, Borivali, Powai & Chembur
- Office hubs in BKC, Lower Parel, Goregaon, Andheri, Fort-Colaba







Live Campaigns

In-bus advertising

- Access to over 32,000+ customers monthly
- 2 hours of uninterrupted advertising time



Get desk essentials
delivered to your office in 10 minutes

blinkit
India's Last Minute App



Salads that make you go Yummy Yum Yum!

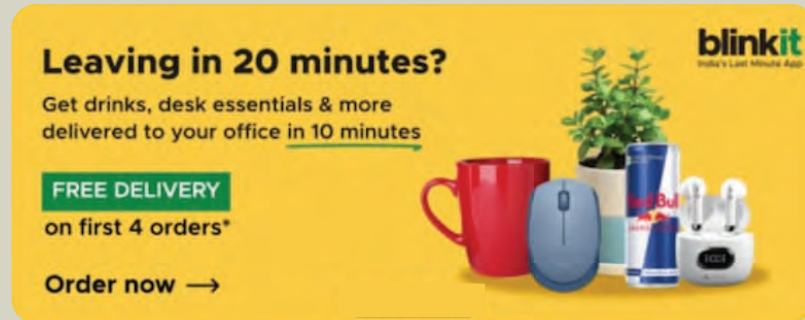
HARVEST Salad Co

Avocado Crunch

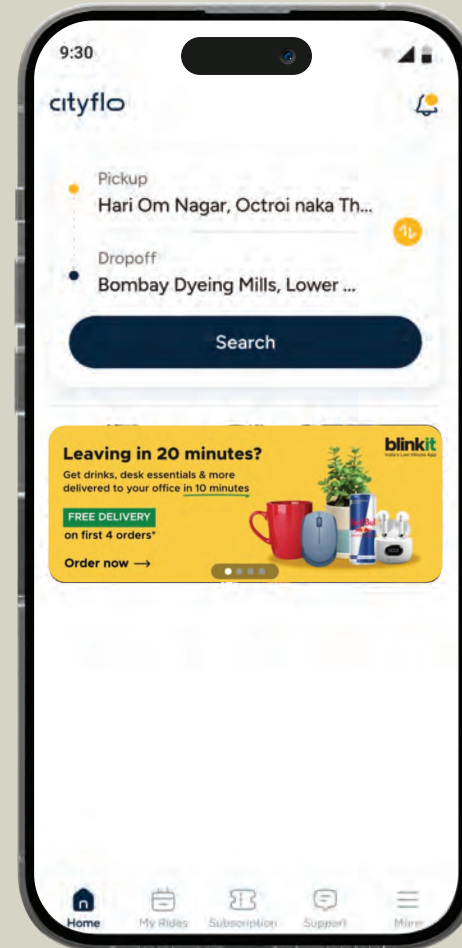
GET 40% OFF ON 
Use the code 'HARVESTFLO40'



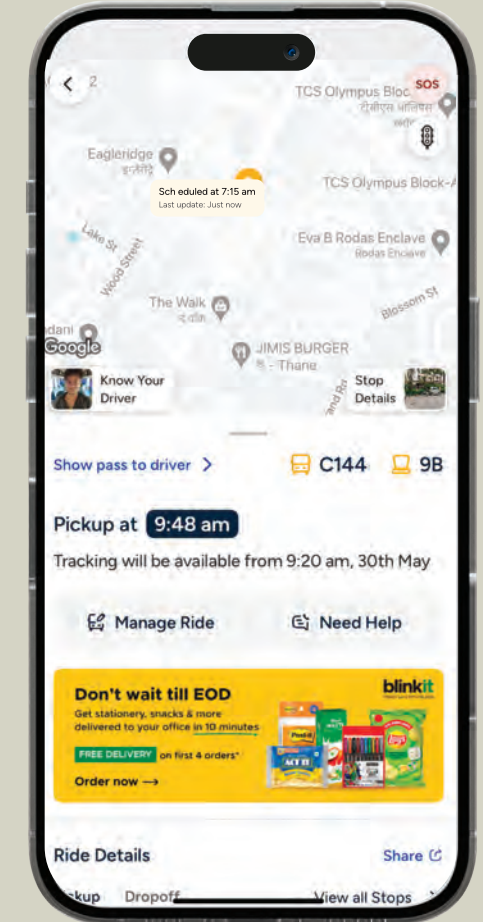
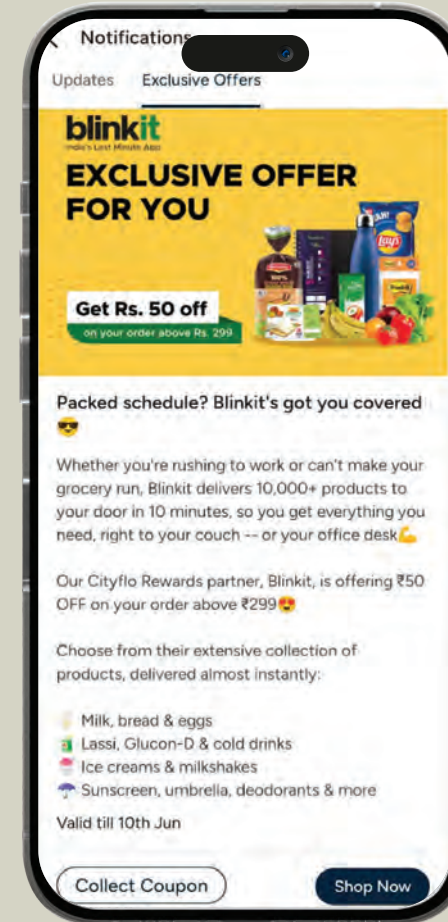
Inapp visibility for 18L+ impressions



Home screen banner



Home screen banner



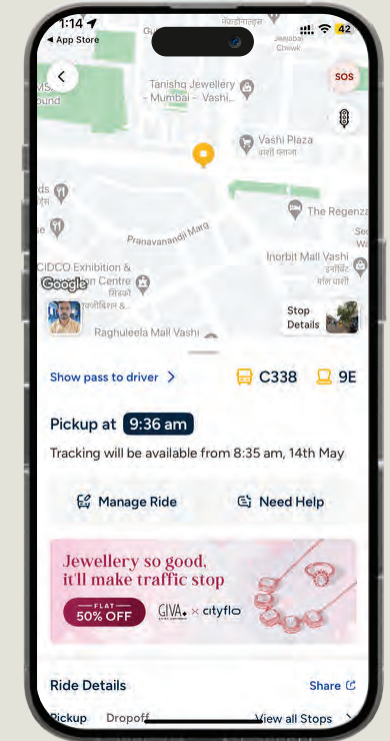
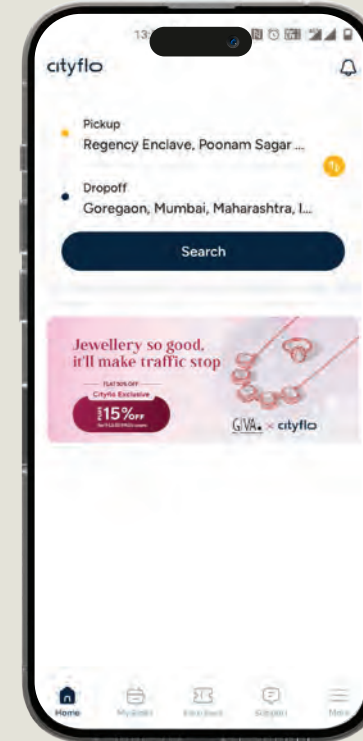
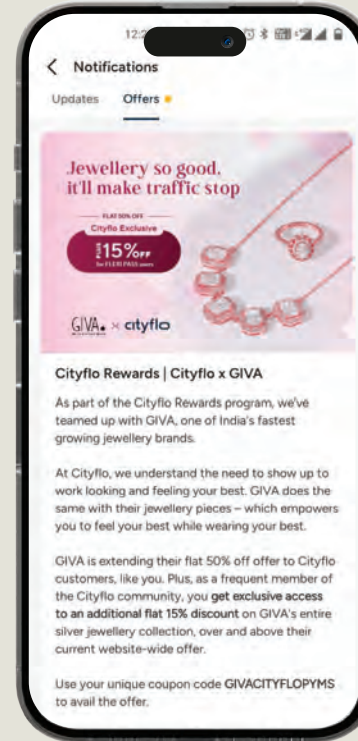
Notification Center & Tracking screen

Live Campaigns - GIVA

Bus campaigns



In-App campaigns

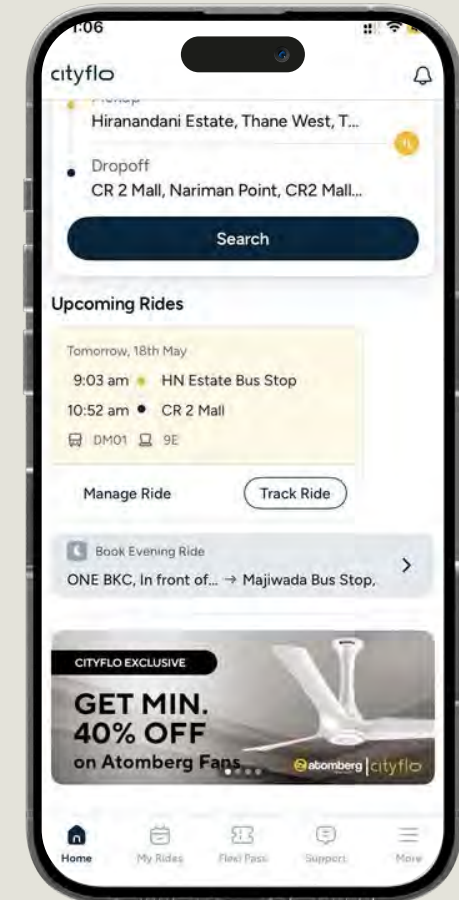


Live Campaigns - Atomberg

Bus campaigns



In-App campaigns



Get onboard the Brands on Board Network

Build brand awareness and affinity with a highly engaged audience – become an integral part of the Cityflo customer community.

Co-create Impactful Experiences

Partner on immersive events, workshops, networking sessions, branded IPs, etc.

Customer conversion campaigns

Increase 1:1 engagement via product sampling, exclusive discounts, membership programs, etc.



Thank You!