The 3rd wave *is* on its way out.

Traffic Assessment through Jan 2022 compared with April to June 2021 (2nd wave)





Data shows that the 3rd Pandemic wave is on its way out.

The statistical answer is in congestion ratios.

The scientific answer is in traffic counts.

The more 'human' answer is 'time in traffic'.

The team @ Laqshya have built a comprehensive study using travel time between locations across 9 of India's larger cities over multiple months to help marketeers judge that it is time to plan outdoor again.

Traffic is back in no uncertain terms.

The reason is clear: Vaccination has helped and therefore leading corporates are asking employees to <u>Work from Office</u> more frequently.

Travel times between locations are headed back to peak times.

Sit back and enjoy the journey!







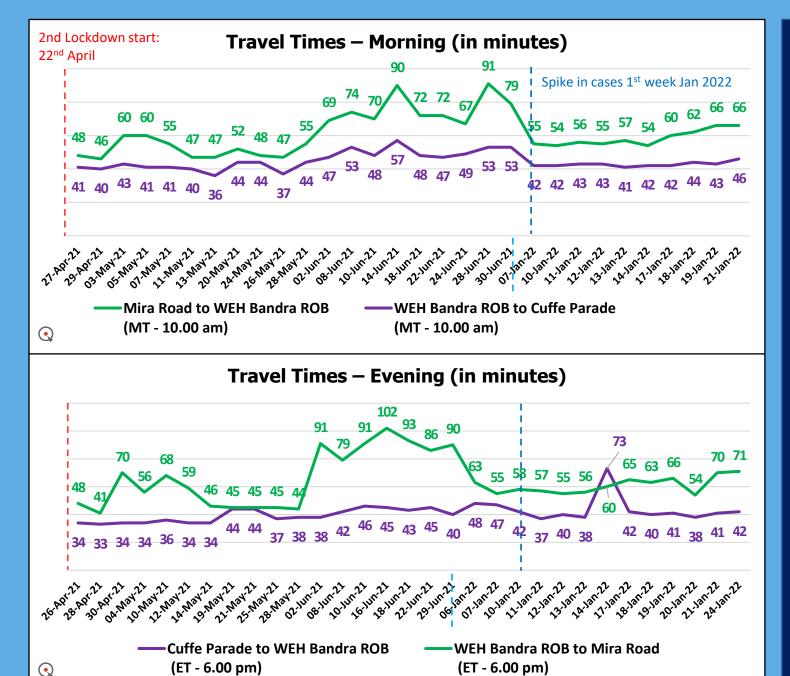
Travel times at the start of the 2nd lockdown (April 2021) through May, June 2021 (peak)

Travel times in Jan 2022







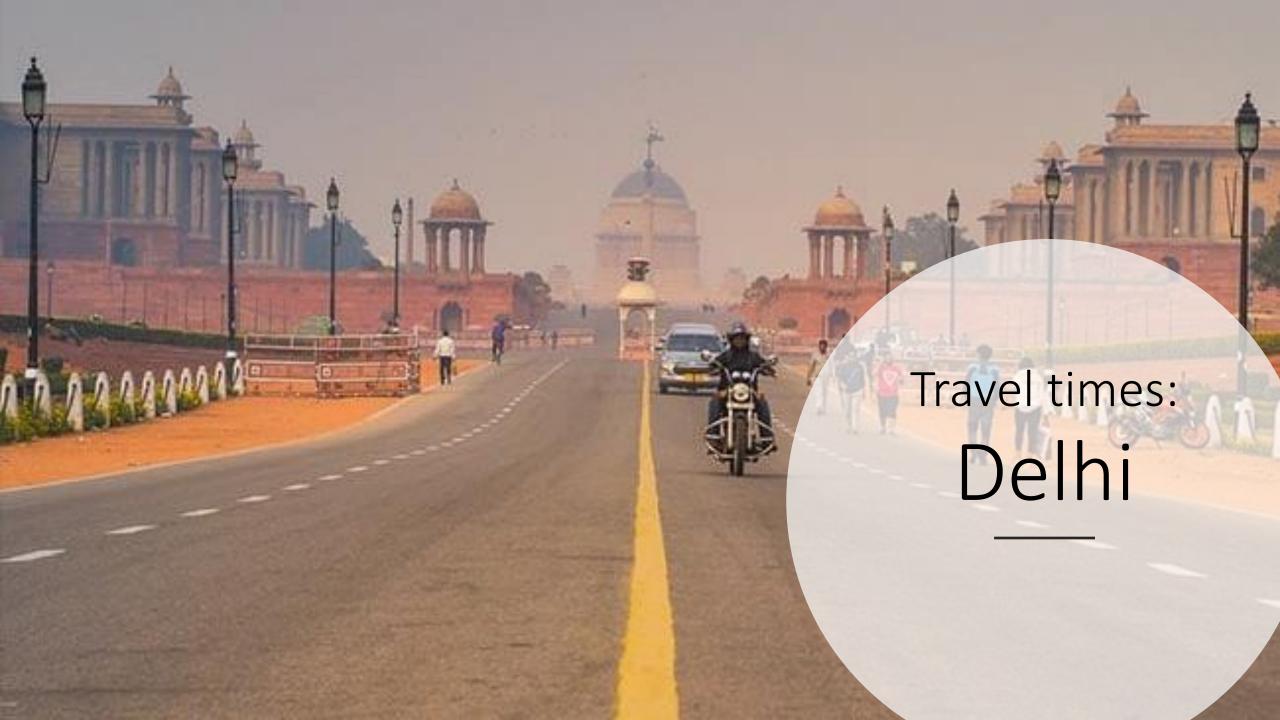


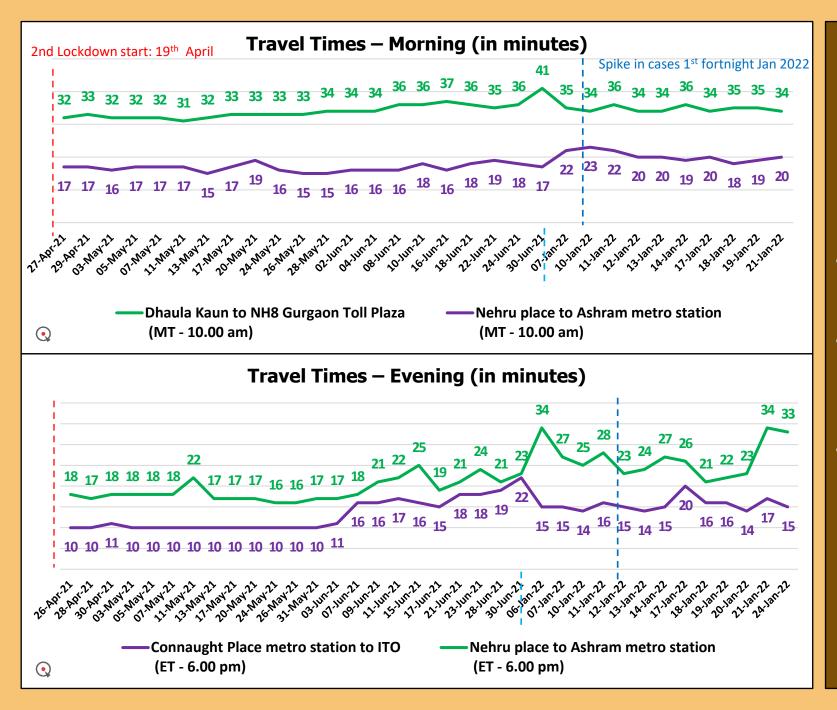
Mumbai at 86% traffic time levels by Jan 3rd week compared to June 2021 (highest)

- With every passing week, traffic levels are rising again in Mumbai. It's taking ~66 minutes between Mira Road to Bandra using Western Express Highway (10 AM); the lockdown travel time (April 2021) was a brief 46 minutes!
- Travel time between Bandra and Mira Road in the evenings has risen to ~71 minutes by Jan 24th and is pointing a return to higher levels every passing day.
- Travel time between Bandra and Cuffe Parade was also up from a rapid
 34 minutes (April 2021) to 41 minutes.

Time to invest immediate re-investments in **Billboards!**







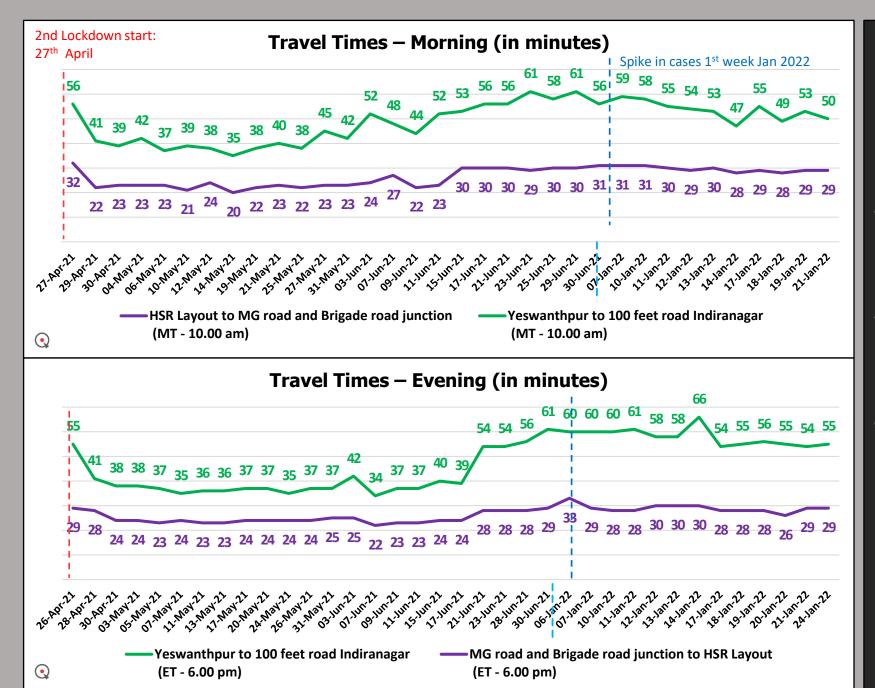
Travel times in Delhi are at 80%; in evenings, these have risen back to early January levels (incidentally highest) on certain routes!

- Travel times in Delhi continue to increase significantly in evenings.
- Connaught Place Metro station to ITO has had a notable spike at the end of the third week.
- The journey between Nehru Plan to Ashram Metro has been relatively consistent in both directions but almost back to June end levels

Evenings to gaze at Billboards!







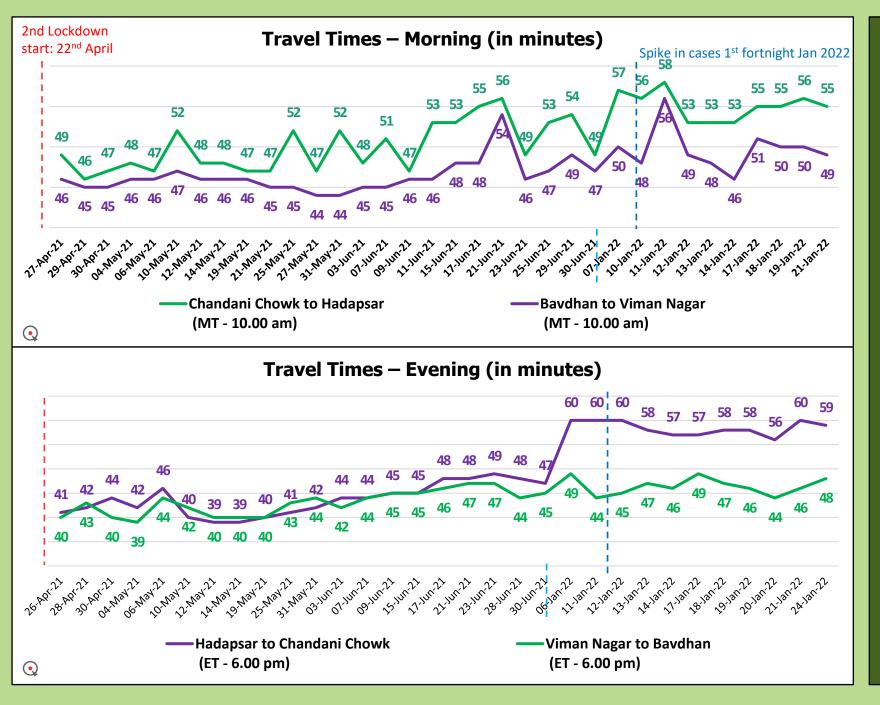
Bengaluru's travel times are around 85% levels; traffic trend is relatively flat till January 3rd week

- In mornings, HSR Layout to MG road & Brigade road junction is at its 83% of June 2021 end figures.
- Travel time from Yeswanthpur to Indiranagar in the evenings is 90% of June end figures.
- There is a marginal pick up in traffic in evenings between MG Road, Brigade road junction and HSR layout

Plan outdoor investments Feb 2022 onwards!







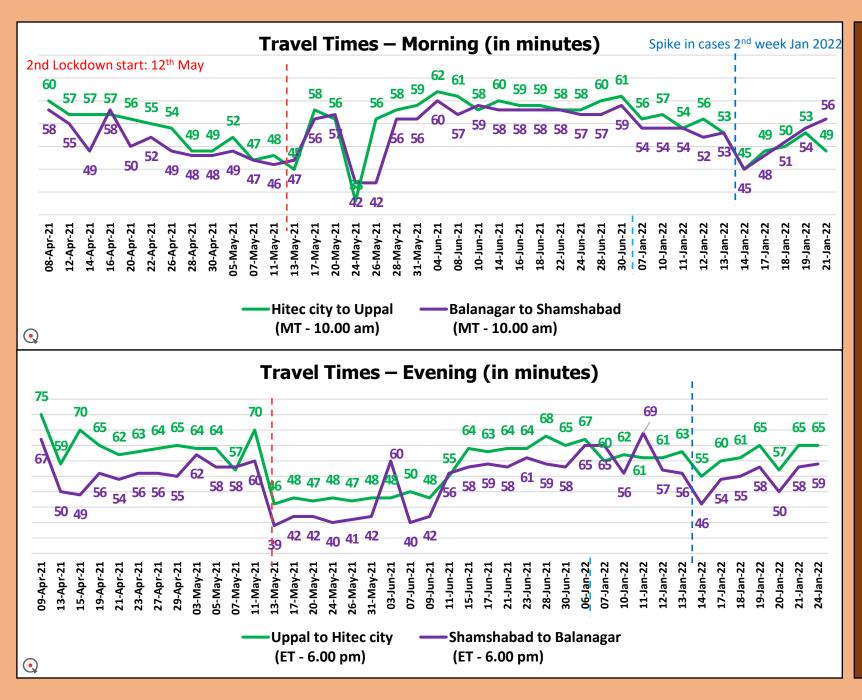
Pune's travel times are at 95% levels as compared to June 2021 peak levels

- Travel times between Hadapsar and Chandani Chowk are significantly up 33% from 47 minutes by June 2021 end to reach 60 minutes by Jan 21st, 2022.
- Viman Nagar to Bavdhan also reported close to 100% of the June 2021 times recorded, a healthy sign of normalcy going forward and relevance of reinvestments in outdoor.

Perfect time to re-invest in **Billboards!**







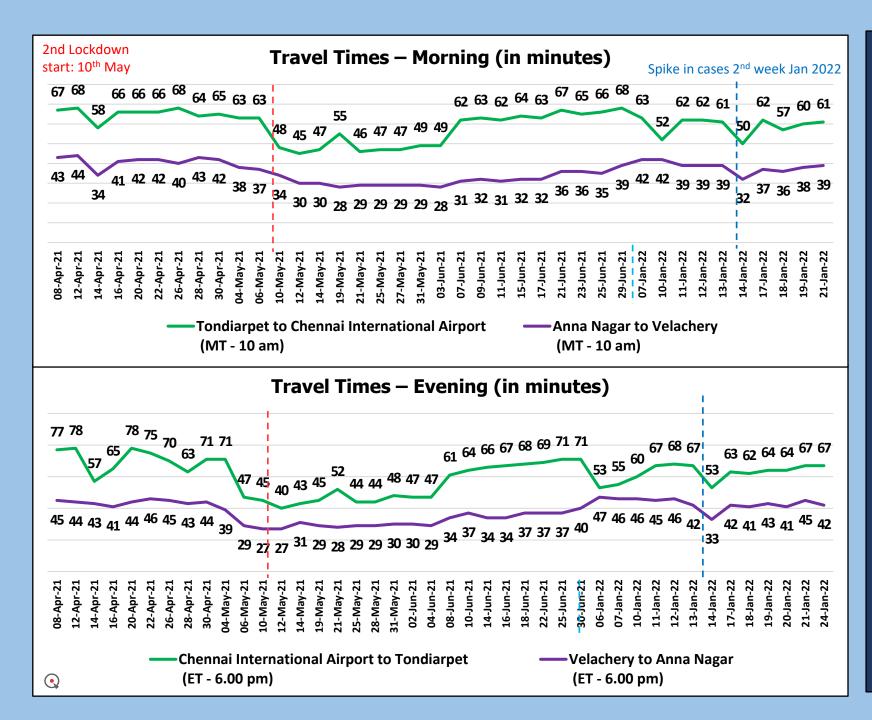
Hyderabad's traffic is ~90% of the travel times as of June 2021

- Road from Balanagar to
 Shamshabad is showing an increase of ~25% in mornings.
- Road travel from Shamshabad to Balanagar in evenings is now in excess (12%) of June 30th 2021 figures.
- Travel recovery between Uppal and Hitec City points to a trend reversal to normalcy as illustrated in the graphs

Time to gaze at Unipoles!







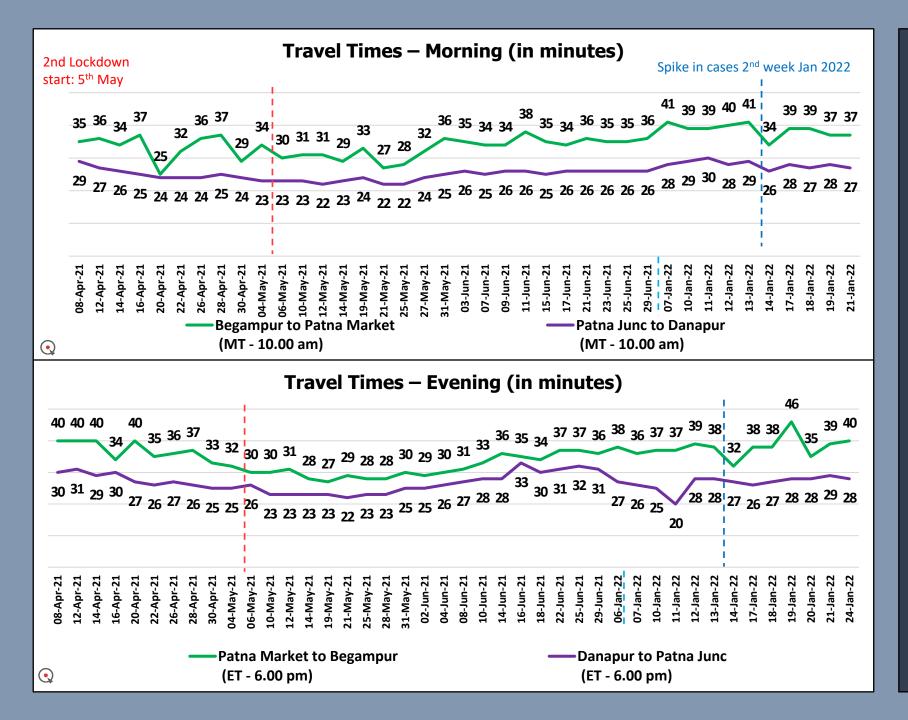
Chennai's Traffic at 91% of the June 2021 peak levels

- Travel time between Tondiarpet and Chennai International Airport was an easy 45 minutes during the 2nd lockdown.
- January 2022 figures are trending upwards as clearly indicated by the dates reported in third week of January 2022.
- What used to take 29 minutes now takes at least ~39 minutes (between Anna Nagar and Velachery).

More time to gaze on **Bus Shelters!**







Patna traffic is at 100% of the travel times as compared to June 2021

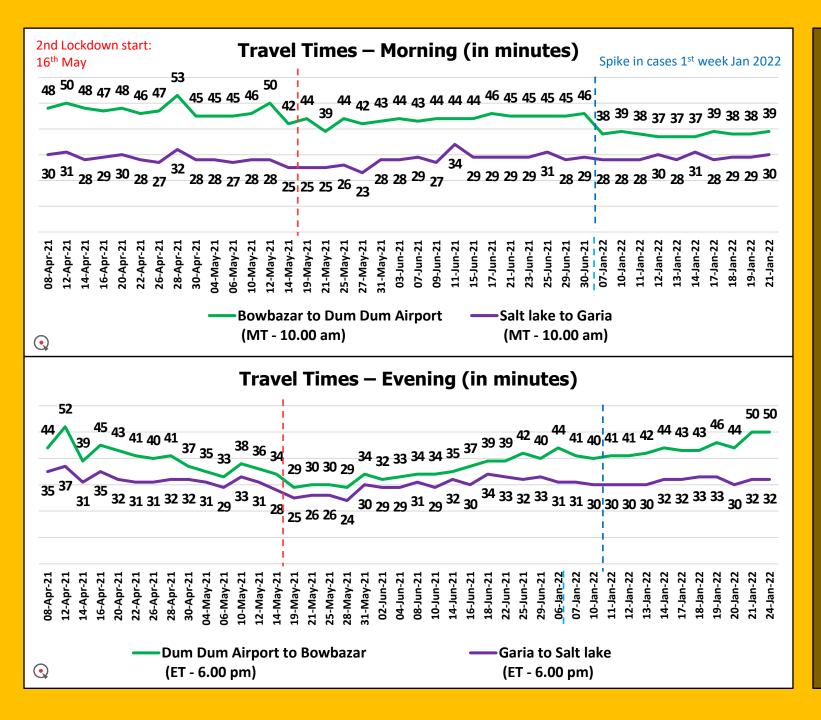
- For most routes, travel times in Jan 2022 are more than travel times during June 2021
- Patna Market junction to Begampur is already nearing the 40 min mark, which was the highest point in April 2021 (pre-lockdown).
- Begampur to Patna Market had the fastest time during January 2nd week, and is now moving upwards in week 3.

Time to return on Billboards!



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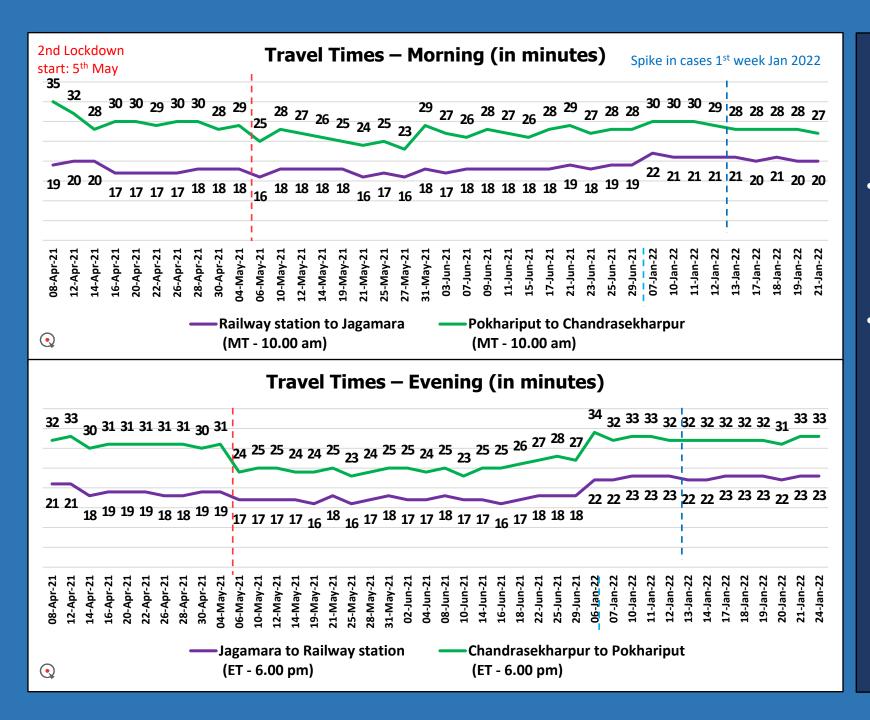
Kolkata's travel times are ~90% of the peak traffic time levels of April 2021; evenings busy!

- While certain routes like Bowbazar to Dum Dum airport have a gradual increase during mornings, the evening journey between Dum Dum airport and Bowbazar is pointing to a huge trend reversal (50 minutes) by 21st Jan, signaling busier roads as usual.
- The road from Salt Lake to Garia, which was 25 minutes in May is consistently above the 32 minutes average observed in the Jan 3rd week.

Time to gaze at Billboards!







Bhubaneshwar's traffic represents an upward trend in evenings

- The route Jagamara and Railway
 Station has seen a 22% increase in
 January 2022 during evenings as
 compared to June figures
- Travel time from Chandrasekharpur to Pokhariput had a significant fall in May 2021 but has been stable near the 32 minutes mark in January 2022 despite the 3rd wave of the pandemic, indicating relative normalcy of sorts.

Time to plan investments in **Billboards** in February 2022!



Travel times are the most 'visible' indicators of traffic... and as data suggests, are returning to normalcy!

It's time to reinvest and plan investments for February 2022!

