



Radiowalla Joins Forces With AdsWizz to Deliver Programmatic Audio Solutions at Scale Across Southeast Asia

Radiowalla becomes the First Indian retail media company to offer end-to-end programmatic audio advertising capabilities

Bengaluru, 19th August 2025 - Today, Radiowalla Network Limited, a pioneer in curated audio content and corporate radio solutions, and AdsWizz Inc., the technology engine powering the monetization of audio content worldwide, announced a new agreement for Radiowalla to adopt AdsWizz's programmatic audio advertising capabilities. With this move, Radiowalla becomes the first Indian retail media company to offer end-to-end programmatic audio advertising capabilities.

By integrating AdsWizz's best-in-class programmatic solutions, Radiowalla will be able to enable brands and agencies to deliver data-driven, targeted, and measurable audio ad campaigns across its extensive network, spanning in-store, digital, and branded corporate radio environments.

"Our collaboration with AdsWizz marks a defining moment in the evolution of digital audio advertising in Southeast Asia," said Harvinderjit Bhatia, CEO of Radiowalla Network Limited. "We're proud to be the first in India to introduce programmatic audio at scale with AdsWizz products, empowering brands with smarter, more effective audio campaigns while prioritizing listener experience."

"We're excited to welcome Radiowalla to the AdsWizz ecosystem. India is rapidly becoming one of the world's fastest-growing digital audio markets, and Radiowalla's scale, innovation, and vision position them as a key force in shaping its future," said Anne Frisbie, SVP, Global Supply, AdsWizz. "This represents a significant opportunity for advertisers to connect with audiences across Southeast Asia, while leveraging our industry-leading programmatic audio advertising solutions."

As India's digital audio landscape prepares for growth, Radiowalla's adoption of this infrastructure signals a shift toward global standards of audio ad delivery in India, paving the way for broader programmatic adoption across the region. Radiowalla aims to scale its programmatic offerings across its key sectors, including retail, hospitality, wellness, and enterprise communications, delivering context-aware, hyper-targeted content that drives both reach and engagement.

About Radiowalla

Co-founded by Harvinderjit Singh Bhatia and Anil Srivatsa in 2010, Radiowalla operates on a B2B model and services nearly 30,000 retail stores across 10 countries. Radiowalla's innovative business model earned recognition, including being a winner of TiECon50 (2013, USA) and a finalist at Techspark 2012 (India). Radiowalla is listed on NSE Emerge since April 5, 2024.

Radiowalla is well-positioned for continued growth in the evolving retail media landscape, capitalizing on the growing demand for immersive audio and digital signage solutions.

For more information, kindly refer to the website - <https://www.radiowalla.in/>