**Abstract**

Mobile advertisement plays a predominate role in advertising. It is closely related to online or internet advertising India has been enjoying its second position with a growth rate of 70 per cent in the world. Mobile advertisement growth witnessed next big thing in Indian advertising industry. It makes marketing and advertising relevant and non-intrusive. Mobile web banner or Mobile web posters are dominated by Short Message Service advertising. Almost everybody in metros, cities and villages has mobile phones. This helps the advertisers to cater the needs of the individuals. Rapid change in the technology used by mobile advertisers can also have adverse effect to the number of consumers being reached by the mobile advertisements, due to technical limitations of the mobile devices of the respondents mobile advertisement cannot reach the mass respondent. The mobile advertiser should target on lower income groups and rely on more widespread mobile advertising technologies, such as SMS.