**Abstract**

Today, the mobile has gone far beyond being just as a medium of telecommunication. It has become the integral part of everybody's life. In the modern era with the development of technology, people started using mobile phones for making themselves comfortable. Hence, there arises the concept of Mobile advertisement. Mobile advertising is a form of advertising via mobile phones or other devices. It is a subset of mobile marketing. The young players of wireless world are more attached to the concept of Mobile advertisement. Hence a study has been taken to find out the attitude and perception of Mobile advertising on youngsters and it is found that maximum number of youngsters have a positive attitude towards mobile advertising.