

**Date: 20<sup>th</sup> January, 2025**

**To,  
The Manager,  
BSE SME Platform  
Department of Corporate Services,  
25th Floor P.J. Towers,  
Dalal Street Fort, Mumbai - 400 001**

**REF: Company Code BSE Code: 543831 (Bright Outdoor Media Limited)**

**Subject: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015, we are enclosing herewith we are enclosing herewith the Business Update of the Company with the heading of "**Bright Outdoor Media Unveils New LED Billboard At Wadi Bunder Junction**".

Thanking You,

Yours faithfully,



**FOR BRIGHT OUTDOOR MEDIA LIMITED**

**YOGESH JIWANLAL LAKHANI  
MANAGING DIRECTOR  
DIN – 00845616**

**Registered Office:**

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## Bright Outdoor Media Unveils New LED Billboard At Wadi Bunder Junction

Mumbai, 20<sup>th</sup> January 2025 – Bright Outdoor Media Limited, (BSE – 543831), a trailblazer in India’s Out-Of-Home advertising landscape, has once again set the benchmark for innovation with the unveiling of its latest Digital LED Hoarding in partnership with its joint venture partner. Strategically placed at the vibrant Wadi Bunder Junction, this new installation promises to captivate audiences with its bold visual appeal and unparalleled reach.

Standing tall at 30 feet by 25 feet, the Digital LED Billboard Positioned at a prime location connecting Mumbai’s bustling east and west corridors, this billboard commands the attention of thousands of commuters each day. The high-traffic area, serving as a gateway from CSMT and the Eastern Freeway to key destinations like Wadala, Ghatkopar, Mulund, and Thane, ensures exceptional visibility and engagement for advertisers.

By day, the Wadi Bunder Junction remains a hub of activity; by night, the new LED billboard transforms it into a luminous spectacle. Its state-of-the-art technology delivers vibrant colors, sharp resolution, and seamless transitions, making it a focal point for the city’s evening traffic. This installation marks yet another milestone in Bright Outdoor Media’s mission to redefine the future of advertising with creativity and technological innovation.

This latest addition further solidifies Bright Outdoor Media Limited’s position as a leader in the OOH advertising domain. With one of the largest networks of big-size Digital LED Billboards in India, the company continues to enhance its portfolio, offering advertisers unmatched opportunities to showcase their brands.



**Commenting on the development, Dr. Yogesh Lakhani, CMD of Bright Outdoor Media Limited said,** “We are pleased to unveil our latest Digital LED Hoarding at the iconic Wadi Bunder Junction, a project that reflects our unwavering commitment to innovation and excellence in the Digital Out-Of-Home advertising space. This installation is not just a billboard; it’s a testament to how technology and creativity can transform urban landscapes and create lasting impressions.

As one of the largest operators of big-size Digital LED Billboards in India, we take immense pride in introducing solutions that not only enhance the visibility of our clients’ brands but also add vibrancy to the city’s skyline. The strategic location of this hoarding ensures unparalleled reach, engaging thousands of commuters daily and setting a new benchmark for impactful advertising.

At Bright, we believe in constantly pushing boundaries and redefining possibilities. This launch is a significant milestone in our journey, and we are excited to continue delivering exceptional advertising solutions that resonate with both our clients and audiences. The future of advertising is here, and we are proud to bring it to life the Bright way.”

### About Bright Outdoor Media Limited

Founded in 1980 and headquartered in Andheri, Mumbai, Bright Outdoor Media Limited is a leading name in India’s Out-Of-Home (OOH) advertising industry, with 44 years of expertise. The company operates an extensive network of more than 400 hoardings nationwide, including ownership of 32 of Mumbai’s 65 digital LED billboards. Bright Outdoor Media also trades hoardings acquired from government and private entities, further strengthening its market presence.

The company offers a diverse range of advertising services, including Railway boards, Cinema slides, Full Train and Bus advertisements, Mobile sign trucks, Kiosks, Gantry, and Vinyl, catering to industries such as Entertainment, Construction, Education, and Government. Its portfolio includes unique solutions like ethnic outdoor advertising and impactful campaigns for over 2 lakh Movies, TV & OTT Serials, Events, Albums etc, over 1 lakh Awards & Felicitations, and more than 2500 corporate clients.

Bright’s strategic ventures with top advertising companies and contracts across all major transit areas set it apart. It is also the first in the world to install solar panels on hoardings, supplying electricity to Indian Railways, demonstrating its commitment to sustainability. Additionally, its real estate operations contribute to diversified revenue streams.

With innovative solutions, a broad client base, and a focus on sustainability, Bright Outdoor Media continues to lead the OOH advertising space.

The company is the first ever outdoor media company in India to be listed on the stock exchange, debuting on the BSE SME platform on March 24, 2023.

In FY24 the company reported Total Revenue of ₹ 107.30 Cr, EBITDA of ₹ 23.28 Cr, Net Profit of ₹ 16.04 Cr & EPS of ₹ 11.45.

In H1 FY25 the company reported Total Revenue of ₹ 57.64 Cr, EBITDA of ₹ 13.16 Cr, Net Profit of ₹ 9.14 Cr & EPS of ₹ 12.53.

### Disclaimer

Certain statements in this document that are not historical facts are forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

**For Further Information Please Contact Corporate Communication Advisor**



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