

HOARDINGS, SIGN BOARDS, CINEMA  
SLIDES, NEWS PAPER, MAGAZINE  
KIOSKS, RADIO, BANNERS,  
SHOWCASE DISPLAY, CABLE T.V.  
RLY. ADVERTISEMENT, B.E.S.T. AD,  
FILM MODELLING EVEBT & SALES  
PROMOTION AND DIGITAL PRINTING  
THROUGHOUT INDIA

**Bright Outdoor Media Limited**

*(Formerly known as Bright Outdoor Media Private Limited)*

CIN - L74300MH2005PLC156444



**Registered Office-** 801, 8<sup>th</sup> Floor, Crescent Tower, Near Morya House, Fame Infinity Mall, Off New Link Road, Andheri  
(West), Mumbai 400 053, Maharashtra, India.

**Contact No.-** 67140000-99 | **FAX** 67140011-22 | **Email ID-** [Brightoutdoor@gmail.com](mailto:Brightoutdoor@gmail.com) | **Website-**  
[www.brightoutdoor.com](http://www.brightoutdoor.com)

**19 August, 2024**

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

**BSE Scrip Code: 543831**

**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 ("Listing Regulations"), we hereby enclose business updates of the Company.

Thanking You,

Yours faithfully,

For Bright Outdoor Media Limited

Mr. Yogesh Jiwanlal Lakhani  
Managing Director  
DIN: 00845616

HOARDINGS, SIGN BOARDS, CINEMA SLIDES, NEWS PAPER, MAGAZINE KIOSKS, RADIO, BANNERS, SHOWCASE DISPLAY, CABLE T.V. RLY. ADVERTISEMENT, B.E.S.T. AD, FILM MODELLING EVEBT & SALES PROMOTION AND DIGITAL PRINTING THROUGHOUT INDIA

## **Bright Outdoor Media Limited**

*(Formerly known as Bright Outdoor Media Private Limited)*

CIN - L74300MH2005PLC156444



**Registered Office-** 801, 8<sup>th</sup> Floor, Crescent Tower, Near Morya House, Fame Infinity Mall, Off New Link Road, Andheri (West), Mumbai 400 053, Maharashtra, India.

**Contact No.-** 67140000-99 | **FAX** 67140011-22 | **Email ID-** [Brightoutdoor@gmail.com](mailto:Brightoutdoor@gmail.com) | **Website-** [www.brightoutdoor.com](http://www.brightoutdoor.com)

### **Launch of New Digital LED Hoarding (DOOH)**

Bright Outdoor Media Limited is thrilled to announce the launch of our latest 20x20-foot Digital LED Hoarding, located at the prime traffic hub of Matunga. This strategic advertising platform offers eye-level DOOH (Digital Out of Home) visibility, ensuring high-impact exposure to commuters traveling from South Bombay, Prabhadevi, Dadar, and heading towards Bandra, Sion, Andheri, Borivali, and beyond.

This marks the 30th Digital LED Hoarding unveiled by Bright Outdoor Media Limited & JV in just 18 months since our listing on the Bombay Stock Exchange. These Digital LEDs Put together offers 180 Slots of 10 Secs each in a minute. With a total square foot of over 30,000 Sq Feet now available, it puts Bright in a very leading position.

This milestone highlights our continued innovation and commitment to offering cutting-edge advertising solutions. With this new installation, Bright further solidifies its leadership position in the growing DOOH space, providing unparalleled opportunities for brands to engage with Mumbai's bustling daily traffic.

We are proud to share this achievement with our shareholders and look forward to driving continued growth and success together.