

Date: 14th 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 major achievements of the Company in 2024 with the heading of "**From Milestones to Masterpieces – Bright Outdoor Shines Brighter Than Ever**".

Thanking You,

Yours faithfully,



FOR BRIGHT OUTDOOR MEDIA LIMITED

**YOGESH JIWANLAL LAKHANI
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Bright Outdoor Media Illuminating Possibilities In 2024

"From Milestones To Masterpieces – Bright Outdoor Shines Brighter Than Ever"

The year 2024 was nothing short of transformative for Bright Outdoor Media Limited, a company that turned every challenge into an opportunity and every opportunity into an extraordinary achievement. As the outdoor advertising industry evolved, Bright not only kept pace but led the way, carving out new horizons and setting unprecedented benchmarks.

Throughout the year, Bright Outdoor Media achieved significant milestones, including two of the most sought-after tenders in the advertising world, each representing a leap forward for the company. **The Western Railways Advertising Tender was a game-changer. With control over 11 premier sites** from the bustling Kandivali ROB to the prominent Goregaon ROB and the iconic Mrinal Tai Gore Flyover, these spaces transformed into vibrant showcases of creativity. Four dazzling LED displays and seven static hoardings captured the essence of this transformative opportunity, offering advertisers unmatched visibility for seven years. This tender firmly established Bright's dominance in the railway advertising domain.

Not to be outdone, **Bright's exclusive rights to the Navi Mumbai Metro Line 1 marked another groundbreaking chapter in transit advertising.** Covering stations, pillars, and viaducts with a approximately 85,000 square feet of space, this venture blended innovation with reach, giving advertisers a fresh canvas to tell their stories.

Infrastructure expansion became the cornerstone of Bright's strategy in 2024. With the addition of 12 state-of-the-art Digital LED Displays and numerous static displays, Bright's network expanded to an impressive 419 displays. These displays are a mix of assets fully owned by Bright and strategically managed in collaboration with partners through joint ventures. This expansion created advertising empire spanning an impressive 3.86 lakh square feet, reaffirming Bright's position as a market leader. Such growth not only amplified Bright's market presence but also provided advertisers with unparalleled options to connect with their audiences.

In 2024, Bright successfully executed over 550 advertisement campaigns for clients across diverse industries. These campaigns turned heads across sectors. Whether it was the financial strength showcased by MANBA Finance and Nisus Finance, the storytelling brilliance of Discovery Channel and BBC Hindi, or the trusted legacy of L&T and COSMOS Bank, Bright's creative vision resonated deeply. The political sphere, too, witnessed Bright's unmatched prowess, as it became the preferred partner for Lok Sabha and Vidhan Sabha campaigns, delivering impactful messaging that resonated across constituencies and shaped electoral narratives.

But the magic didn't stop at brands or elections. Bright extended its brilliance to the silver screen. The company played a vital role in promoting over 50 blockbuster movies. Films like Singham Again, Pushpa 2: The Rule, Bhool Bhulaiyaa 3 and Kalki 2898 found a larger-than-life presence through Bright's captivating OOH campaigns, drawing cinema lovers into the fold of cinematic wonder.

Bright's versatility was further demonstrated through its foray into new and unconventional OOH mediums. The company explored innovative advertising formats such as lift branding, bus shelters, cinema branding, passenger and metro train branding, and AC bus branding. These creative solutions catered to a diverse and evolving clientele and reflected Bright's adaptability in meeting the evolving demands of the advertising landscape.

Events became another stage where Bright dazzled. Whether it was the glitz of IIFA in Abu Dhabi, the sophistication of the Global Business Summit in New Delhi, the glamour of the Miss World, Filmfare Awards and many more like the NDTV Profit Channel Launch, the TV9 World Conclave or the electrifying concerts of Diljit Dosanjh and Dua Lipa, Bright's presence elevated these gatherings, leaving an indelible mark.

Bright has led the charge with the highest number of campaigns for 408 prestigious clients in the Mumbai region, cementing its dominance and strong presence in the market.

2024 wasn't just about business; it was also about creating lasting impact. With a 5% dividend payout, Bright reaffirmed its commitment to shareholder value. Awards such as the "Great Indian IPO Game Changer" and recognition by the Indian Outdoor Communication Council (IOCC) were testaments to the company's excellence. Strategic joint ventures with Zest Outdoor, Wallop Advertising, Akshar Advertising (Ad Media), and Dzen further expanded its network, creating synergies that promise even greater opportunities in the future.


However, Bright's heart shone brightest in its CSR initiatives. From free kidney dialysis centres and blood donation drives to food and notebook distribution in underserved communities, the company lived its promise of lighting up lives not just with advertisements but with meaningful contributions to society.

As the year came to an end, Bright Outdoor Media Limited isn't just reflecting on 2024, but actively charting the course for the future. A future where innovation meets purpose, and success is defined not just by numbers but by the inspiring stories it creates. With a legacy of brilliance and an eye on the horizon, Bright is truly living up to its name— illuminating possibilities for years to come.

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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