

27<sup>th</sup> December, 2024

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 the Press Release of the Company.

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 Secures Prestigious Western Railways Bulk Advertising Contract Worth ₹ 60 Cr

Mumbai, 27<sup>th</sup> December 2024 – Bright Outdoor Media Limited, (BSE – 543831), a pioneer in India’s Out-Of-Home (OOH) advertising industry, has achieved a significant milestone by securing the prestigious "Western Railways - Bulk Advertising Rights" contract. Valued at ₹60 crore, this seven-year agreement grants Bright exclusive rights to develop 17,555 square feet of prime advertising real estate across Mumbai's Western suburbs.

This landmark contract enables Bright to establish cutting-edge hoardings, including four advanced digital LED displays and seven front-lit static hoardings at 11 premier sites. These strategically located sites in high-traffic areas such as Kandivali ROB, Goregaon ROB, and Mrinal Tai Gore Flyover provide unparalleled visibility in Mumbai's thriving suburban markets.

Bright Outdoor Media has already commenced utilizing the hoarding spaces, with advertisements from prominent brands displayed across these prime locations. The advanced digital LED displays and strategically placed static hoardings are delivering high-impact visibility, attracting attention from commuters and residents alike.

The Mumbai suburbs, stretching from Parla to Kandivali, are witnessing rapid growth and a surge in demand for ROB hoardings. This growth is fuelled by an increasing population, the presence of international brands, luxury real estate developments, and an affluent demographic with high disposable incomes, positioning the region as a highly lucrative advertising hub. Bright's newly secured sites are well-positioned to capitalize on these trends, further boosting its revenue potential. This partnership with Indian Railways marks a pivotal step in Bright's journey to redefine Mumbai’s advertising landscape, reinforcing its commitment to delivering excellence, innovation, and value to advertisers.

**Commenting on the achievement, Dr. Yogesh Lakhani, CMD of Bright Outdoor Media Limited said,** “We are pleased to secure the prestigious Western Railways Bulk Advertising Rights contract, marking a significant milestone for us. This project not only reinforces our position as a premier OOH media company but also underscores the deep trust and faith Indian Railways places in our ability to deliver impactful, reliable, and innovative advertising solutions.

The prime locations covered under this contract, including advanced digital LED displays and strategically placed static hoardings, have already started showcasing advertisements from prominent brands. These sites are delivering exceptional visibility in high-traffic areas, making them invaluable assets for advertisers and reflecting our commitment to excellence.

Looking ahead, we are actively working on securing similar high-value projects in collaboration with Indian Railways and other esteemed partners. Such opportunities align with our vision of expanding our footprint and offering advertisers unmatched visibility in prime markets. This partnership is a testament to the confidence placed in Bright by one of India’s most respected institutions, and it serves as a foundation for future growth and success.”

## 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.

### H1 FY25 Key Financial Highlight

Particulars (₹ Cr)	H1 FY25	H1 FY24	YoY
Total Income	57.64	41.69	↑ 38.26%
EBITDA	13.16	5.90	↑ 123.08%
EBITDA (%)	22.83%	14.15%	↑ 868 Bps
Net Profit	9.14	4.20	↑ 117.73%
NPM (%)	15.86%	10.07%	↑ 579 Bps
EPS (₹)	12.53	3.01	↑ 316.28%

### 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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