

**Date: 28th October, 2024**

To,  
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 with the heading - **BRIGHT EXECUTES KEY SITES UNDER VILE PARLE TO KANDIVALI – WESTERN RAILWAYS BULK ADVERTISING CONTRACT.**

Thanking You,

**Yours faithfully,**  
FOR BRIGHT OUTDOOR MEDIA LIMITED

**MR. YOGESH JIWANLAL LAKHANI**  
MANAGING DIRECTOR  
DIN: 00845616



**Registered Office:**

801, 8th floor, Crescent Tower, near Morya House, opp. Off Link Road, Veera Desai Industrial Estate,  
Andheri West, Mumbai, Maharashtra 400053. | CIN - L74300MH2005PLC156444

# Bright Executes Key Sites Under Vile Parle to Kandivali - Western Railways Bulk Advertising Contract!



17,555  
sq. ft

7  
Front Lit  
Hoarding

4  
Digital  
LEDs

7 Years  
Duration

11  
premier  
sites

Bright Outdoor Media Limited has taken a major step in Out-of-Home (OOH) advertising by securing the prestigious "Western Railways – Bulk Advertising Rights" contract, one of the highest-value tenders in the sector, totaling INR 60 crore. This seven-year deal grants Bright the authority to build cutting-edge hoardings across 17,555 sq. ft. of prime advertising real estate—a landmark achievement.

Mumbai suburbs are gaining more traction nowadays, as many international brands are establishing their stores in these areas, alongside high-end real estate projects and a population with high disposable income. This makes the region an even more lucrative market for advertising.

Within months, **Bright executed 11 premier sites, including four advanced LED displays and seven front-lit static hoardings at high-traffic locations like Kandivali ROB, Goregaon ROB, and Mrinal Tai Gore Flyover**, boosting impactful visibility for advertisers across Mumbai. This new set of prime sites will certainly add extra revenue to the kitty.

This milestone goes beyond a contract win; it sets a new standard in OOH advertising following Bright's successful IPO launch in March 2023. With this project, Bright continues to shape Mumbai's advertising skyline, solidifying its reputation as an industry leader. Our partnership with Indian Railways is yet another stride forward, reinforcing Bright's commitment to innovation, excellence, and market leadership.