

13th 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

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Bright Outdoor Media Honoured As "Great Indian IPO Game Changer" At The Great Indian IPO Summit & Awards 2024

Mumbai, 13th December 2024 - Bright Outdoor Media Limited, (BSE - 543831), a pioneer in India's Out-Of-Home (OOH) advertising industry, has been conferred the prestigious title of "Great Indian IPO Game Changer" at the Great Indian IPO Summit & Awards 2024. The event took place at the Radisson Blu Mumbai International Airport, celebrating organizations that have transformed the IPO landscape with innovative strategies, technologies, and groundbreaking market approaches.

This esteemed recognition underscores Bright Outdoor Media's leadership and contribution to reshaping the outdoor advertising industry. As the first Outdoor Media Company in India to list on the Bombay Stock Exchange (BSE) in 2023, Bright Outdoor Media has set new standards in the sector. The company's impressive strides in the Digital Out-of-Home (DOOH) space include managing over 3 lakh square feet of digital billboard space, making it one of the largest operators of Digital LED Billboards in the country.

The summit was attended by an elite gathering of CEOs, founders, and industry leaders from investment banking, legal, and market strategy domains, applauding excellence and innovation in the IPO ecosystem.



Commenting on the achievement, Dr. Yogesh Lakhani, CMD of Bright Outdoor Media Limited said, "We are deeply honoured to receive the 'Great Indian IPO Game Changer' award, a recognition that highlights our commitment to innovation and leadership in the outdoor advertising industry. Being the first Outdoor Media Company to list on the BSE SME platform in 2023 was a transformative milestone, not only for Bright Outdoor Media but also for the OOH sector as a whole. It has enabled us to push boundaries, expand our digital footprint, and deliver exceptional value to our stakeholders

This award reflects our journey of growth and our pioneering efforts in initiatives like integrating solar-powered hoardings to contribute to sustainability. With a strong portfolio of over 3 lakh square feet of digital billboard space, we remain focused on driving impactful campaigns and creating meaningful connections for our clients across industries.

I am grateful to our clients, partners, and employees whose trust and dedication have been the cornerstone of our success. This recognition motivates us to continue innovating and shaping the future of outdoor advertising in India.”

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 1 lakh Movies, TV & OTT Serials, Events etc, over 20,000 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

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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