Announcement

BRIGHT OUTDOOR MEDIA LIMITED
India's First Listed OOH Company

06th February, 2025

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, we are enclosing herewith the Investor Presentation of the Company for the Business Performance.

Thanking You,

Yours faithfully,

For BRIGHT OUTDOOR MEDIA LIMITED

YOGESH JIVANLAL LAKHANI
Digitally signed by YOGESH JIVANLAL LAKHANI
Date: 2025.02.06 11:30:52 +05'30'

YOGESH JIWANLAL LAKHANI
MANAGING DIRECTOR
DIN -00845616

Trusted Since 1980

Bright Outdoor Media Limited

Investor Presentation



No One Can Shine Your Brand As **BRIGHT** Does

OOH | DOOH | PRINT | TV | RADIO | PR | LED | DIGITAL | CELEBRITY EVENTS | METRO | MULTIPLEX & MALL | REAL ESTATE

Disclaimer

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Company Overview



Bright Outdoor Media Limited @Glance

Founded in 1980 and headquartered in Mumbai, Bright Outdoor Media Limited is one of India's leading Out-Of-Home (OOH) advertising companies with over 45 years of experience.

The company boasts an extensive network of hoardings across key cities nationwide, with a strong presence in the Greater Mumbai region. At its peak, the company operated 1,500 hoardings of its own, but as part of its trading strategy, it decided to consolidate and focus on premium, high-impact sites.

Today, it offers a wide range of outdoor advertising solutions, including railway hoardings & platform boards, MbPT (Mumbai Port Trust) Freeway hoardings, bus panels & shelters, pole kiosks, multiplex & mall branding, commercial & residential lift branding, and more.

Bright collaborates with diverse clients across industries such as entertainment, construction, education, aviation, insurance, and government organizations.

Bright operates through two business models: Direct Business with local clients and Indirect Business through agencies for multinational corporations.

Additionally, Bright is a leader in LED billboard advertising in Mumbai, operating 32 out of the city's 75 big size digital LED billboards in 2024.

A key highlight of Bright is its strong commitment to environmental sustainability. The company was the **first** in the world to install solar panels on the back of hoardings, showcasing its innovative approach to eco-friendly advertising through its JV partners.

Bright became the first OOH media company in India to list on the stock exchange, debuting on the BSE SME platform on 24th March 2023.



Key Facts & Figures

45+
Years Of Experience

Pan India & International
Presence

464+
Own OOH Displays

32+
Own Large LED DOOH Hoardings

1400 Lakh+ Sq. Ft
Of Prime Hoarding Space Sold till 2024*

5,000+
Corporate Clients

2 Lakh+
Movies, Serials, Albums, OTTs & Events Ad & other Corporate Campaigns

50 Thousand+
Awards & Stage Felicitations

1000+
International Awards

Guinness World Record
Holders For Installing Largest Number of Solar Panels on a single hoarding (through JV Partner)

Monopoly
Exclusive rights for advertising in Navi Mumbai Metro & majority of railway stations in Mumbai & Mumbai Port Trust (MbPT) Freeway



FY 2023-24

₹ 107 Cr
Revenue

₹ 23 Cr
EBITDA

₹ 16 Cr
Net Profit

₹ 11.45
EPS

Services Bright Offer



Hoarding India / International Tie-Up

- It's a high impact visual medium
- Gives you the ability to target geographically with larger-than-life images.
- Highly illuminated & eye-catching: frontlit, backlit, 24x7 visibility, mass & class coverage.
- The Power Of Location
- Reach people where they live, work & play



DOOH Digital LED Hoarding

- Vibrant and high-definition display with exceptional visibility.
- Especially at night, ensuring maximum impact.
- Real time execution
- Interactive Engagement



Over-head Gantries & Toll Naka Decorative Poles

- Long-distance visibility with premium, standalone positioning.
- An ideal medium for impactful brand exposure at high-traffic locations.
- Enhanced Visibility.



Transit Advertising – Maximum Reach & Impact

- Full Train Advertising: High-impact branding on local trains, metro, and monorail, reaching 60+ lakh passengers daily in Mumbai.
- Bus Q-Shelters: BEST bus ads since 2010, covering all key panels. Cost-effective, eye-level, and ideal for longer text.

Services Bright Offer



Navi Mumbai Metro Line 1 Advertising (Gantry & Pillar) - Sole Rights

- One of the fastest and most cost-effective ways to promote the brand.
- Strategically placed on metro stations to target daily commuters.



Airport Advertising

- A dynamic and innovative medium offering city-specific targeting with customized marketing solutions.



Mobile Vans (Lit) & Cab Advertising

- A cost-effective, high-impact medium offering area-specific targeting.
- Wide coverage, and creative brand visibility.



Film, In-Films Branding, PR, Events & TV Promos

- The company provides cost-effective packages for Film Branding, PR, Events, and TV Promos.
- Managing 90% of OOH publicity for films and events. With a global reach.
- Offers attractive sponsorship opportunities.





Full-Station Railway Station & Foot Over Bridge Advertising

- High-impact exposure across key railway stations with gantries, neon glow signs, and foot over bridges.
- Ideal for mass coverage, targeting lakhs of daily commuters in Mumbai.
- Cost-effective with strategic placements at high-footfall locations.



Traffic Booths & Cantilever

- Traffic Booths & Cantilever, located at signal junctions.
- As people wait for the signal change, they engage with the content.
- Backlighting enhances brand visibility, effectively reaching the target audience.

Journey Of Bright Outdoor Media Limited

1980
Dr. Yogesh Lakhani founded Bright Outdoor Media, starting with ad campaigns on railway platform boards, wall & banner paintings, and poster frames.

2005
Incorporated as Bright Outdoor Media Private Limited on September in Mumbai.

2007
Acquired the business of M/s. Bright Advertising Agency through a Business Purchase and Takeover Agreement, bringing outdoor publicity and advertisement expertise under its operations.

2020
Entered into a Joint Venture Agreement with ZEST Enterprise and LP Verma Media Marketing Private Limited on November 3 for constructing solar panel structures with advertisement displays at multiple locations in Mumbai under the NINFRIS policy of the Railways.

2022
- Converted to a Public Limited Company on October 24 and renamed Bright Outdoor Media Limited. Received a fresh certificate of incorporation on November 24.
- Signed a Joint Venture Agreement with Wallop Advertising Private Limited on April 14 to execute a tender for advertising rights for a prime location at CSMT, Mumbai.

2023
- Successfully listed on the BSE and became the 1st OOH company in India to be listed on stock exchange

.
- In June 2023 Bright set up its first LED Hoarding

2024
Won the title of Great Indian IPO Game Changer at the Great Indian IPO Summit & Awards 2024.



Bright Honored As Great Indian IPO Game Changer



Honored As "Great Indian IPO Game Changer" At The Great Indian IPO Summit & Awards 2024.



Dr Yogesh Lakhani receiving the “Indian OOH Business Achievers Award at OAC 2024”

Managed Over
1400 Lakh+ Sq. Ft (Approx.)
Of Billboard Space till 2024

Among **India's largest Digital LED Billboard Operators.**

Awards & Recognitions









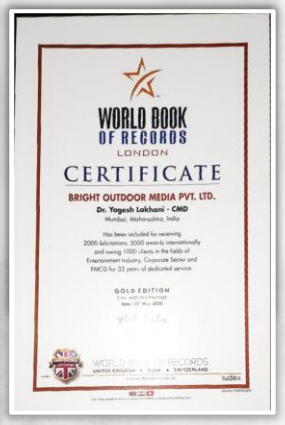
























50 Thousand+
Awards & Felicitations

1,000+
International Awards

Business Overview



Business Verticals

OOH Advertising Business

Out-Of-Home advertising is the foundation of Bright Outdoor Media Limited's business.

The company leverages high-visibility media assets in prime locations to deliver impactful advertising solutions.

Operates under two models:

- **Direct Business:** Collaborates with local clients.
- **Indirect Business:** Works with agencies to serve multinational corporations.



Real Estate Business

The company is actively engaged in the buying, selling, and leasing of prime properties, strategically positioned in high-value areas. This real estate segment complements its Out-of-Home (OOH) advertising business, enhancing overall operational synergy and maximizing value.

FY24 Revenue Contribution (OOH Business)

₹ 104.50 Cr

FY24 Revenue Contribution (Real Estate)

₹ 2.30 Cr

Introduction To OOH Advertising

Out-Of-Home (OOH) advertising has been the cornerstone of the company's operations since its inception. By leveraging high-visibility media assets in prime locations, Bright ensures that its clients' messages reach the right audience effectively and consistently.

The Company has strong presence in the **Mumbai Metropolitan Region**

With some of the Key cities across India

Bright Outdoor Media has partnered with clients from diverse industries such as

- Entertainment
- Construction & Real Estate
- Education
- Jewellery
- FMCG
- Insurance & Financial Services
- Airlines
- Government Organizations
- Political Parties
- Garments



OOH Advertising Remains One Of The Most Impactful Mediums For Brand Visibility

Evolution Of Billboards



Wooden Hoardings (Early Beginnings)
These handcrafted wooden signs, often painted or carved, marked the beginning of outdoor advertising, promoting local businesses and events effectively.



Paper Posters on Wooden Frames (Industrial Revolution Era)
Lithographic printing introduced vibrant, scalable designs pasted onto wooden or metal frames, revolutionizing advertisements for theaters, circuses, and political campaigns.



Illuminated Billboards (Mid-20th Century)
Neon lights and bulbs made billboards visible at night, enhancing brand visibility 24/7 and creating iconic landmarks in urban areas.



Digital LED Billboards (Modern Era)
Transitioning to LED displays allowed dynamic, rotating ads with real-time updates, significantly increasing efficiency and reach.



3D and Interactive LED Billboards (Next-Gen Advertising)
Cutting-edge LED technology now delivers 3D visuals and interactivity through AR/VR and AI, offering immersive, viral advertising experiences.



Bright Outdoor: Creating Milestones in the OOH World

Lead, innovate, and Transform the OOH landscape!



- **First in India** to install **Asia's largest hoarding** (120 ft x 80 ft) at **Bandra ROB in 2017**

- **First OOH company** to have managed (previously) exclusive advertising tenders for **BEST Bus, Mono Rail, Central & Western Railways, MbPT (Freeway), and Metro Train etc** with a combined value exceeding **INR 200 CR**.

-**First OOH company in India** to be **listed on the Bombay Stock Exchange**.

- **Shining Bright**: Recognized by the **World Book of Records** for **2000 felicitations, 5000 international awards**, and 42 years of excellence in **entertainment, corporate, and FMCG advertising**.

- **Powered by Sunshine**: **Guinness World Record holders** for the **largest solar-powered advertising billboard**, setting a benchmark for **sustainable OOH innovation**.

THE MUMBAI KOHINOOR – ONE & TWO

India's First Curved 3D Anamorphic Screen and India's largest DOOH sequence " THE MUMBAI KOHINOOR – ONE & TWO" which caters to unique traffic from hubs like BKC, Wadala, Dadar, Freeway, etc executed with a JV Partner.



Digital & Traditional OOH Advertising across Prime Locations



Warden Road Junction



Vile Parle Station (E)



Vile Parle Station (E)

Digital LED Hoardings (DOOH)

- Strategically placed digital billboards in prime locations ensure high engagement while offering the added advantage of displaying multiple ads seamlessly.
- Capable of displaying full-motion videos and animations to capture attention effectively.
- Spanning over significant high traffic junctions, delivering unmatched visual impact.



Bandra Highway



Andheri Link Road Chitrakoot Ground

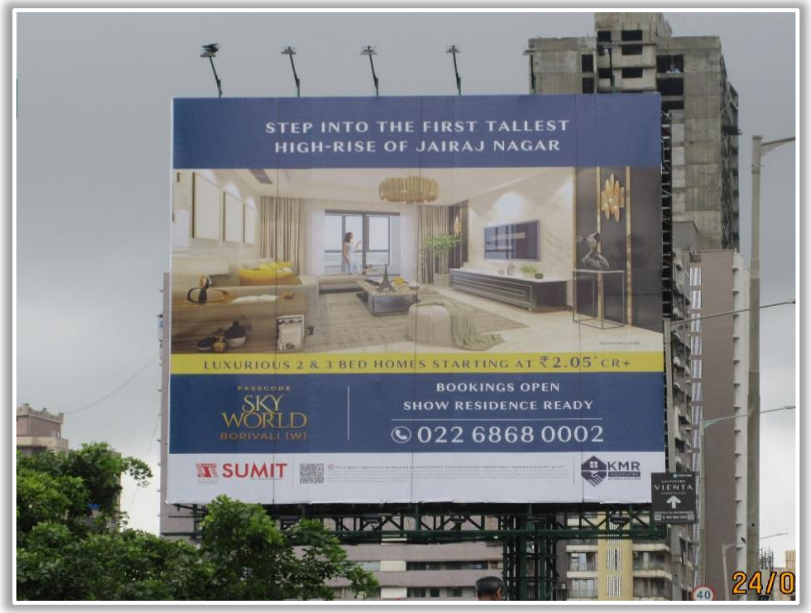
Front Lit & Non-Lit Hoardings

- Ensures visibility day and night, with customized creative options for maximum impact.
- A cost-effective alternative that maintains strong brand presence in high-traffic areas.
- Positioned on major highways, arterial roads, and key urban hubs for extensive exposure.

Bright Leading India's OOH Advertising Landscape

Bright Outdoor Media is a leading player in Indian OOH advertising, managing many strategic front-lit and non-lit billboards







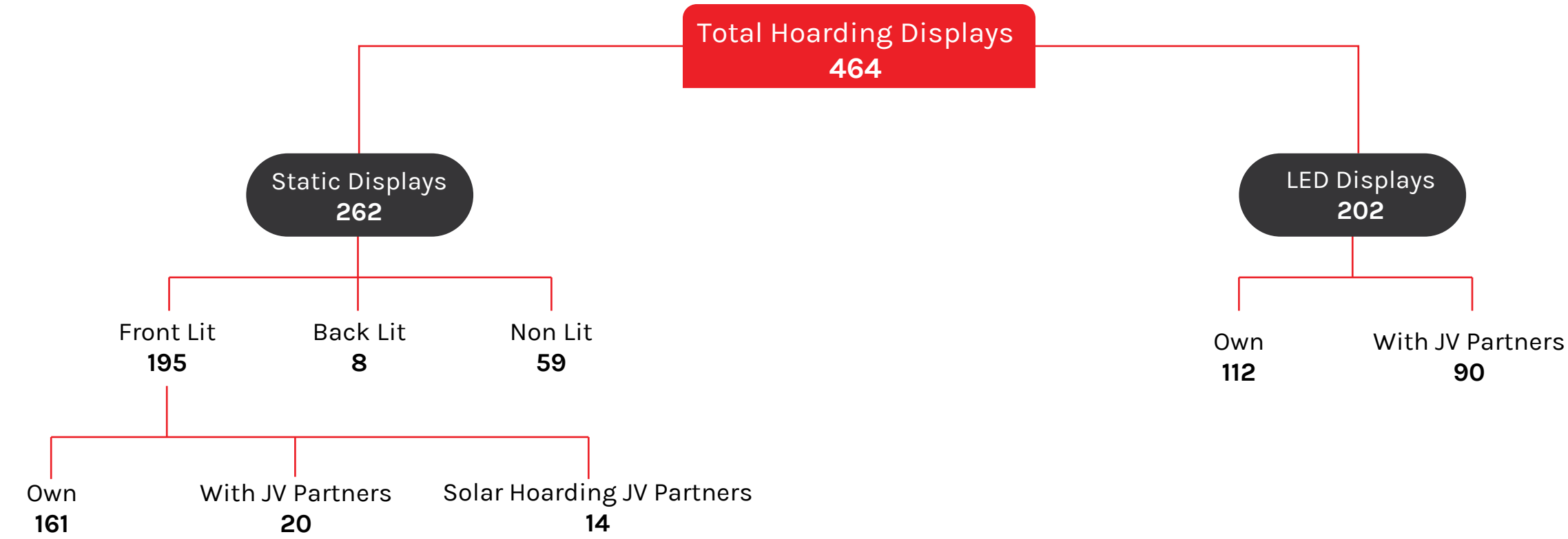
Bright has over **430 Outdoor Media Displays** in prime locations, with a strong presence in Mumbai.

Bright Collaborates with top advertising firms through **joint ventures** to expand market reach.

The Company also Trades hoardings from **government and private sources**.

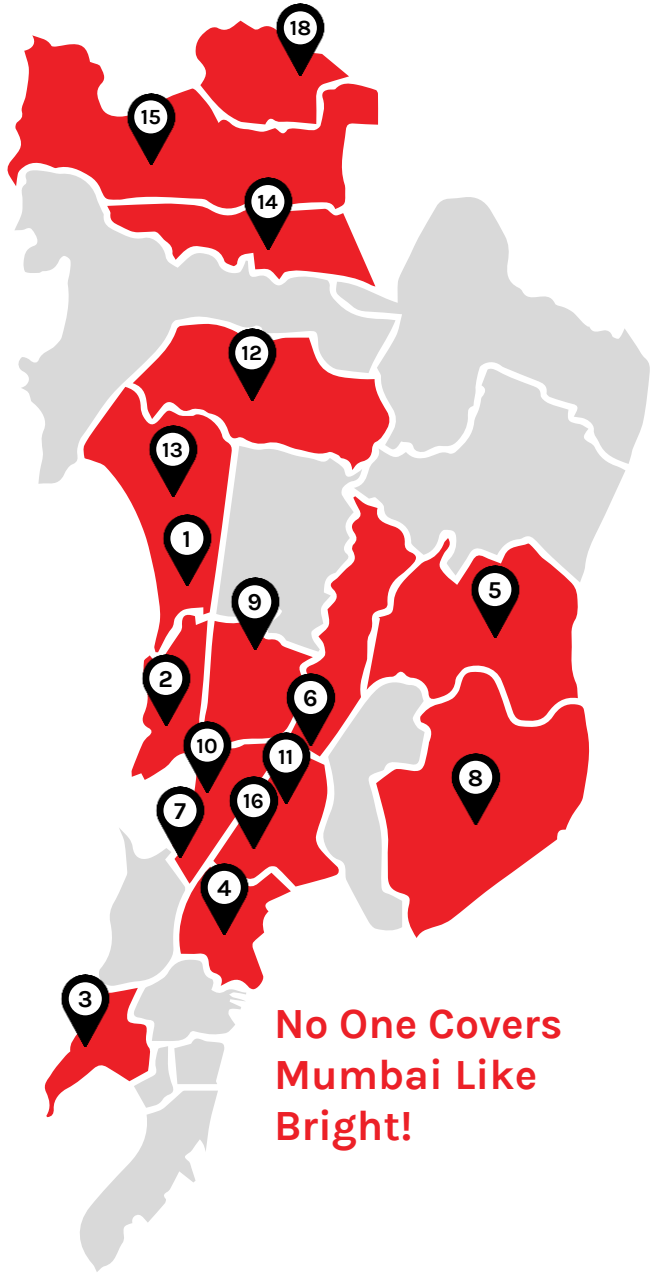
In FY24, the Front Lit & Backlit Hoarding vertical contributed **₹ 95.75 Cr** to the revenue, accounting for **89.76%** of the total Revenue from Operations

Bright's Hoarding's Portfolio



Additionally, Bright Outdoor Media enhances its portfolio by trading hoardings acquired from both government and private sources (pan India & International)

Major Key Locations Of Billboards



No One Covers Mumbai Like Bright!

Sr. No	Location	Non-LED Displays	LED Displays
1	Andheri	21	30
2	Bandra	8	13
3	Warden Road	-	6
4	Parel	-	6
5	Ghatkopar	18	6
6	Sion	-	12
7	Prabhadevi	3	6
8	Chembur		36
9	Vile Parle	3	6
10	Mahim	-	8
11	Matunga	-	6
12	Goregaon	6	18
13	Jogeshwari	1	16
14	Kandivali	-	6
15	Borivali	26	18
16	Dadar	10	-
17	VT Wadi Bunder		6
18	Palghar, Boisor & Dahanu	25	

& More In MMR Region

Parel Flyover Near ITC Hotel



Parel Flyover Near ITC Hotel

Driving Growth In Digital Out-Of-Home Advertising

Bright Outdoor Media continues to lead in the Digital Out-of-Home (DOOH) advertising segment, managing prime **digital Billboard space** across the maximum city



Parel Flyover Near ITC Hotel



Prabhadevi Junction



Warden Rd



Bandra Linking Road

Bringing the Times Square Experience to Mumbai

The company has added

17 new LED Billboards in **FY24**

8 additional LED Billboards in **H1 FY25**

With **200 + LED Hoarding Display** in its portfolio, Bright Outdoor Media is one of the largest operators of Digital LED Billboards in India.

Bright owns **32 LED billboards** through JV Partners, leading from the front when it comes to big size LED Billboards

In Mumbai alone, the company owns **32 out of the 75 Large LED billboards in 2024**, showcasing its dominant presence in key markets.

In FY24, the Digital LED Hoardings vertical contributed **₹ 9 Cr** to the revenue, accounting for **8%** of the total Revenue from Operations

Digital LED billboards have the potential to generate 6x revenue, as advertisements are displayed in 10-second intervals, showcasing 6 different brand advertisements within one minute.

Leveraging Transit Media For Effective OOH Advertising



Vile Parle Station (E)


Ghatkopar Metro



Thane



Dadar Railway Station



Ghatkopar Metro



Best Bus Branding

Railway Station Advertising

- Leverage strategic ad spaces at key railway stations with platform boards, large hoardings, digital LED displays, and full-station branding (gantry & neon signs).
- Target a captive audience effectively at prime locations like Bandra, Borivali, Kandivali, and more.

Metro Station Advertising

- Advertisements Rights for Navi Mumbai Metro Line 1 Stations
- Entire metro line, spanning stations, pillars, and viaducts, with a total advertisement area of approximately 8,000 square meters
- Trading for clients for other Metro Station advertising space across India

Bus Panels & Bus Shelters Advertising

- Offering prime advertising spaces on BEST buses and bus shelters in Mumbai, featuring both static and LED panels.
- Coverage spans bus backs, side panels, double-deckers, and interiors, ensuring eye-level visibility
- Perfect for delivering detailed messages, this format guarantees maximum impact with exposure to slow-moving traffic.

OOH A Gateway To Unmatched Mass Reach & Impact



Cinema Branding

- Trading for Advertising Spaces across all Theaters in India
- Static & DOOH Movie Hoardings outside Cinema halls.
- Small LED Screen Advertising in the Lobby of Theaters



Shopping Mall Branding

- Illuminated panels and banners placed in high-traffic zones, Showcasing brands.
- Static Panels Outside the Shopping malls.
- Trading of Advertising Spaces in Shopping Malls across India



Dadar Railway Station



Dadar Railway Station

Kiosk Promotion

- Placed in high-visibility areas within commercial streets, malls, and transit hubs.
- Provides a creative and cost-effective way to deliver impactful messages in busy urban spaces.

A Comprehensive Process Overview

1 Client Inquiry
Receive inquiries from clients via phone or email for advertising space.

2 Brief
Receive media brief from clients outlining their advertising requirements.

3 Availability Check
Assess the availability of advertising space based on tenders, subletting, or fixed-period trading.

4 Quotation
Prepare and send a quotation to the client based on media availability and pricing.

5 Negotiation
Negotiate with the client on rates, locations, and allocations.

6 Contract/ Purchase Order
Receive formal confirmation from the client in the form of a Purchase Order, Release Order, Work Order, or email confirmation.

7 Campaign Creative
Receive the creative material (ads, designs) from the client.

8 Campaign Execution
Print the advertising materials.
Mount the advertising materials on the designated media.
Dismantle the advertising materials after the campaign period.

9 Invoicing
Prepare and send invoices to the client with supporting documentation (photos, POs).

10 Payment
Receive payment from the client.

11 Repeat Clients
Majority of clients have been returning for their advertising campaigns over the last 45 years



India's First BSE SME Listed OOH Company
BRIGHT OUTDOOR MEDIA LIMITED
Dr. Yogesh Lakhani, CMD BOML

Bright's Recent Landmark Achievement

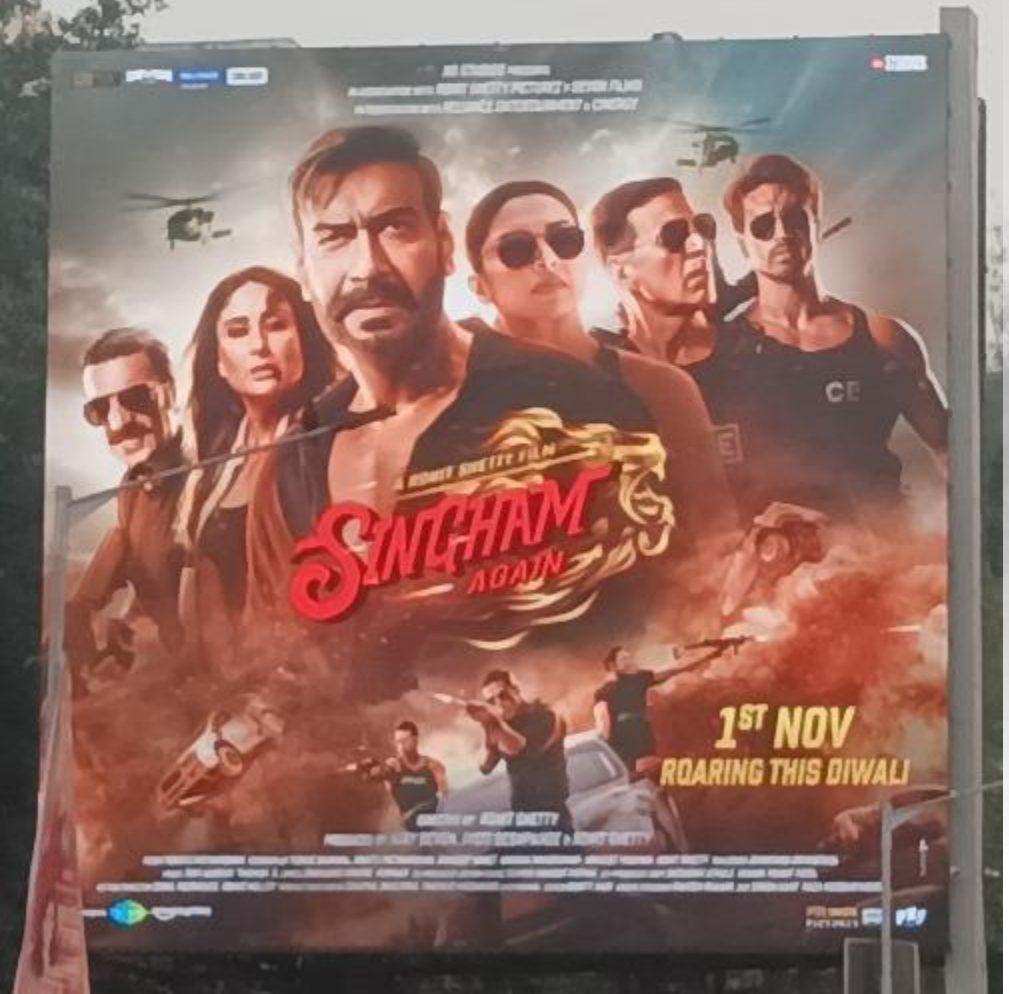
Bright Outdoor Media awarded the **Western Railways Bulk Advertising Rights**.

Mumbai's Western suburbs are a booming advertising hub, driven by international brands, luxury developments, and a high-income population, ensuring maximum visibility for advertisers.

Bright leverages cutting-edge hoardings, including digital LED displays, at key commuter routes and residential areas.

Collaboration with Indian Railways solidifies Bright's position as a trusted partner in the OOH space.

Ample opportunity for **Innovative campaigns.**



₹ 60 Cr (7 Years)
Tender Value (approx.)

11
high-traffic sites

Exclusive rights to
17,555 sq. ft. *
of advertising space

5 Advanced Digital LED Displays
for dynamic advertisements.

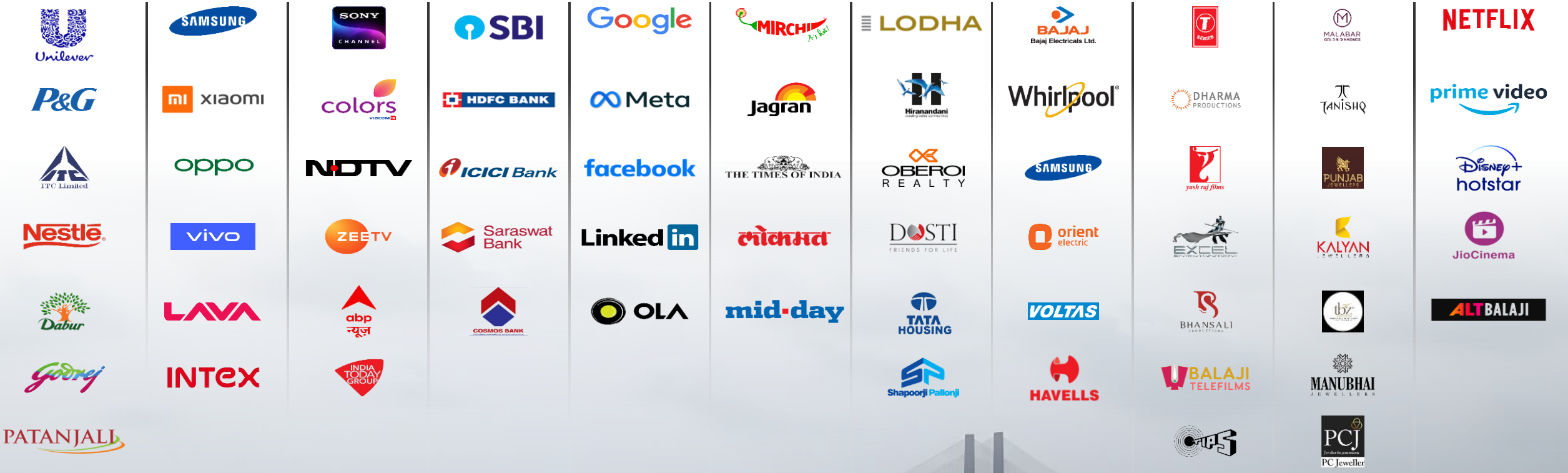
7 Years
Contract Duration

7 Front-lit Static Hoardings
for impactful visibility.

Creating Talk-of the-Town Media Assets

*Authorized to take 30% extra space.

Major Clients Across Industries.



And Many More...

Recent Campaigns For Major Clients



L&T Realty



MANBA Finance



Toyota Motors



Discovery Channel



Motilal Oswal



PNG



ABP Maza



AIDC Exhibition

View The Library Of Advertisement Campaigns

Working With All Political Parties Seamlessly



















Leading The Way In Sustainable Advertising

- Bright Outdoor Media is a global pioneer in sustainable advertising solutions.
- It became the first company to install solar panels on the back of its hoardings, setting a new industry standard (through JV partners)
- The electricity generated from these solar panels is supplied to Indian Railways, emphasizing eco-friendly practices.
- In collaboration with Zest Outdoor Media, Bright achieved a **Guinness World Record** for installing the largest number of solar panels on a single billboard.





Bright Driving Positive Change Through CSR

Bright Outdoor Media Limited has consistently demonstrated its commitment to societal well-being through impactful Corporate Social Responsibility initiatives. The company's efforts reflect its dedication to creating a meaningful difference across various aspects of community development.





Caring For Well-being

Initiatives focused on promoting health and wellness in underserved communities.



Nourishing Lives

Providing essential support and resources to improve the quality of life for the underprivileged.



Empowering Education

Encouraging learning and growth by supporting educational programs and initiatives.



Embracing Humanity

Conducting humanitarian activities to foster inclusivity and uplift marginalized communities.

In The Right News Always

Dr. Yogesh Lakhani's Interviews



Zoom



NDTV



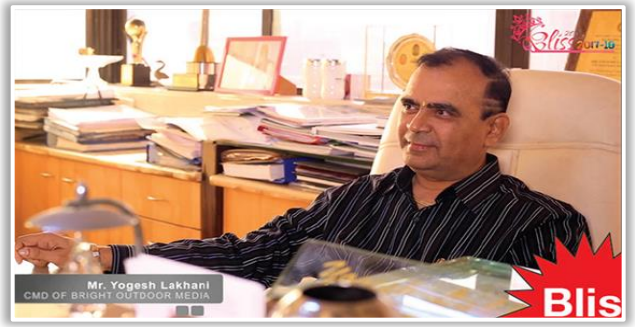
Z etc



MTI News



Sandesh



Bliss

Print & Digital Media



Plus a Lot of Other Media Articles & Interviews.....

Management Overview



A Visionary Leader Behind Bright's Success



Dr. Yogesh Jivanlal Lakhani
(Chairman & Managing Director)

At 61 years old, the Promoter, Chairman, and Managing Director of the Company stands as a testament to dedication and vision. His professional journey began in 1980, when he completed his Secondary School Certificate (SSC) from the University of Maharashtra State Board of Secondary Education in Pune. Later, in 2020, he was honored with an Honorary Doctor of Philosophy from Royal American University.

With an impressive 45 years of experience in the advertisement industry, he has significantly influenced its growth and transformation. His entrepreneurial achievements were first acknowledged in 2012 when he was named the Promising Entrepreneur of the Year by Power Brands Leadership. This recognition was just the beginning of a series of prestigious accolades.

In 2018, he received a Certificate of Appreciation from the Top 50 Indian Icon Awards and was honored with the GIAA award in the Social Genius category. The following year, his contributions were celebrated with the World Icon Award by Dushyant Corporation. His international acclaim continued to grow, as evidenced by the Certificate of Excellence awarded by the American University, USA, in 2021. Dr. Lakhani's Life Journey is taught at various MBA Colleges across India.

In 2022, his efforts in the entertainment and corporate sectors were recognized by the World Book of Records in London. That same year, he was celebrated as the International Iconic Best Outdoor Media of India by the IIA Awards, Season 8, and was bestowed with the prestigious Dadasaheb Phalke Award.

His leadership extends beyond accolades. He oversees the Company's entire operations, steering its strategic growth initiatives and expansion plans. With decades of expertise and a storied career filled with recognition, he continues to inspire as a visionary leader driving the Company towards new heights.

Esteemed Board Of Directors



Mrs. Jagruti Yogesh Lakhani (Non-Executive Director)

Mrs. Jagruti Yogesh Lakhani, aged 58 years, serves as the Promoter and **Non-Executive Director** of the Company. A Bachelor of Commerce graduate from the University of Surat, she has over 15 years of experience in the advertisement industry. She oversees the Company's administration and HR management, contributing to its organizational efficiency.



Mr. Ameet Kumar Vilaschandra Mehta (Independent Director)

Mr. Mehta, aged around 50 years, he holds a Bachelor of Engineering from Pune University, an MBA from Leeds University Business School, UK, and an LLB from Mumbai University. Additionally, he completed specialized courses in International Trade Management from NMIMS and Mergers and Acquisitions from London Business School. With 27 years of expertise in international trade, mergers, acquisitions, and law, he brings strategic insights to the Company.



Mr. Bhavesh Kirti Mathuriya (Non-Executive Independent Director)

Mr. Bhavesh, aged around 54 years, he completed his Higher Secondary Education in 1988 from the Maharashtra State Board of Secondary and Higher Secondary Education, Bombay. He is a visionary entrepreneur with diverse ventures in event management, media, entertainment, and healthcare. As Co-founder of Stardimensionz Pvt. Ltd. and Additional Director at Bright Outdoor Media, he has led large-scale events and media strategies.



Mr. Roshan Suresh Oswal (Non-Executive Independent Director)

Mr. Roshan Suresh Oswal, aged around 50 years, he is a Bachelor of Commerce graduate from the University of Poona, he has 30 years of experience in media, marketing, and brand positioning. His expertise strengthens the Company's market presence and branding strategies.

The Bright Team

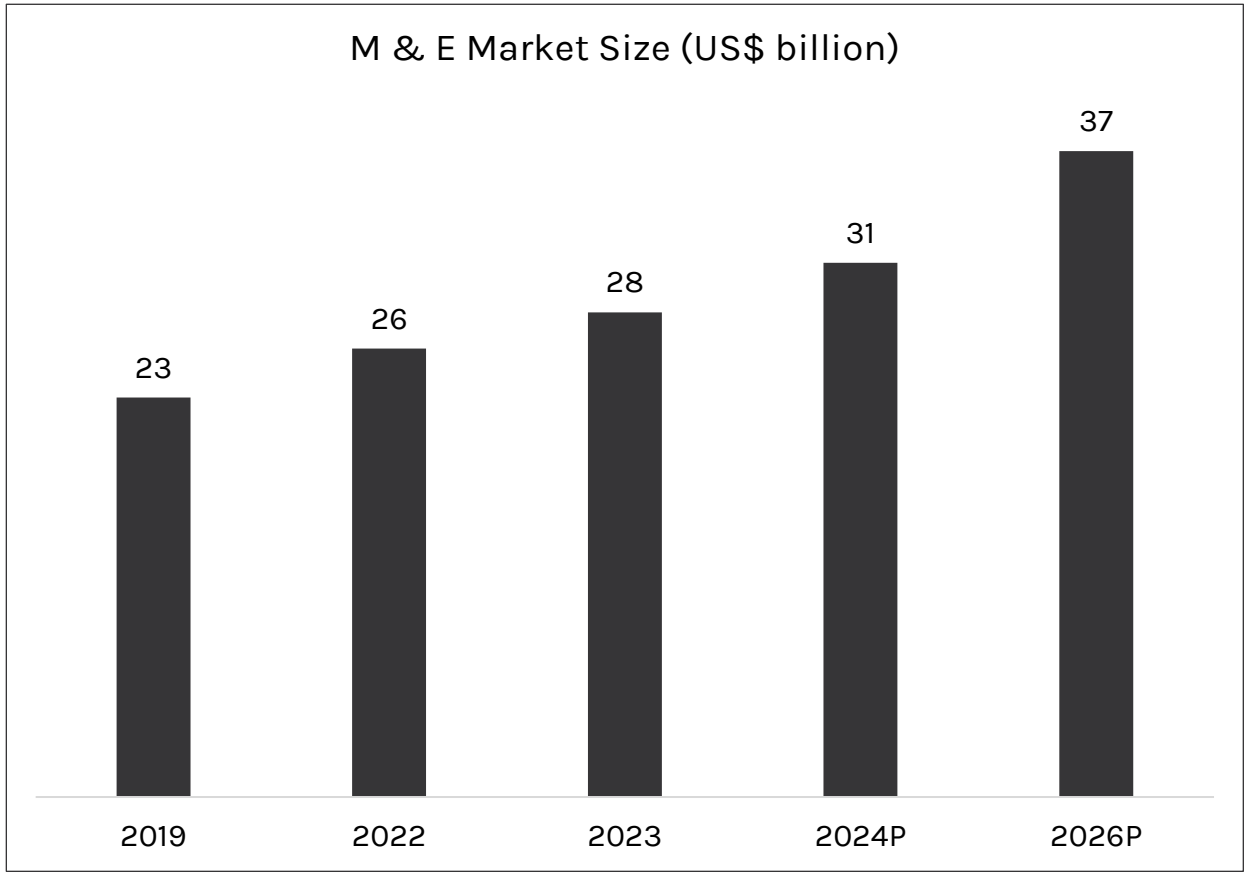


Industry Overview



Indian Media & Entertainment Industry Overview

- India's media and entertainment industry is the fifth largest market globally
- Experiential (outside the home and interactive) segments continued their strong growth in 2023



Source: EY M&E report 2024 & IBEF

Industry Growth Drivers

Online Gaming:
Real-money and casual gaming will drive growth, supported by foreign investments and market consolidation.

Cinema:
Expanding into Tier-II/III cities with mass-market storytelling and affordable ticketing options.

Premium OOH Advertising:
Increased focus on affluent audiences at premium venues and growth in digital OOH assets.

Events:
Rising corporate and government spending, with growth in Tier-II markets and luxury weddings.

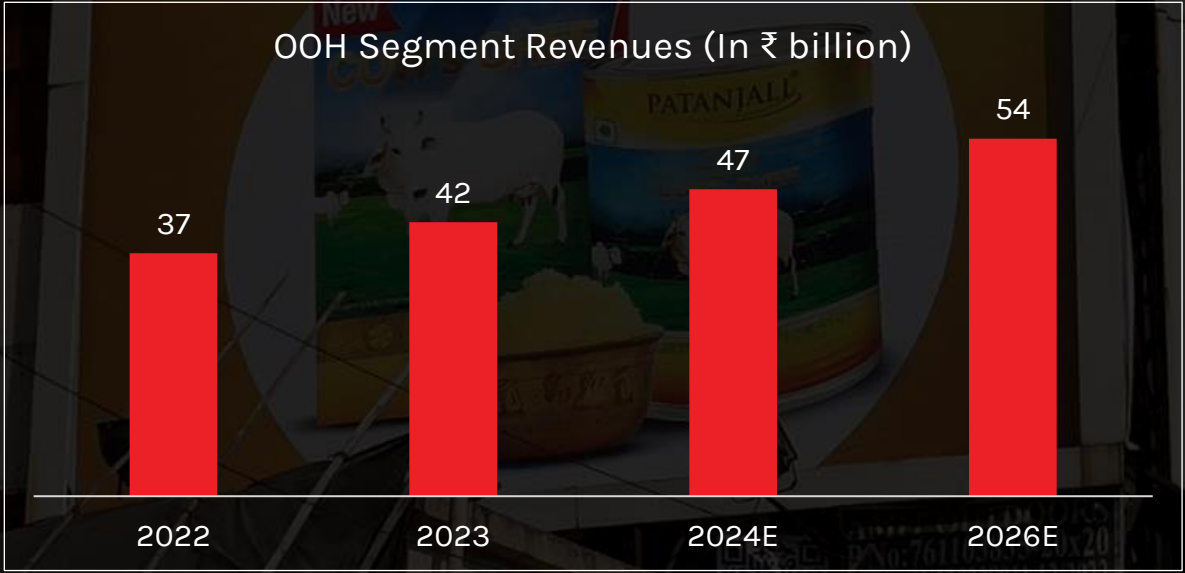
Online News:
Expansion of reach through social media and aggregator platforms beyond traditional news apps.

Print Media:
Premium advertising and rising cover prices will maintain stable revenues.

Audio:
Growth in paid music streaming and monetization in South Asia via digital adoption.

Indian Out Of Home Media Industry

- The Out-of-Home (OOH) media sector grew 13% in 2023, reaching ₹ 41.6 billion, surpassing pre-COVID-19 levels by 6%.
- Premium properties and locations, along with over 100,000 active digital OOH screens, drove the growth, with digital contributing 9% to segment revenues.
- Real estate, organized retail, and consumer services were the largest advertisers in the OOH space.
- The sector's robust recovery highlights strong demand across traditional, transit, and digital media formats.
- OOH media is projected to reach ₹ 54.3 billion by 2026.



Source: EY M&E report 2024 & IBEF

Industry Growth Drivers

Tech Integration:
Use of CGOOH, QR codes, NFC, and apps for interactive experiences.

Dynamic Ads:
Real-time data and programmatic tools for targeted messaging and better ROI.

Measurement Tools:
Platforms like 'Roadstar' offer detailed audience insights.

Digital Shift:
Transition from static to digital assets for efficient, dynamic advertising.

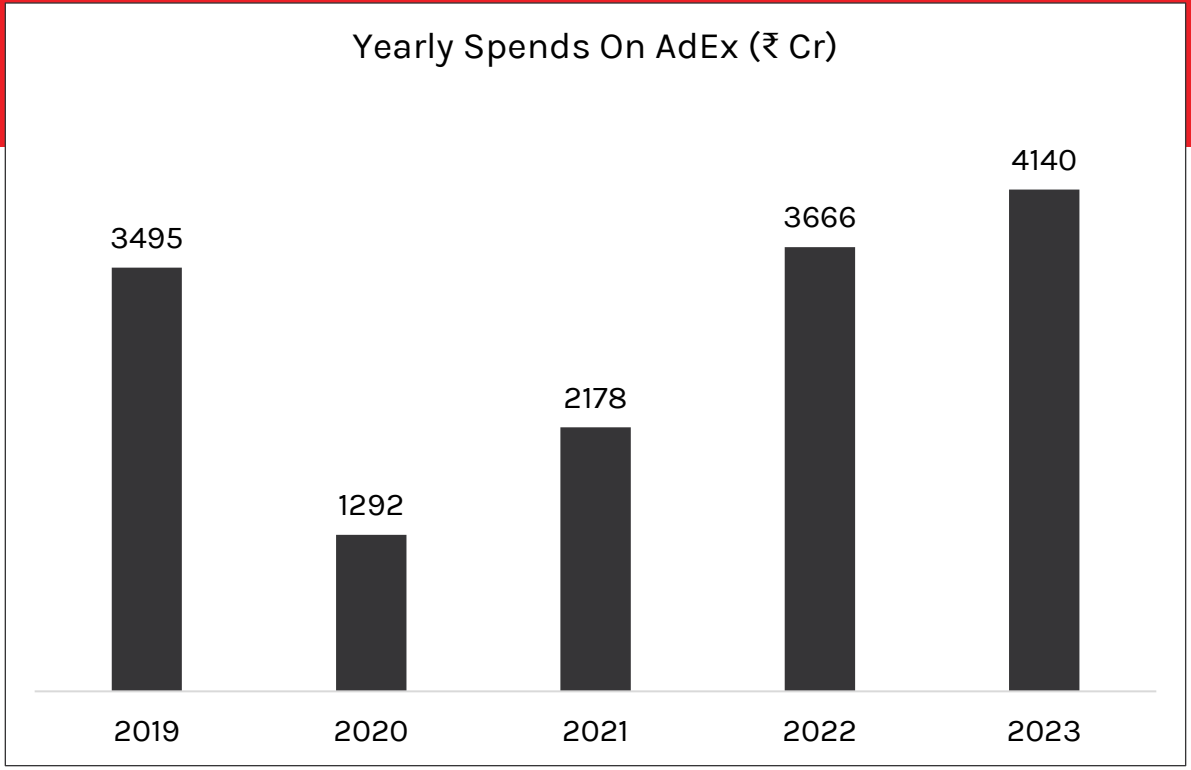
Sustainability:
Focus on renewable energy, eco-friendly materials, and clutter-free policies.

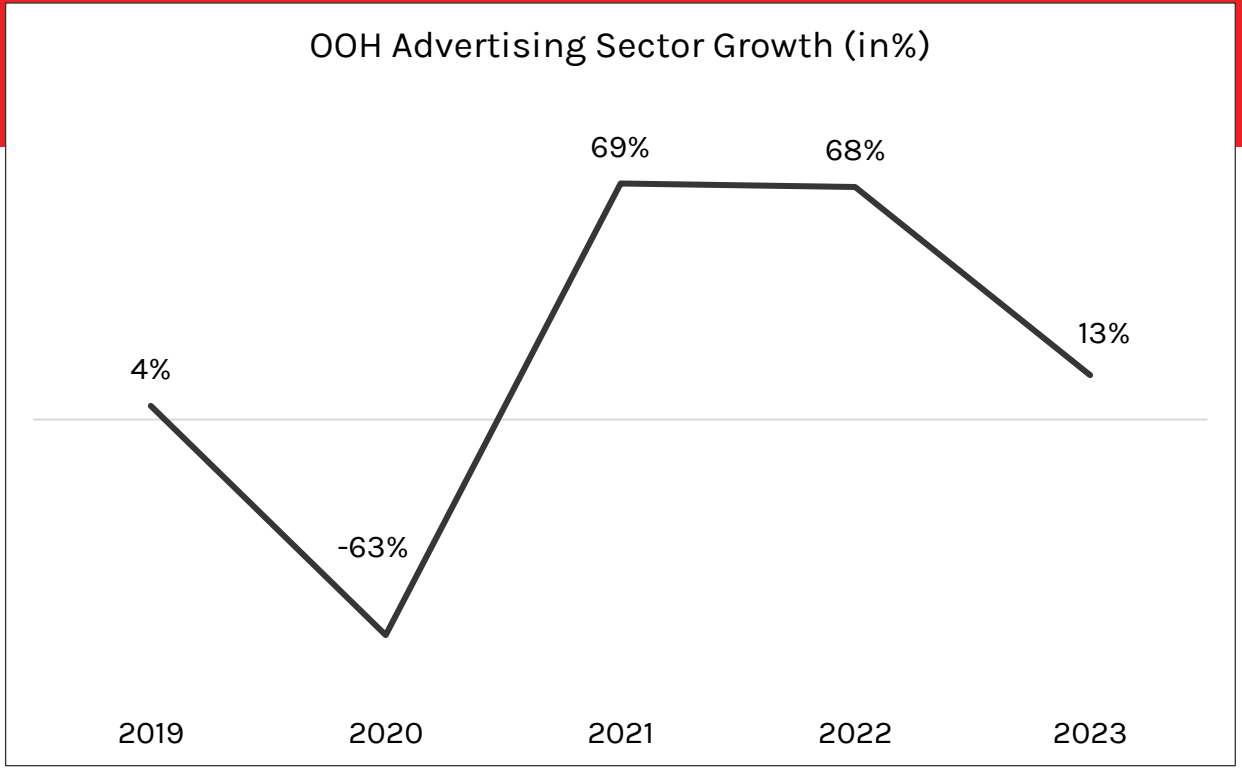
Smart OOH:
Assets with dual uses like air monitoring, rainwater harvesting, and e-services.

Premium Clusters:
Central districts for large-scale audience targeting through cluster models.

OOH Advertising Growth & AdEx Trends

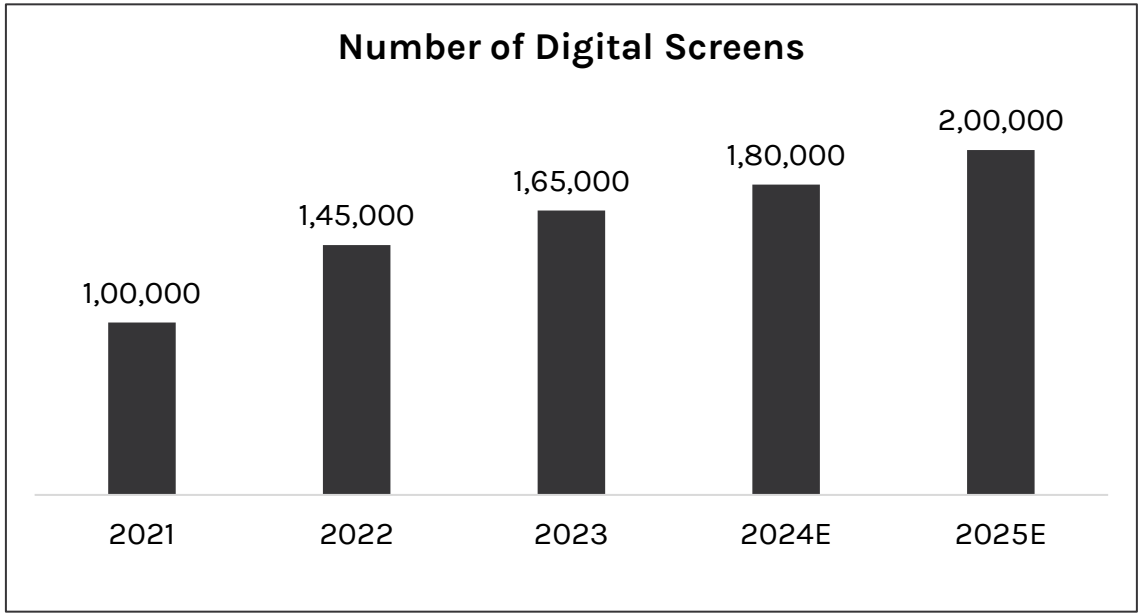
- OOH advertising achieved a **13% growth rate** in 2023, outperforming traditional media like TV and Print.
- The OOH Advertisement Expenditure (AdEx) reached a record high of **₹4,140 Cr** in 2023, surpassing the pre-COVID level of **₹3,495 Cr** in 2019.
- OOH collapsed to **₹ 1,292 Cr** in 2020 due to the pandemic but has shown a strong recovery.
- OOH's share in the Indian AdEx remained steady at **4%**, aligning with its global AdEx share.
- OOH's growth rate in 2023 is significantly higher than the growth rates of traditional media like TV and Print.

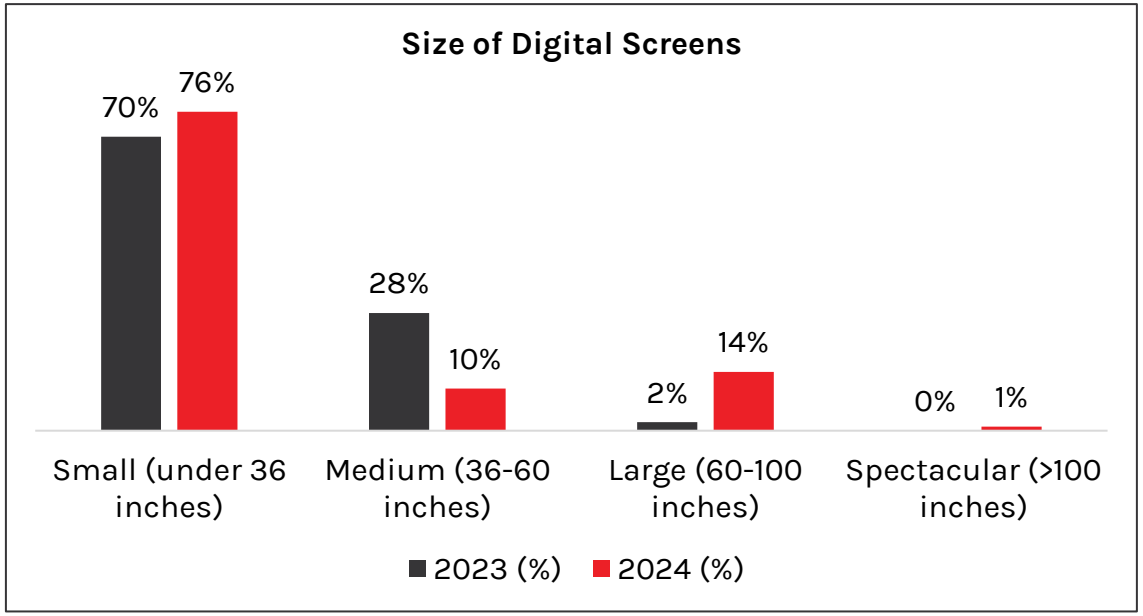




Source: Pitch Madison Advertising Report 2024

Indian Digital OOH Media Industry





Source: EY M&E report 2024, PwC

India has over 165,000 digital screens. The screen count increased by 14% compared to 2022

India is experiencing a rapid transition in the Digital Out-of-Home (DOOH) advertising sector, outpacing several mature markets. This growth is fueled by a surge in infrastructure development and construction activities, which are creating new platforms for innovative and dynamic advertising solutions.

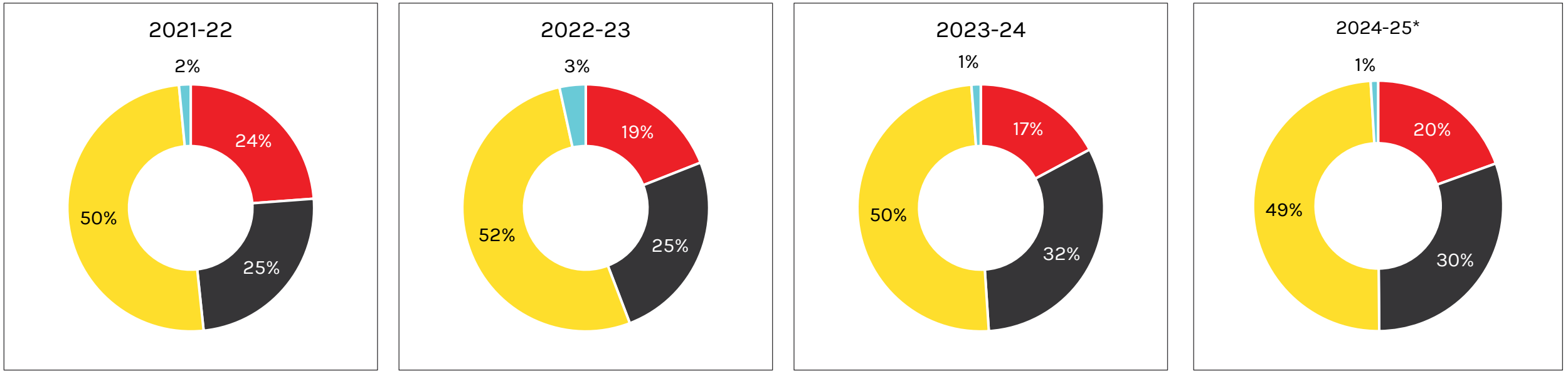
The future of DOOH in India is poised for significant advancements, with technologies like near-field communication (NFC) driving interactivity and engagement. As digital payments and interactive features gain traction, DOOH displays are expected to evolve into highly interactive and personalized advertising mediums, redefining audience experiences.

Screen Size	Average Price per Month per Ad Slot (₹)
Small screen (<36 inches)	3,500 - 9,000
Medium screen (36-60 inches)	15,000 - 30,000
Large screen (60-100 inches)	100,000 - 600,000
Spectacular (>100 inches)	1,500,000 - 5,500,000

Financial Overview



Revenue Bifurcation

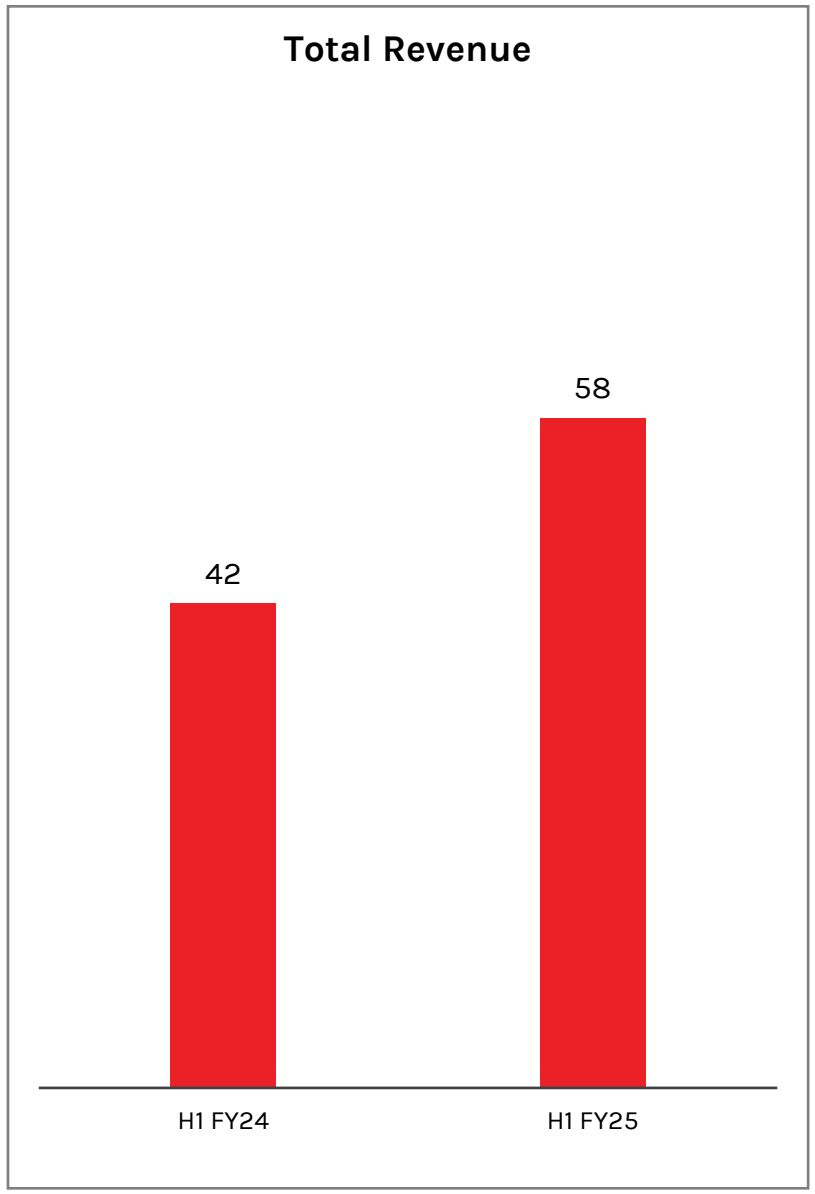


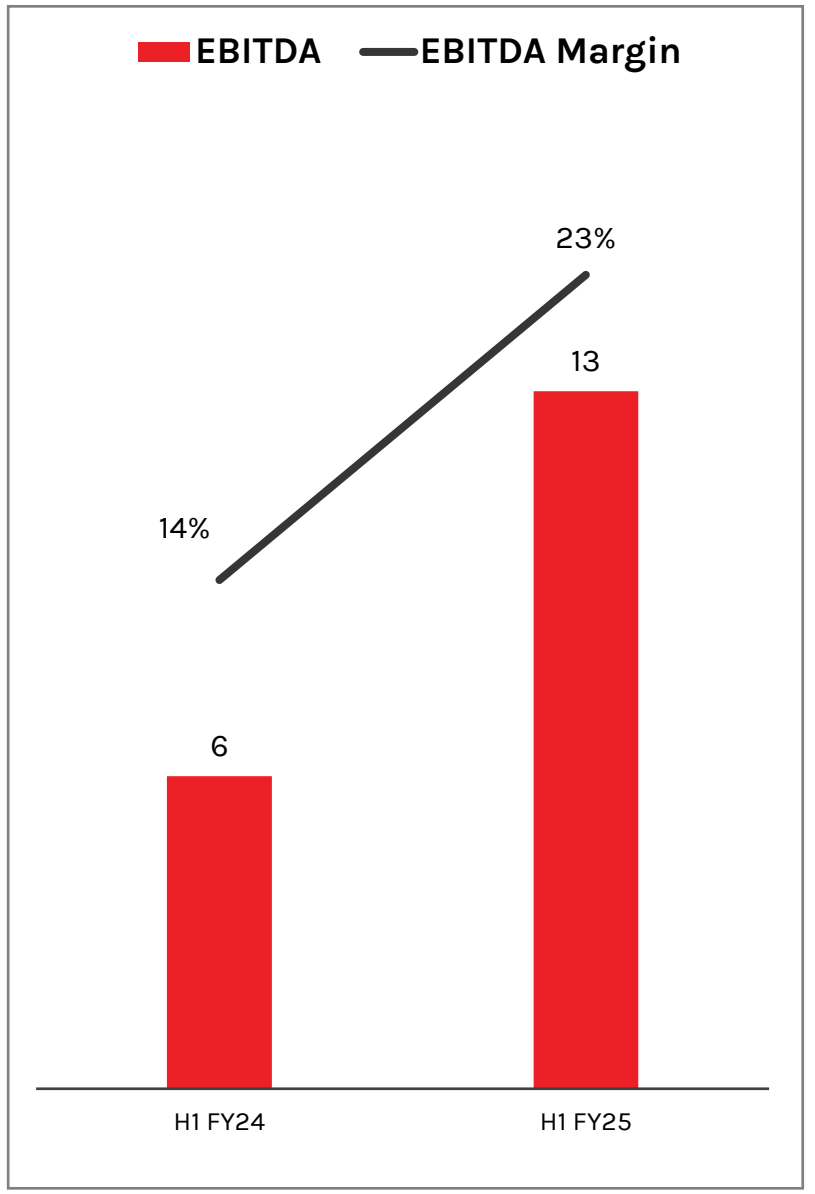
In ₹ Cr

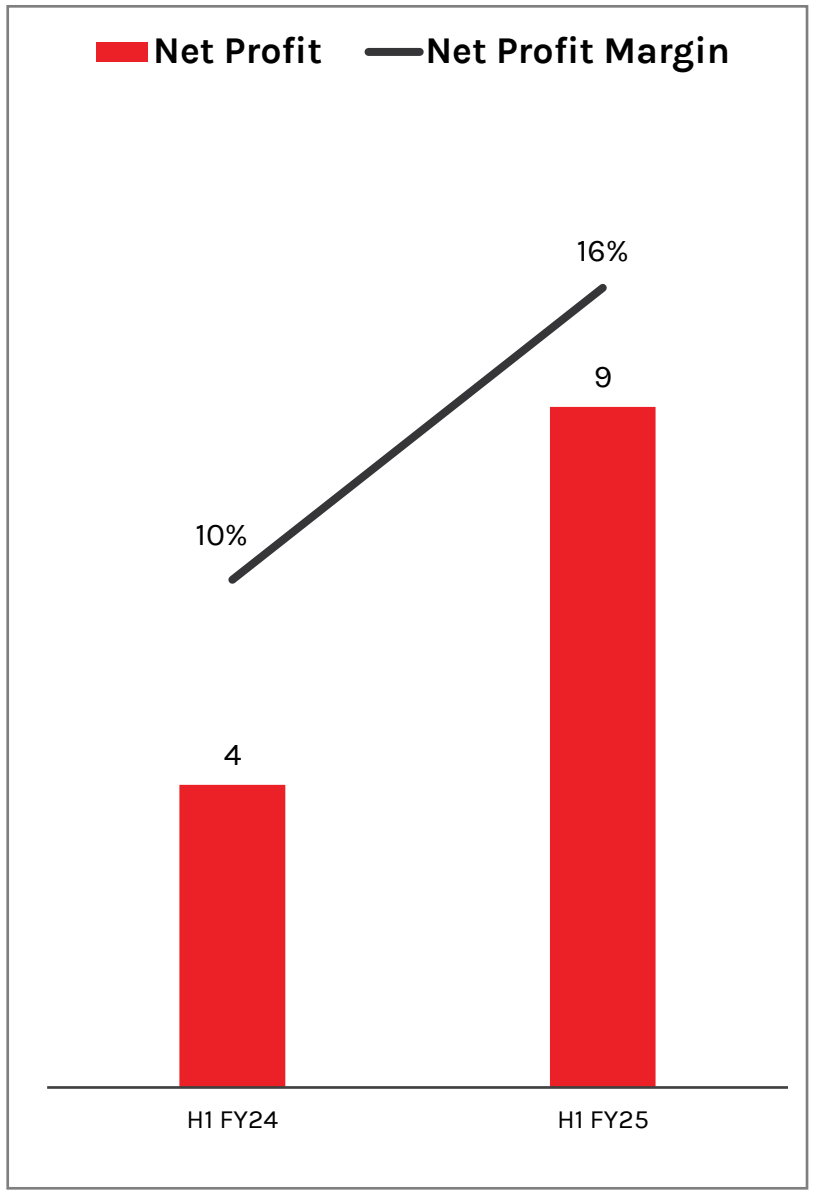
Particular	2021-22	2022-23	2023-24	2024-25**
Agency	12	17	18	11
Vendor	12	23	34	17
Client	25	48	53	28
Total Revenue From Sale Of Advertising Services	**50**	**88**	**105**	**57**
Sale of Right in / Inventory of Traded Stock	0	2	1	0
Lease rental for real estate properties	0	1	1	1
Total Revenue From Renting & Leasing Of Real Estate	**1**	**3**	**2**	**1**
Total Revenue From Operations	**51**	**92**	**107**	**57**

Note: 2024-25 *- Figures As On September 2024*

H1 FY25 Key Financial Highlights







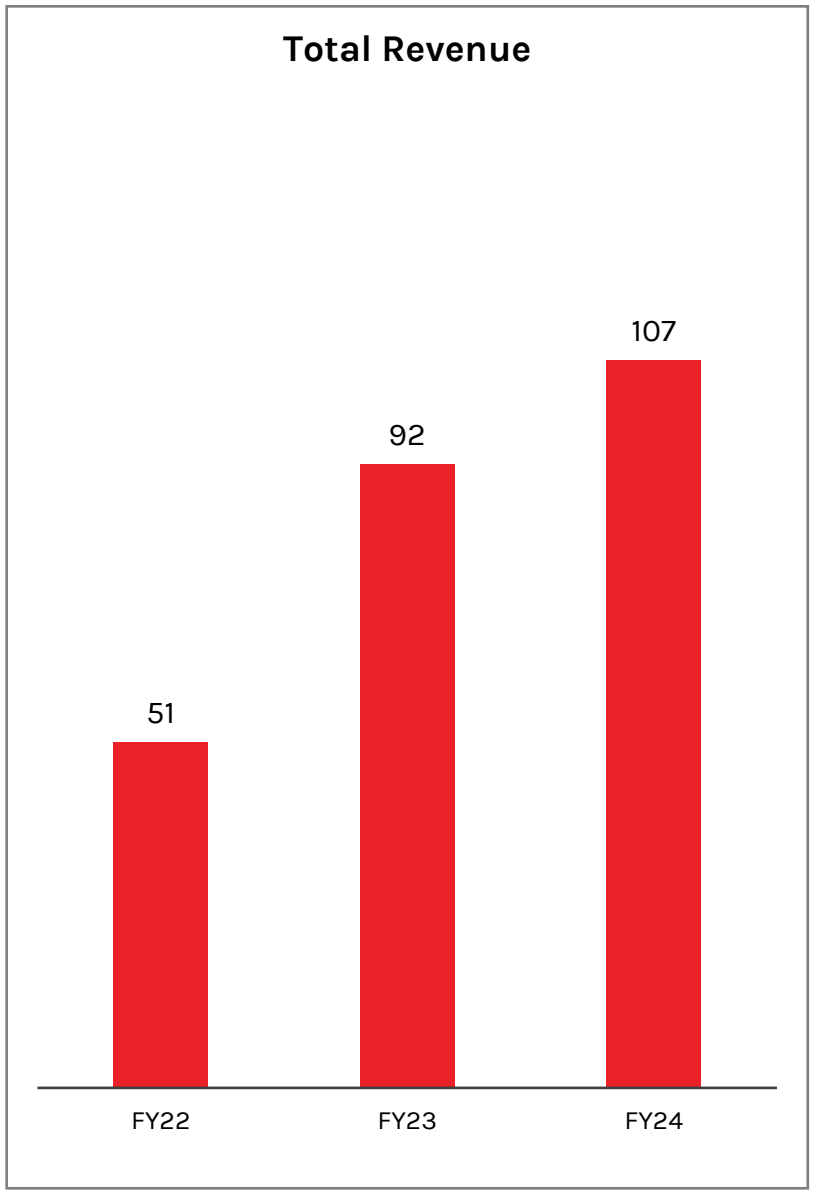
All Figures In ₹ Cr & Margin in %

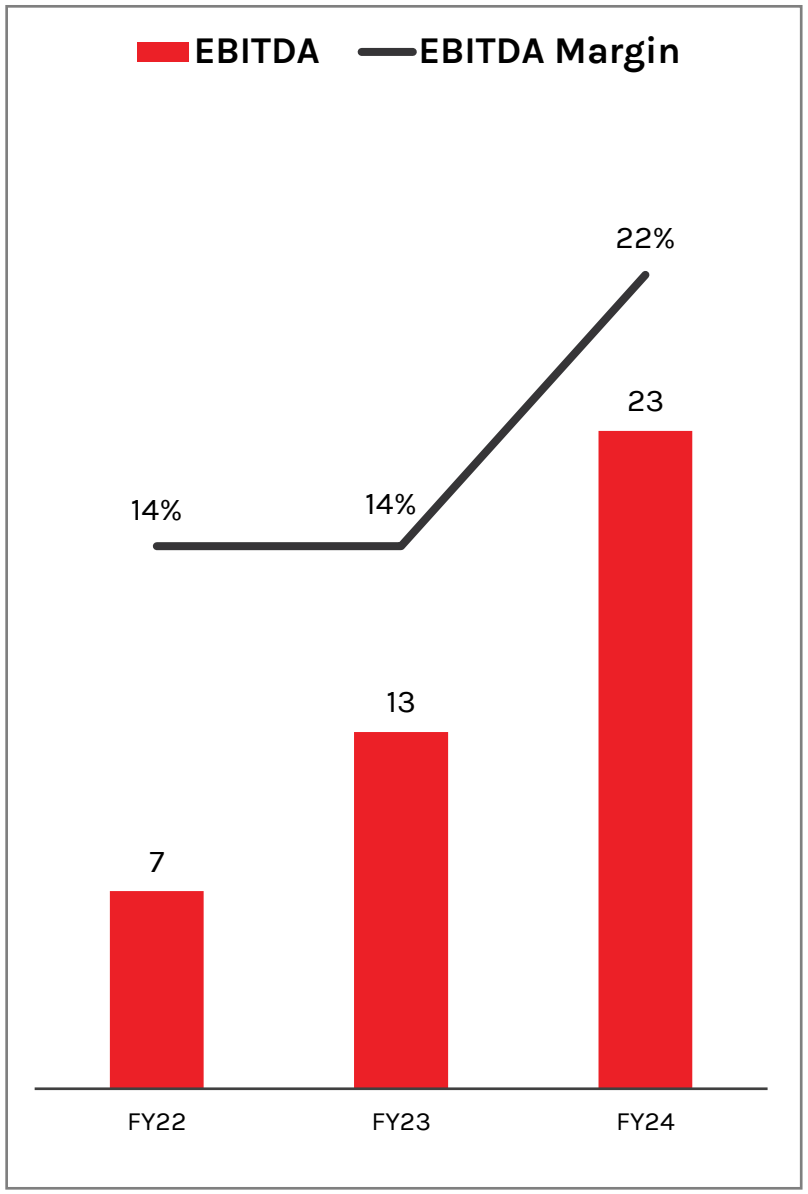
H1 FY25 Profit & Loss Statement

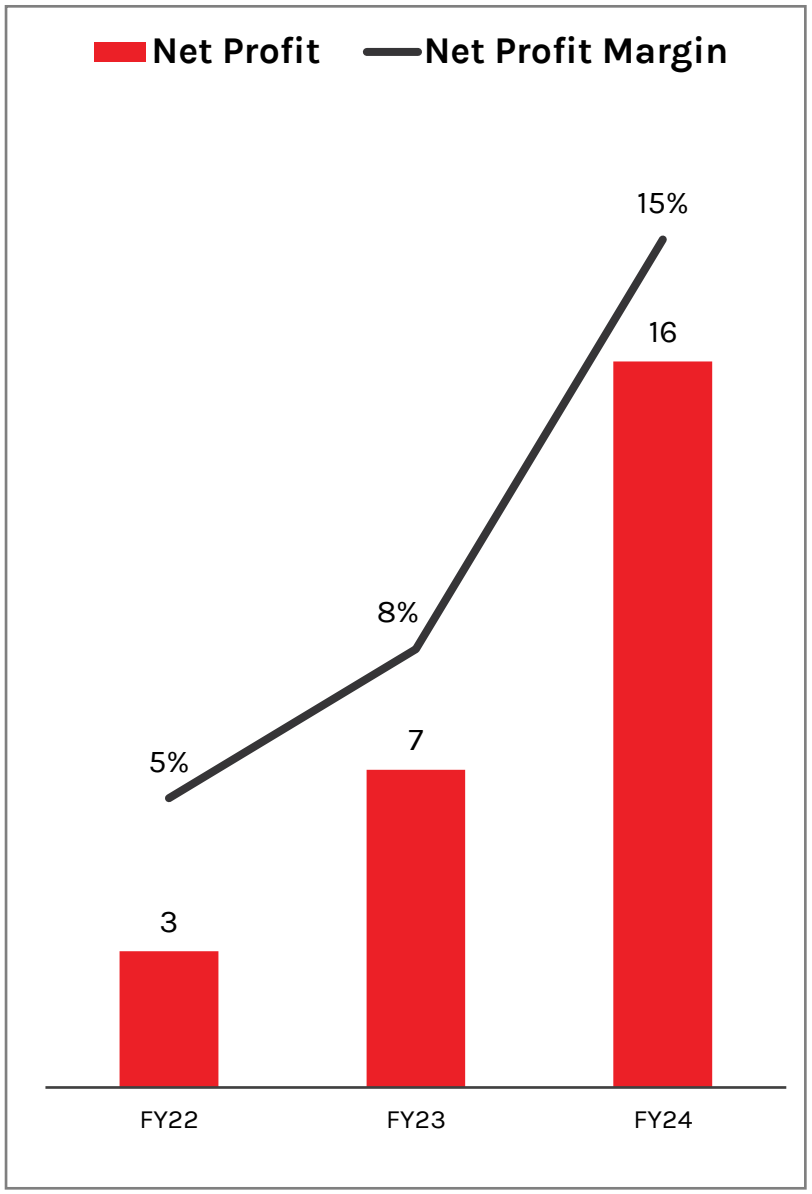
In ₹ Cr

Particulars	H1 FY24	H1 FY25	Y-O-Y
Revenues	41	57	
Other Income	0	0	
Total Income	**42**	**58**	**38%**
Expenses For Operations	32	40	
Employee Costs	2	2	
Other Expenses	2	3	
Total Expenditure	36	44	
EBITDA	**6**	**13**	**123%**
Finance Costs	0	0	
Depreciation	0	1	
PBT	**6**	**12**	
Exceptional item	0	0	
PBT after exceptional item	**6**	**12**	
Tax	1	3	
Net Profit	4	9	**118%**
EPS (Diluted)	3.01	12.53	335%

Key Financial Highlights







All Figures In ₹ Cr & Margin in %

Profit & Loss Statement

In ₹ Cr

Particulars	FY22	FY23	FY24
Revenues	50	92	107
Other Income	0	0	1
Total Income	**51**	**92**	**107**
Expenses For Operations	39	71	73
Employee Costs	2	3	3
Other Expenses	3	6	8
Total Expenditure	44	79	84
EBITDA	**7**	**13**	**23**
Finance Costs	3	3	1
Depreciation	0	0	1
PBT	**4**	**10**	**22**
Exceptional item	0	0	0
PBT after exceptional item	**4**	**10**	**22**
Tax	1	3	6
Net Profit	**3**	**7**	**16**
EPS (Diluted)	4.00	6.94	11.45

Balance Sheet

In ₹ Cr

Equities & Liabilities	FY22	FY23	FY24
Equity	10	14	15
Reserves	27	85	132
Net Worth	**37**	**99**	**146**
Non Current Liabilities			
Long Term Borrowings	17	1	0
Deferred Tax Liability	0	0	0
Long Term Provision	0	0	0
Total Non Current Liabilities	**17**	**1**	**0**
Current Liabilities			
Short Term Borrowings	23	32	13
Trade Payables	9	12	16
Short Term Provisions	0	0	0
Other Current Liabilities	8	10	11
Total Current Liabilities	**40**	**54**	**40**
Total Liabilities	**94**	**155**	**187**

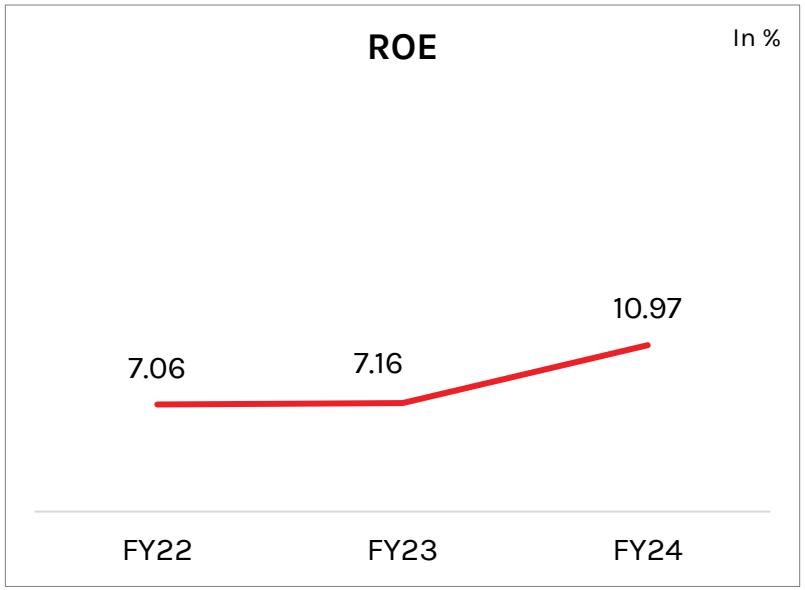
Assets	FY22	FY23	FY24
Non Current Assets			
Fixed Assets	4	4	15
Non-Current Investments	0	0	0
Deferred Tax Assets (Net)	0	0	0
Other Non-Current Assets	2	2	11
Total Non-Current Assets	**6**	**6**	**26**
Current Assets			
Inventory	31	29	33
Trade Receivables	36	46	63
Cash & Bank Balance	2	52	33
Other Current Financial Assets	18	22	31
Other Current Assets	0	0	0
Total Current Assets	**88**	**149**	**161**
Total Assets	**94**	**155**	**187**

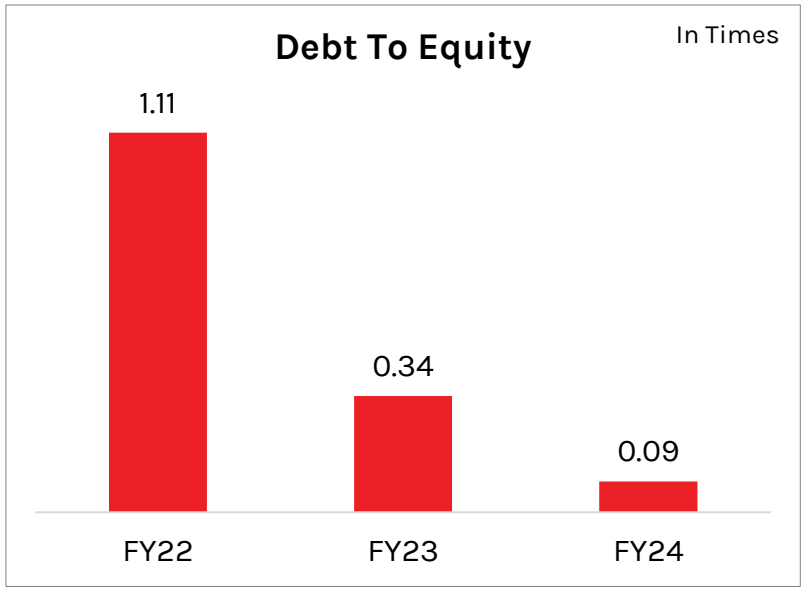
Cash Flow Statement

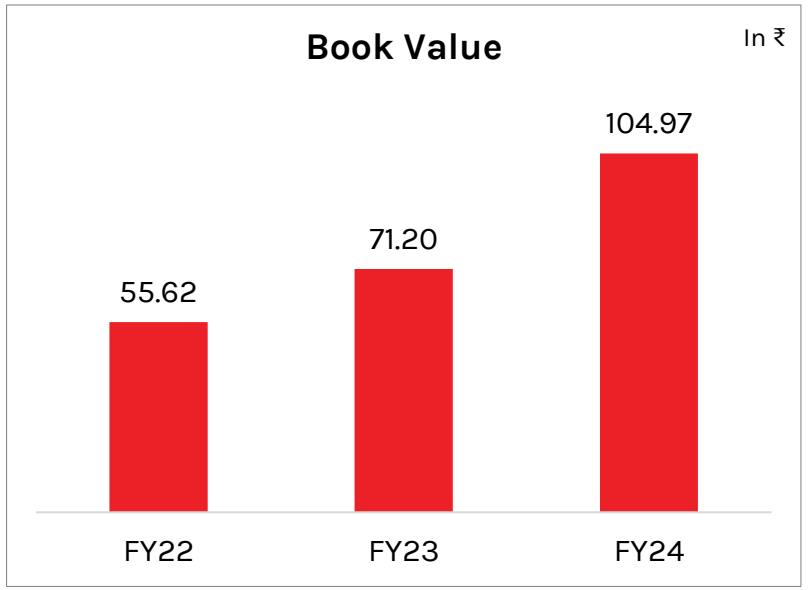
In ₹ Cr

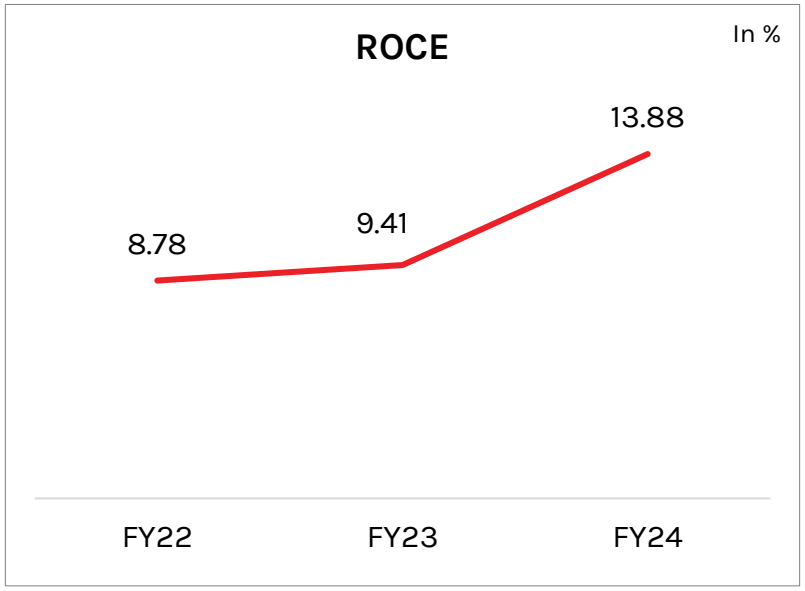
Particulars	FY22	FY23	FY24
Cashflow From Operations	7	-12	-18
Cashflow From Investments	0	-19	8
Cashflow From Financing	-7	62	11
Net Cash Flow	**0**	**31**	**1**
Opening Cash & Cash Equivalent	0	0	31
Closing Cash & Cash Equivalent	0	31	31

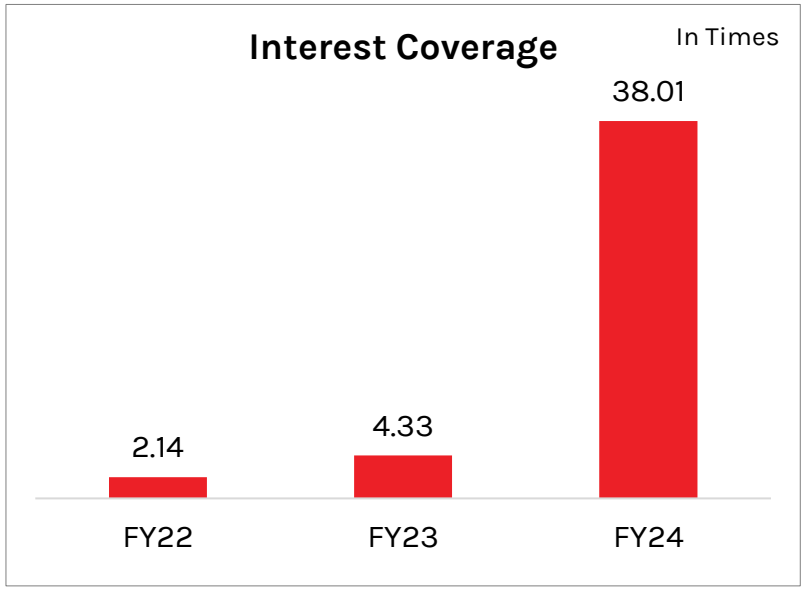
Consolidated Key Ratios

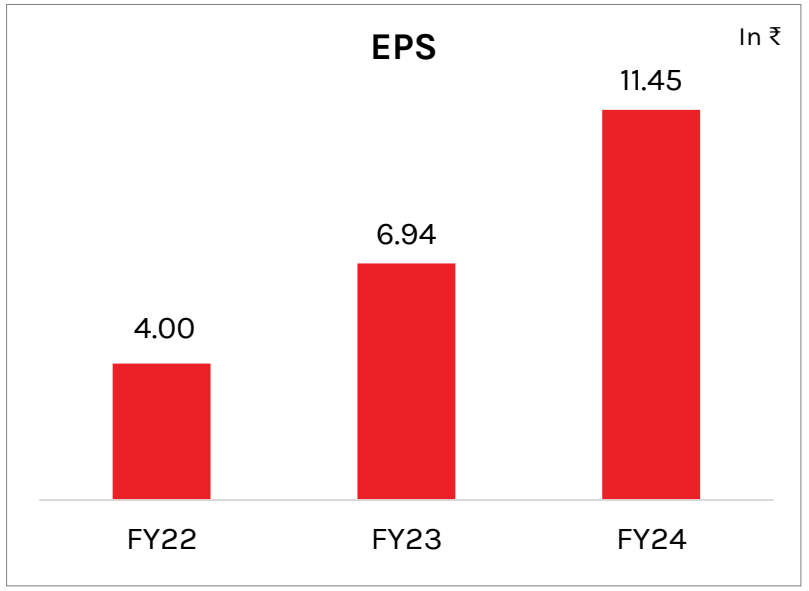












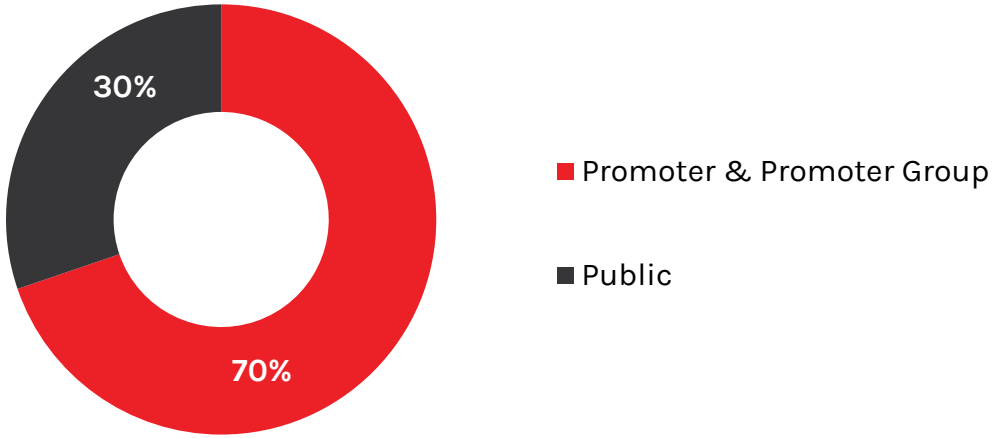
Stock Information

As on 30-01-2025

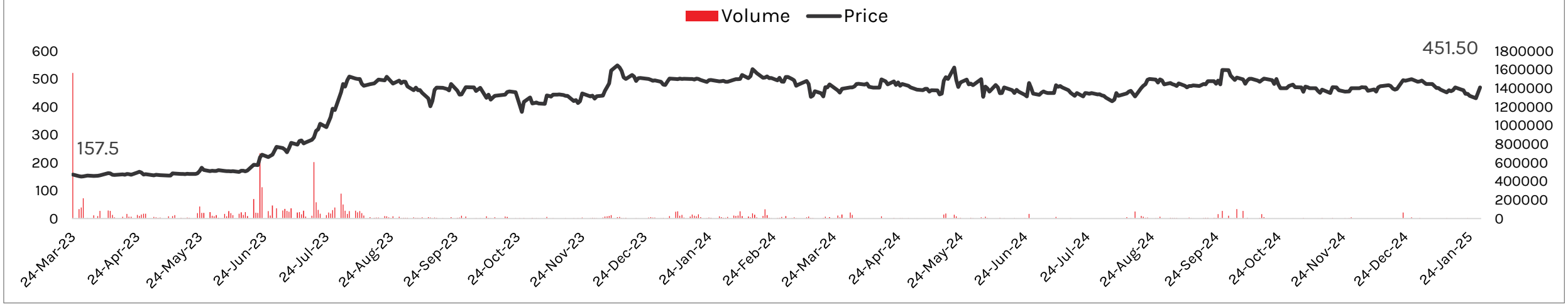
BSE : BRIGHT | INE0OMI01019	
Share Price (₹)	451.50
Market Capitalization (₹ Cr)	656.88
No. of Shares Outstanding	1,45,48,780
Face Value (₹)	10.00
52 Week High-Low (₹)	572.00 - 381.10

As on 30-09-2024

Share Holding Pattern



Share Performance From 24th March 2023 Till Date



Source – BSE

Future Direction



Future Direction

Expansion of DOOH Portfolio:
The company is investing in digital LED hoardings to enhance its service offerings, actively pursuing more tenders from railways and government authorities for more Digital LED Hoardings

Investment in CRM & Marketing:
Focused on enhancing customer relationships and sales by investing in CRM, data analytics, and targeted marketing strategies.

Strengthening The OOH Network
Going for new tenders from, new media identification, from Airports, to Metros, to Highway Inventories – arising from Infrastructure projects



Introduction of Other Services
The company aims to develop a network of other services from ATL – BTL to celebrity management, to AD Film Production, to In-film Branding, Digital & Social Media Management, Public Relations (PR), Creative Strategy & Design. Expansion of Real Estate Business & AI services as well, eyeing for a larger share of the pie.

Focus on Mall & Multiplex Advertising
Strategic plans include strengthening its presence in mall and multiplex advertising to capture a wider audience.

Diversification into MICE Services
Bright is set to diversify into MICE (Meetings, Incentives, Conferences, and Exhibitions) services, offering comprehensive advertising solutions for large-scale events.

SWOT Analysis



Strength

- Extensive Inventory of Owned Hoardings
- Experience of Promoters and senior management team
- Strong Client Relationships
- Strong Regional Presence

Weakness

- Capital-Intensive Business
- Dependence on Key Clients
- Overhead Costs
- High Maintenance Costs for Inventory

Opportunities

- Vast Industrial Presence in Public and Private Sectors
- Rising Demand for Domestic Advertising Services
- Integration of Digital Out-of-Home (DOOH)
- Expanding Urbanization

Threat

- Intense Market Competition
- Pricing Pressure
- Challenges from Unorganized Players
- Seasonality of Demand
- Technological Disruption

Bright Outdoor has always been a trendsetter—leading outdoor promotions for Indian cinema, live shows, and events, while also making OOH advertising accessible to small retailers with tailored packages. From revolutionizing the industry to launching the first-ever IPO in the outdoor sector, Bright continues to lead the way in innovation and impact!

Investment Rationale

Market Leadership in OOH Advertising
With over 45 years of experience, Bright Outdoor Media is one of India's top OOH advertising companies, operating a vast network of 400+ hoardings and holding significant market presence in premium locations.

DOOH Leadership and Future-readiness
Bright Manages over 3 lakh sq. ft. of digital billboard space; the company leads India's digital LED advertising sector. Its focus on innovation, digital transformation, and customer-centric strategies positions it to excel in the growing OOH and DOOH markets.

Favorable Industry Trends
Decline in print and television media is driving growth in social media and OOH advertising, positioning Bright Outdoor Media Limited to capitalize on this shift.

Diverse Client Base and Long-term Relationships
The company caters to 2,500+ corporate clients across industries like real estate, entertainment, and FMCG, ensuring strong business continuity and repeat engagements.

Financial Growth and Profitability
Strong financial performance with FY24 revenue of ₹107.30 Cr, EBITDA of ₹23.28 Cr, and a net profit of ₹16.04 Cr highlights consistent growth and profitability.

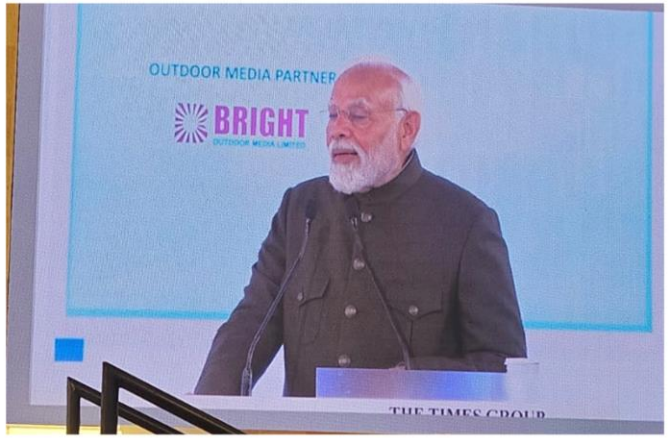
Innovative Advertising Solutions
Offers a wide range of OOH formats, from digital and illuminated billboards to transit media and cinema branding, ensuring multi-demographic reach.

Strategic Alliances and Recognitions
The company's joint ventures and industry accolades, including the "Great Indian IPO Game Changer" award, bolster its brand value and market standing.

Sustainable Advertising Pioneer
Bright was the first globally to install solar panels on billboards, achieving a Guinness World Record and reinforcing its commitment to eco-friendly practices.



Some Of the Big Events – Promoted by Bright Outdoor Media Limited





TV 9 Global Summit



IIFA Awards



Celebrity Cricket League (CCL)



Economic Times Global Business Summit



ISPL 2024



MISS WORLD 2024



BBMG, House of Lords, London Parliament

Some of the Key Events – attended by Dr. Yogesh Lakhani



A historic and inspiring experience in Washington, D.C. for Dr. Yogesh Lakhani

January 2025 has truly been a memorable and special month—not only did I have the honor of attending the inaugural ceremonies of President Donald J. Trump in the United States, but it also coincided with the birthdays of my wife and son. This made the trip even more meaningful, as I got to celebrate both a historic global event and cherished personal milestones in the same month.

The energy in Washington, D.C. was electrifying, starting with the MAGA "Victory Rally" at Capital One Arena on January 19, where President Trump reaffirmed his "America First" vision. The next day, the grandeur of the Presidential Parade down Pennsylvania Avenue, followed by the Oval Office Signing Ceremony and the evening's celebrations at the Commander in Chief Ball, Liberty Inaugural Ball, and Starlight Ball, made it an experience to remember.

Adding to this extraordinary journey was my visit to Times Square, New York—standing in the heart of the world's most famous advertising hub, I felt a renewed sense of purpose in bringing a Times Square-like LED experience to Mumbai. Today, I take immense pride in Bright Outdoor Media's leadership in Mumbai's OOH landscape, with 32 large-format digital LEDs already illuminating the city's skyline.

The trip also had a deeply spiritual touch with my visit to the world-famous Akshardham Temple, where I took a moment to reflect on faith, gratitude, and the path ahead.

One of the most profound takeaways from this journey was the deep respect and recognition that Indians have earned on the global stage. Whether under the Biden administration or the Trump government, it is evident that India's contributions to global progress and bilateral relations are well acknowledged. Seeing the admiration for our community in the United States was truly heartening.

Feeling blessed to reflect on this journey—having attended Shri Narendra Modi Ji's three inaugural ceremonies in India and now being invited to the inaugural ceremonies of Donald J. Trump in the United States. Bridging these milestones has been both humbling and extraordinary.

The event was graced by distinguished personalities such as Shri S. Jaishankar Ji, External Affairs Minister, Mukesh Ambani Ji and Nita Ambani Ji, Kalpesh Mehta Ji (Founder, Tribeca Developer), Pankaj Bansal Ji (MD, M3M Developers), and Ashish Jain Ji (MD, Kundan Spaces), making the occasion even more remarkable.

This experience has left me deeply inspired, energized, and grateful—for the opportunity to witness history, for the milestones achieved, and for the priceless moments spent with my loved ones. January 2025 will always be remembered as a month of pride, purpose, and celebration!

US President Donald Trump's Inaugural Ceremony, Washington



PM Modi's Oath Taking Ceremony



Blockbuster Movie Pushpa 2 Launch Event



With Mumbai Commissioner of Police



Road Safety Week NGO Event



Padmashri Nomination



Ex President of India



Thank You

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Email: info@kirinadvisors.com
Website: www.kirinadvisors.com