

09th July, 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 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

Phone: 022 6714 0000 | **Email:** info@brightoutdoor.com | **Website:** www.brightoutdoor.com

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

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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 39 out of the city's 85 big size digital LED billboards in 2025.

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



485+

Own OOH Displays



39+

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 2024-25



₹ 126.75 Cr

Revenue



₹ 27.38 Cr

EBITDA



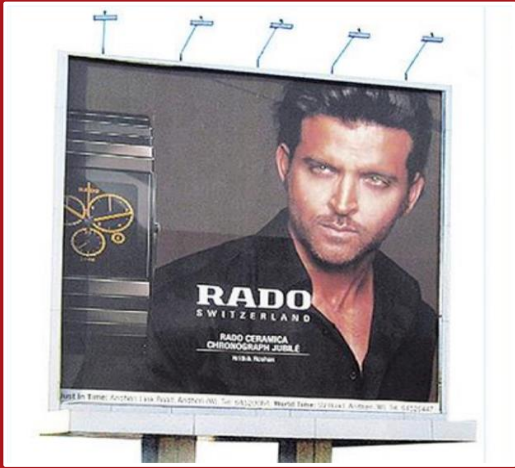
₹ 19.07 Cr

Net Profit



₹ 13.11

EPS



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



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.

2025

secured an exclusive 10-year sole advertisement rights agreement to advertise across 11 Navi Mumbai Metro stations

Bright Honored As Great Indian IPO Game Changer



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

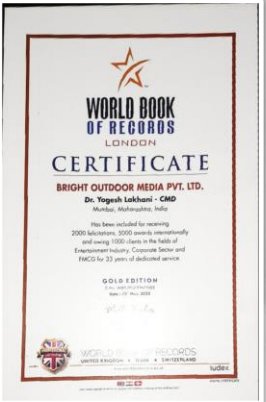
Managed Over
1400 Lakh+ Sq. Ft (Approx.)
Of Billboard Space till 2024



Dr. Yogesh Lakhani receiving the "Indian OOH Business Achievers Award at OAC 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.



**FY25 Revenue Contribution
(OOH Business)**

₹ 125.40 Cr

**FY25 Revenue Contribution
(Real Estate)**

₹ 1.34 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



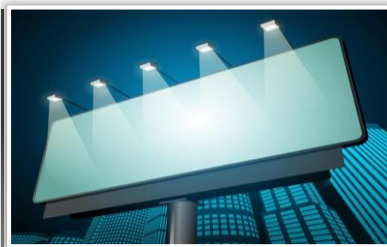
Wooden Hoardings (Early Beginnings)

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.



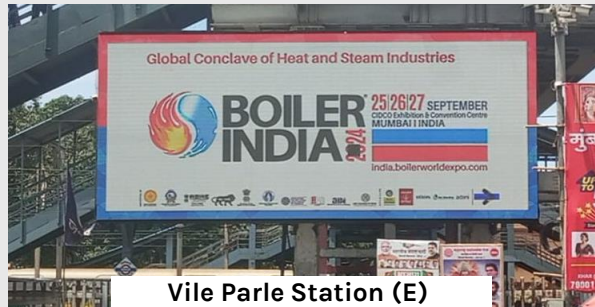
THE MUMBAI KOHINOOR – ONE & TWO

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.





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 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.



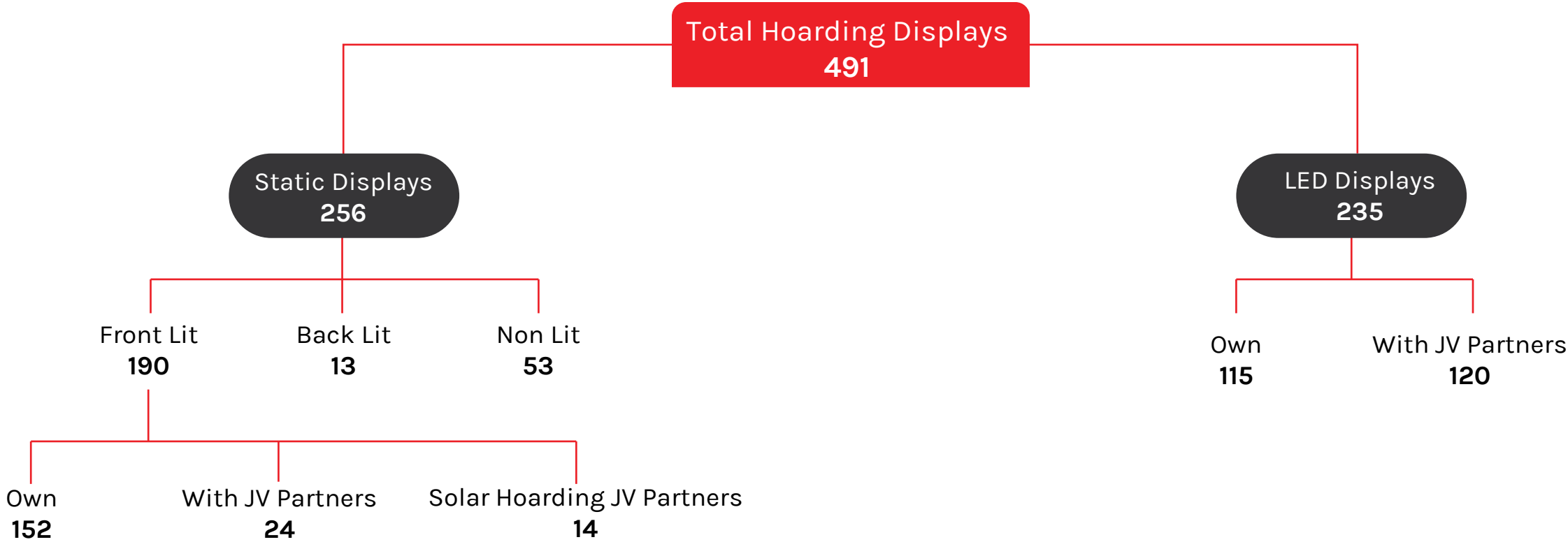
Bright Collaborates with top advertising firms through **joint ventures** to expand market reach.



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

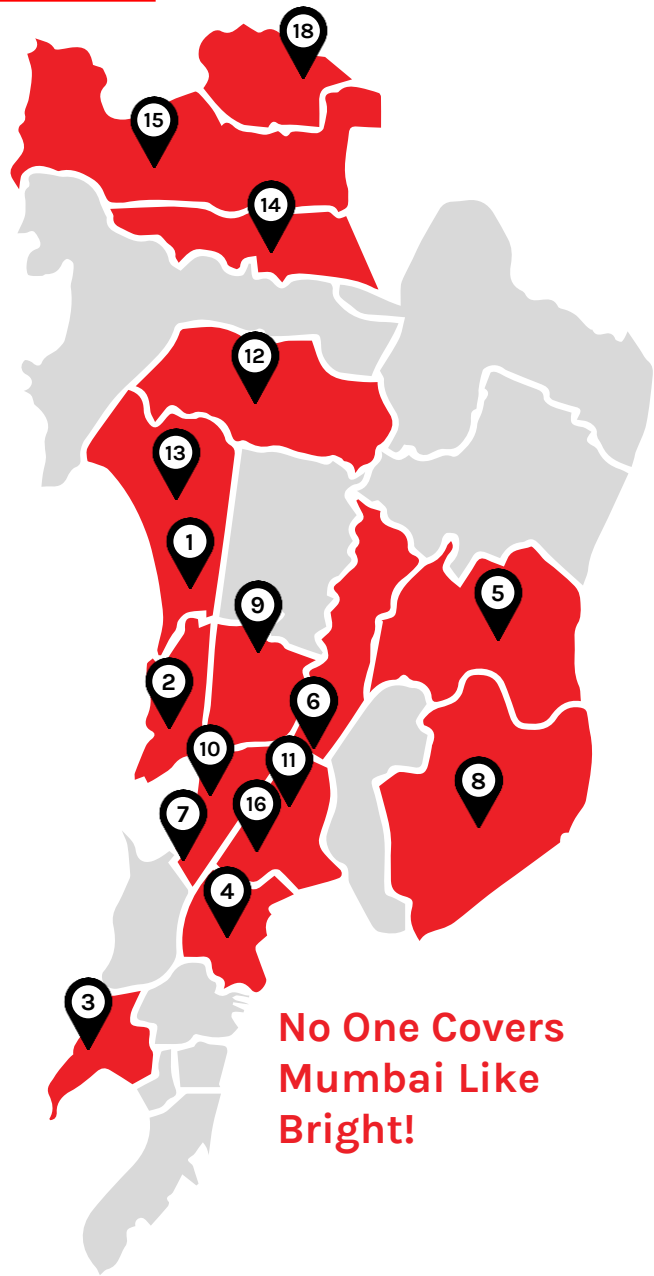


In FY25, the Front Lit & Backlit Hoarding vertical contributed **₹ 102 Cr** to the revenue, accounting for **80.53%** of the total Revenue from Operations



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

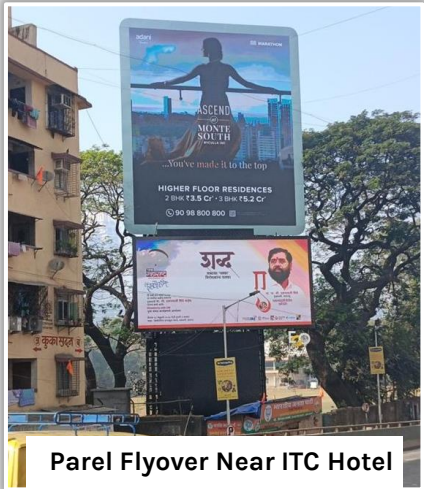


Parel Flyover Near ITC Hotel

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 ————

15 new LED
Billboards in **FY25**

7 additional LED Billboards
in **H2 FY25**



With **230 + LED Hoarding Display** in its portfolio, Bright Outdoor Media is one of the largest operators of Digital LED Billboards in India.



Bright owns **39 LED billboards** through JV Partners, leading from the front when it comes to big size LED Billboards



In Mumbai alone, the company owns **39 out of the 85 Large LED billboards in 2025**, showcasing its dominant presence in key markets.



In FY25, the Digital LED Hoardings vertical contributed ₹ **23.32 Cr** to the revenue, accounting for **18.41%** 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.

Bright has added four high-impact Digital LED billboards to its Mumbai network, totaling **2,590 sq ft** of premium OOH space



Wadi Bunder Junction
Size: 30 × 25

Connects CSMT/Eastern Freeway with Wadala, Ghatkopar, Mulund & Thane
Thousands Of Commuters Daily



Kalyan Station West
Size: 12 × 8

One of the busiest railway stations in the Mumbai region
Prime Commuter Reach



Bandra Station West
Size: 16 × 9

Key suburban hub attracting local residents, business travelers & tourists



Eastern Express Highway
Size: 40 × 40

Captures evening traffic from Fort, Dadar & Mulund toward Thane
Maximum Highway Visibility

Leveraging Transit Media For Effective OOH Advertising



Vile Parle Station (E)



Dadar Railway Station

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.



Ghatkopar Metro



Ghatkopar Metro

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



Thane



Best Bus Branding

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.



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

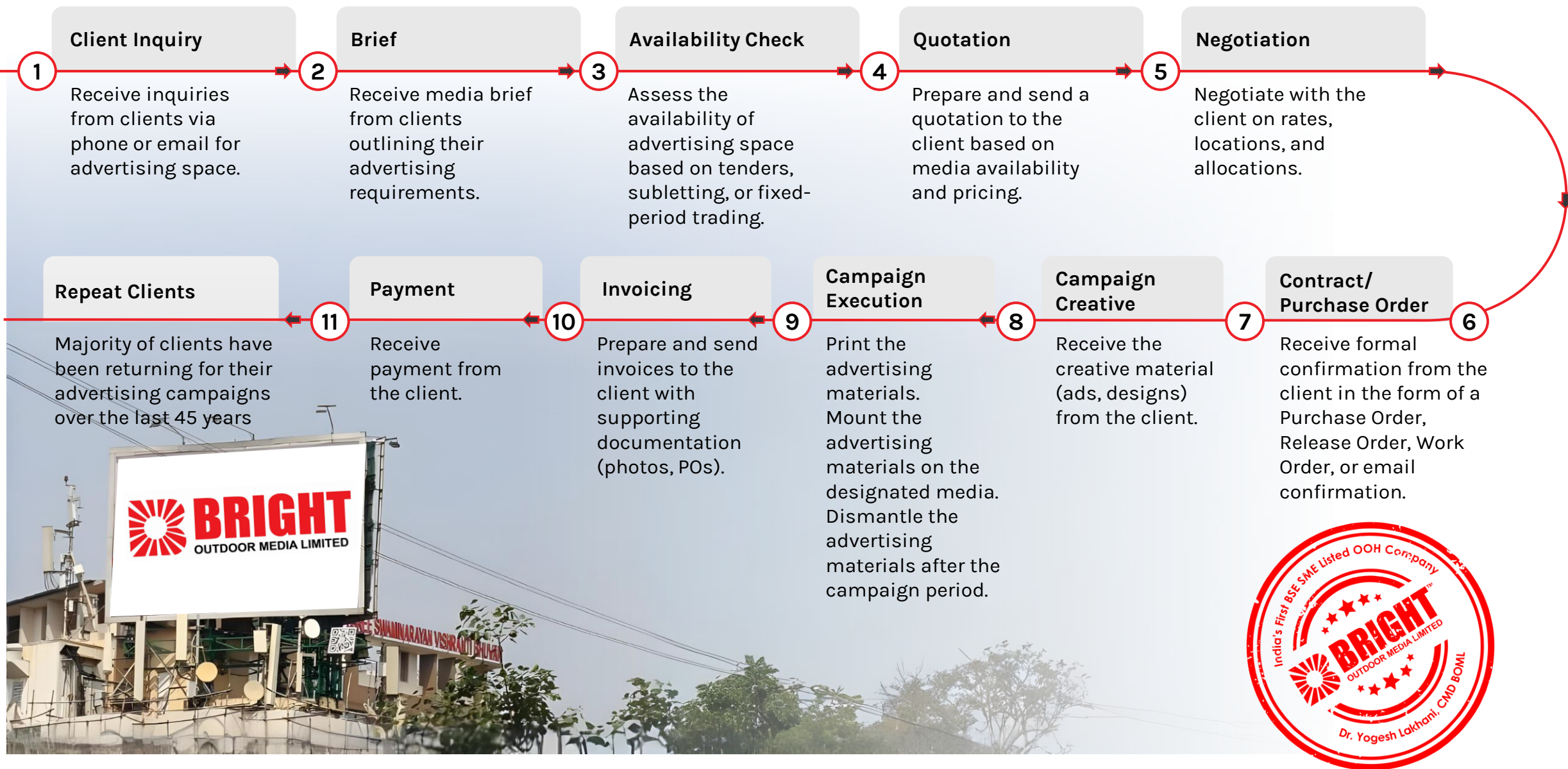


Dadar Railway Station

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



Major Clients Across Industries.

 Unilever	 SAMSUNG	 SONY CHANNEL	 SBI	 Google	 MIRCHI 24x7	 LODHA	 BAJAJ Bajaj Electricals Ltd.	 T-Series	 MALABAR GOLD & DIAMONDS	 NETFLIX
 P&G	 MI xiaomi	 colors VIACOM	 HDFC BANK	 Meta	 Jagran	 HIRANANDANI	 Whirlpool®	 DHARMA PRODUCTIONS	 TANISHQ	 prime video
 ITC Limited	 oppo	 NDTV	 ICICI Bank	 facebook	 THE TIMES OF INDIA	 OBEROI REALTY	 SAMSUNG	 yash raj films	 PUNJAB JEWELLERS	 Disney+ hotstar
 Nestle	 vivo	 ZEETV	 Saraswat Bank	 Linked in	 मोक़्श	 DOSTI FRIENDS FOR LIFE	 orient electric	 EXCEL	 KALYAN JEWELLERS	 JioCinema
 Dabur	 LAVA	 abp न्यूज़	 COSMOS BANK	 OLA	 mid-day	 TATA HOUSING	 VOLTAS	 BHANSALI PRODUCTIONS	 the TASH GROUP	 ALT BALAJI
 Godrej	 INTEX	 INDIA TODAY GROUP				 Shapoorji Pallonji	 HAVELLS	 BALAJI TELEFILMS	 MANUBHAI JEWELLERS	
 PATANJALI								 KEY BRAND	 PCJ Jeweller	

And Many More...

Recent Campaigns For Major Clients



Andheri Highway

L&T Realty



Warden Rd

MANBA Finance



Sion Chunnabhatti

Toyota Motors



Bandra Kherwadi

Discovery Channel



Bandra Highway

Motilal Oswal



Goregaon ROB

PNG



Andheri Link Road Chitrakoot Ground

ABP Maza



Juhu JVPD Junction

AIDC Exhibition

[View The Library Of Advertisement Campaigns](#)

Working With All Political Parties Seamlessly



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.

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 in India to be listed on the **Bombay Stock Exchange**



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 Crore**



Shining Bright: Recognized by the **World Book of Records** for over **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**

Bright Outdoor Media Limited has been awarded the **exclusive 10-Year Metro sole Advertisement Rights** for Navi Mumbai Metro Line 1 by **CIDCO Ltd**, marking a landmark achievement in the company's growth trajectory.

Navi Mumbai Metro Line 1

Bright also has unveiled its sample road-facing screen displays mounted on Navi Mumbai Metro pillars.



10 Years

Contract Duration



11

Total Stations



Coverage

Station Premises
Pillars
Viaducts



85,000+ sq. ft.

Total Advertising Area

Strategic Benefits

- Rapid infrastructural transformation in Navi Mumbai, unlocking high-impact access to daily metro footfall and surrounding vehicular traffic
- Upcoming Navi Mumbai International Airport and Completion of Navi Mumbai Metro slated to, set to draw significant passenger and visitor volumes enhancing intra-city connectivity and driving sustained ridership growth
- Strengthening Bright Outdoor Media's leadership in transit media through exclusive rights on a high-growth corridor
- Secured long-term revenue stream from premium out-of-home real estate assets

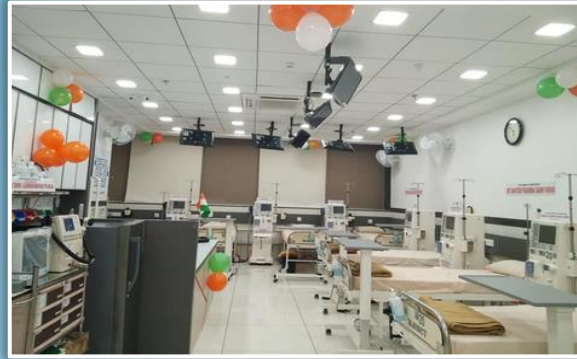
Leading The Way In Sustainable Advertising

- 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.

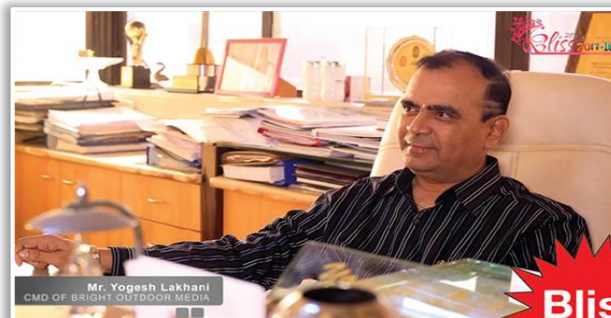
Print & Digital Media



NDTV



MTI News

Bliss

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

Management Overview



A Visionary Leader Behind Bright's Success



Dr. Yogesh Jivanlal Lakhani
(Chairman & Managing Director)

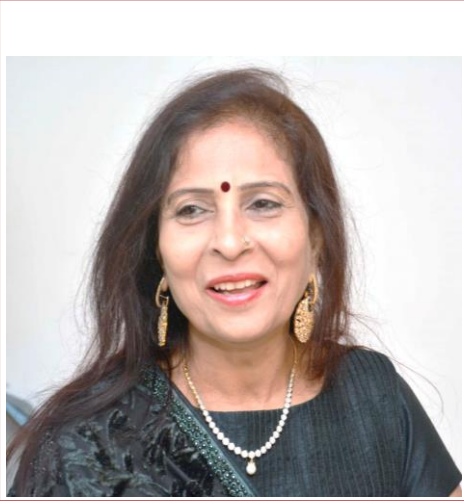
At 61 years old, the Promoter, Chairman, and Managing Director of the Company stands as a testament to dedication and vision. His professional journey began in 1980, when he completed his Secondary School Certificate (SSC) from the University of Maharashtra State Board of Secondary Education in Pune.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



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.

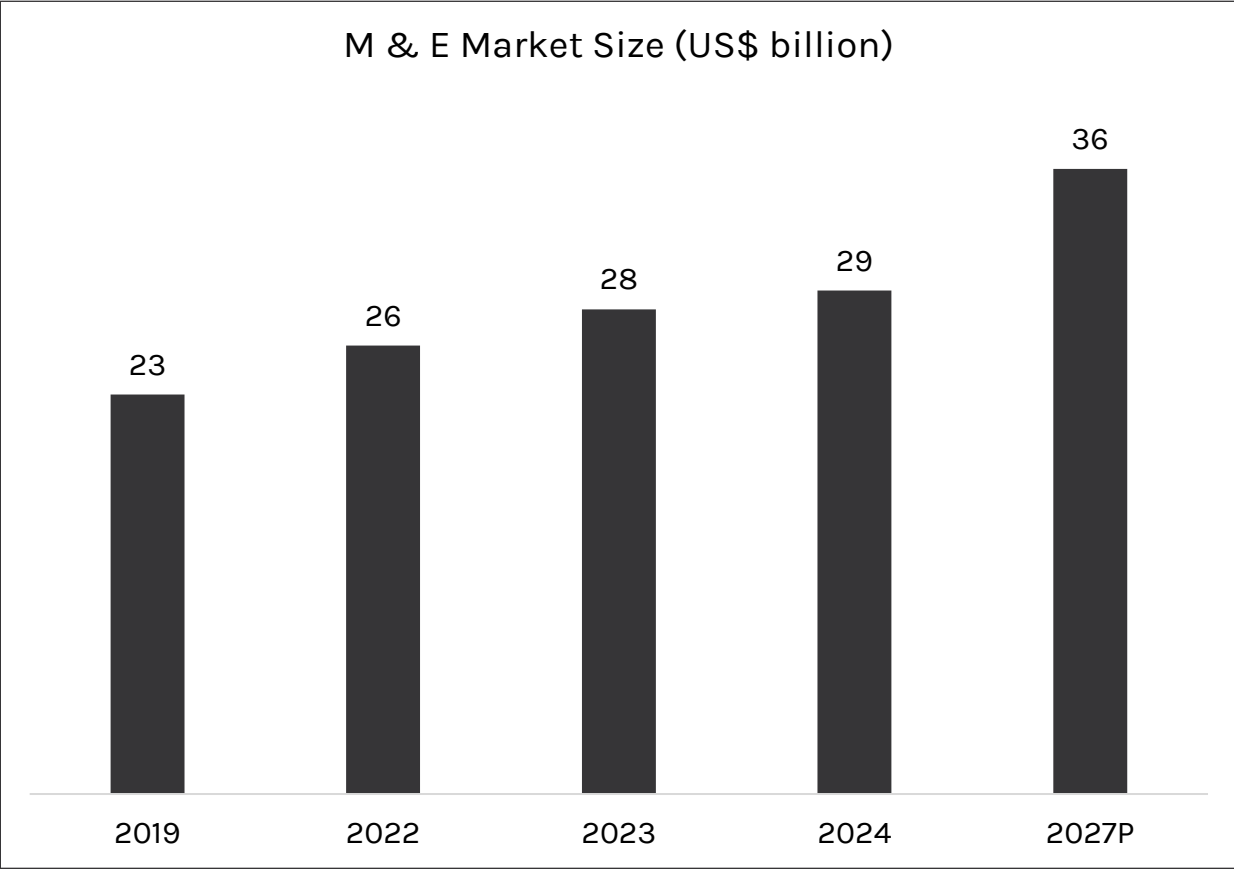


Industry Overview



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 2025 & IBEF

Investor Presentation

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.

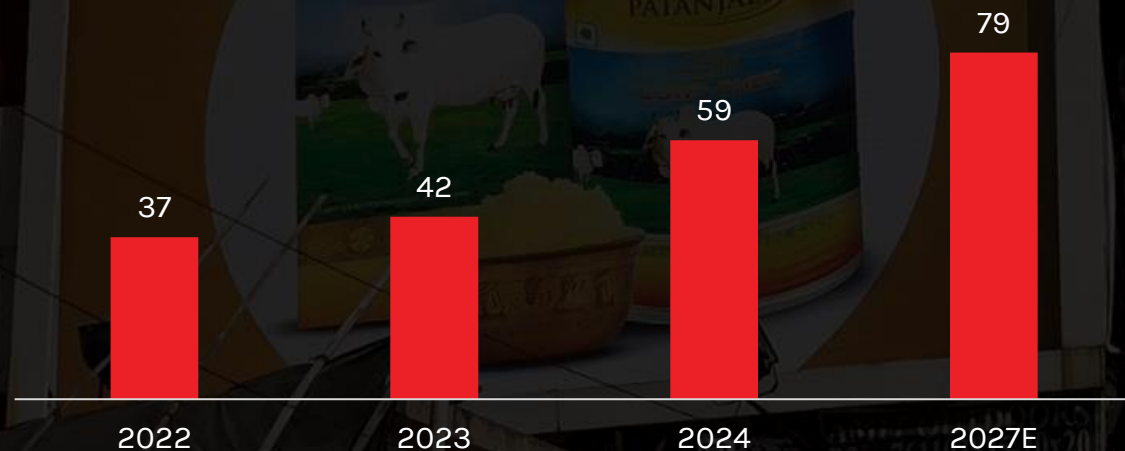


Audio:

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

- The Out-of-Home (OOH) media sector grew 12% in 2024, reaching ₹ 59 billion.
- 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 ₹ 79 billion by 2027.

OOH Segment Revenues (In ₹ billion)



Source: EY M&E report 2025 & IBEE

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:

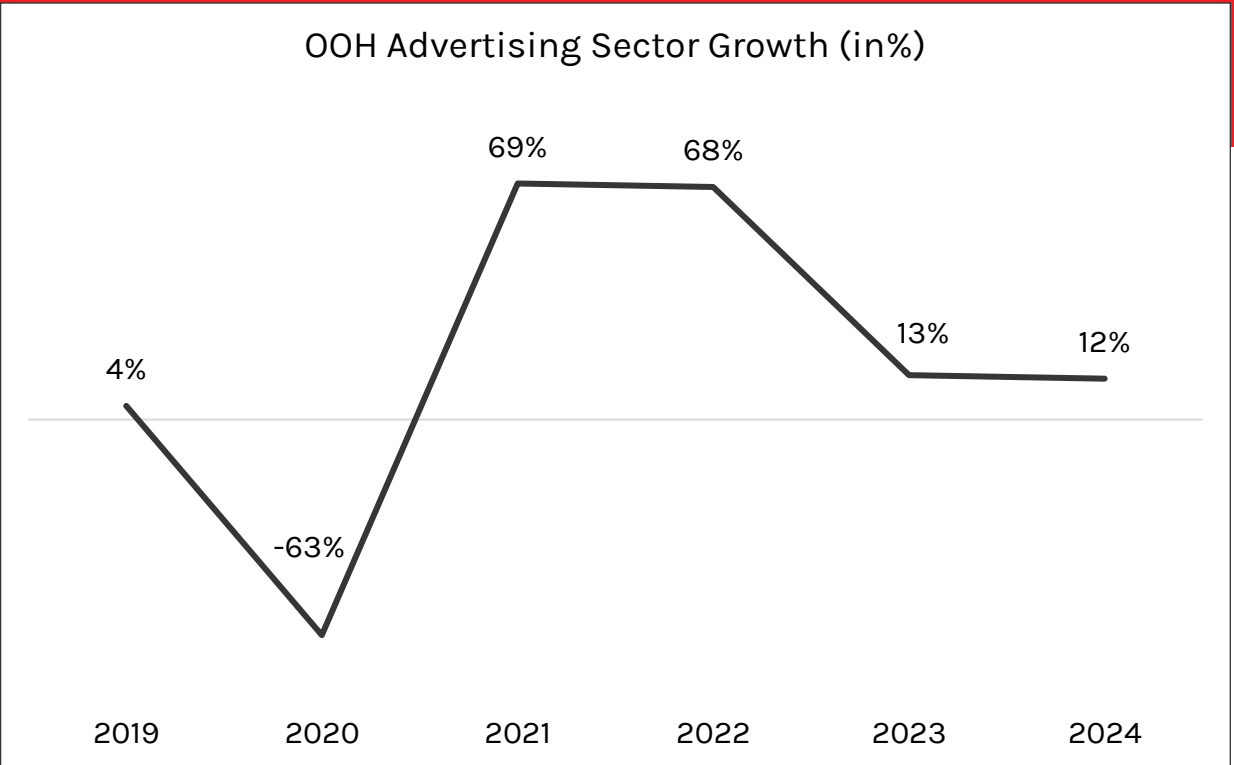
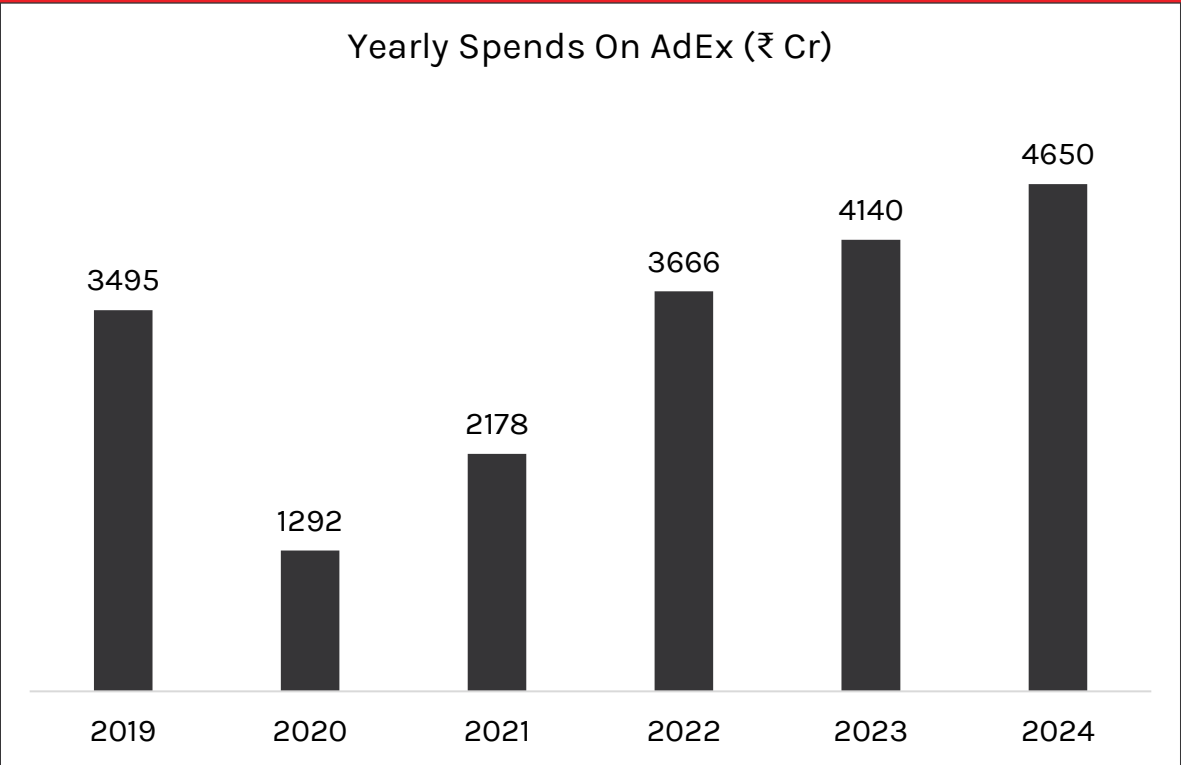
Assets with dual uses like air monitoring, rainwater harvesting, and e-services.



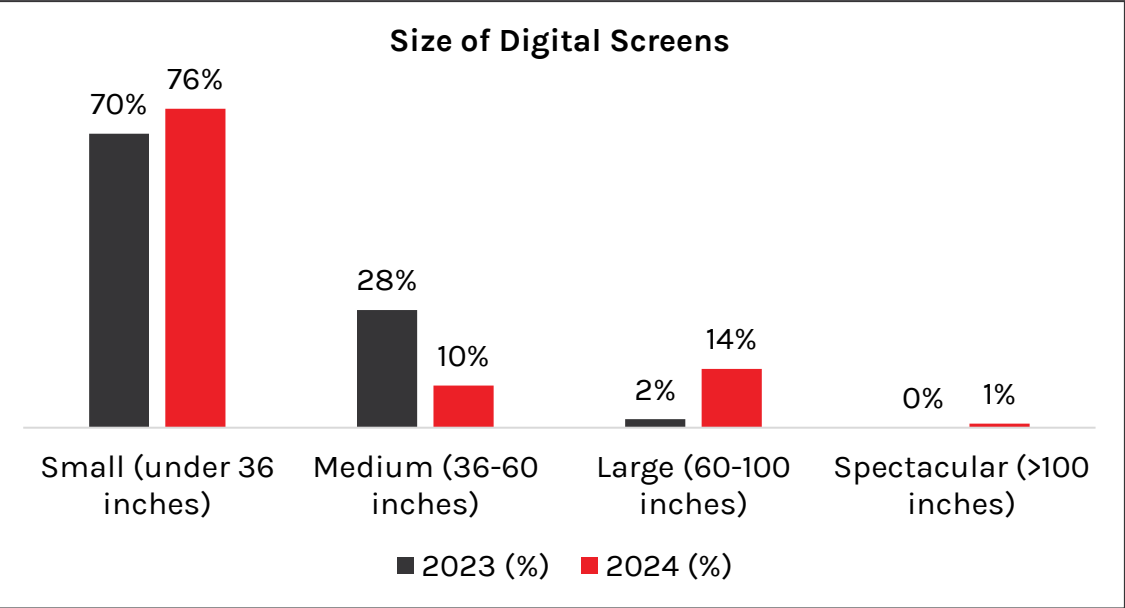
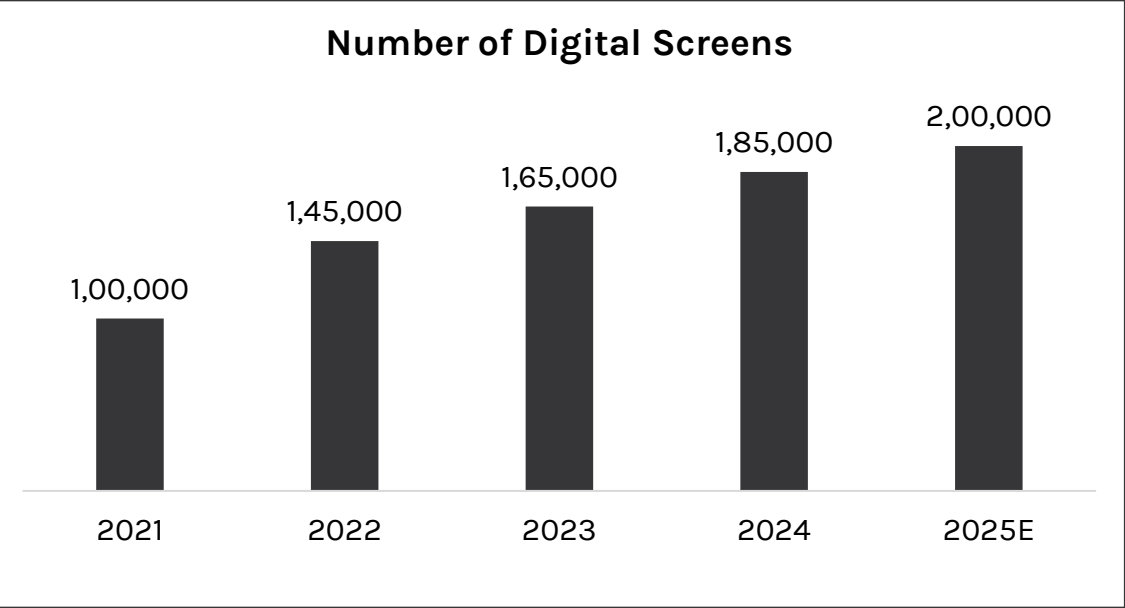
Premium Clusters:

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

- OOH advertising achieved a **12% growth rate** in 2024, outperforming traditional media like TV and Print.
- OOH Advertising revenue grew **from Rs. 4,140 crores in 2023 to Rs. 4,650 Cr in 2024**, marking a robust 12% year-on-year increase.
- 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.
- Significant growth factor was the Parliamentary Elections, where almost all parties used Outdoor in a big way



Source: [Pitch Madison Advertising Report 2025](#)



Source: EY M&E report 2025, PwC
Investor Presentation

There were around 185,000 digital OOH screens in India in 2024, of which 16% were large (i.e., 60 inches or more in size)

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



We are pleased to share that Bright Outdoor Media Limited has delivered yet another year of strong performance, underpinned by our team's relentless dedication and strategic clarity. Our growth trajectory reflects the successful execution of our long-term vision and reinforces the trust our stakeholders place in us.

A key driver of our success has been our proactive focus on expanding and digitizing our Out-of-Home (OOH) advertising infrastructure. With a leadership position in Mumbai's digital LED billboard space, we continue to set benchmarks in delivering high-impact advertising solutions. The recent rollout of new digital sites including prime locations like Wadi Bunder, Kalyan, Bandra, and the Eastern Express Highway underscores our commitment to innovation and visibility.

Securing exclusive advertising rights on marquee transit projects such as the Navi Mumbai Metro and Western Railways further enhances our portfolio and strengthens our footprint in high-engagement zones.

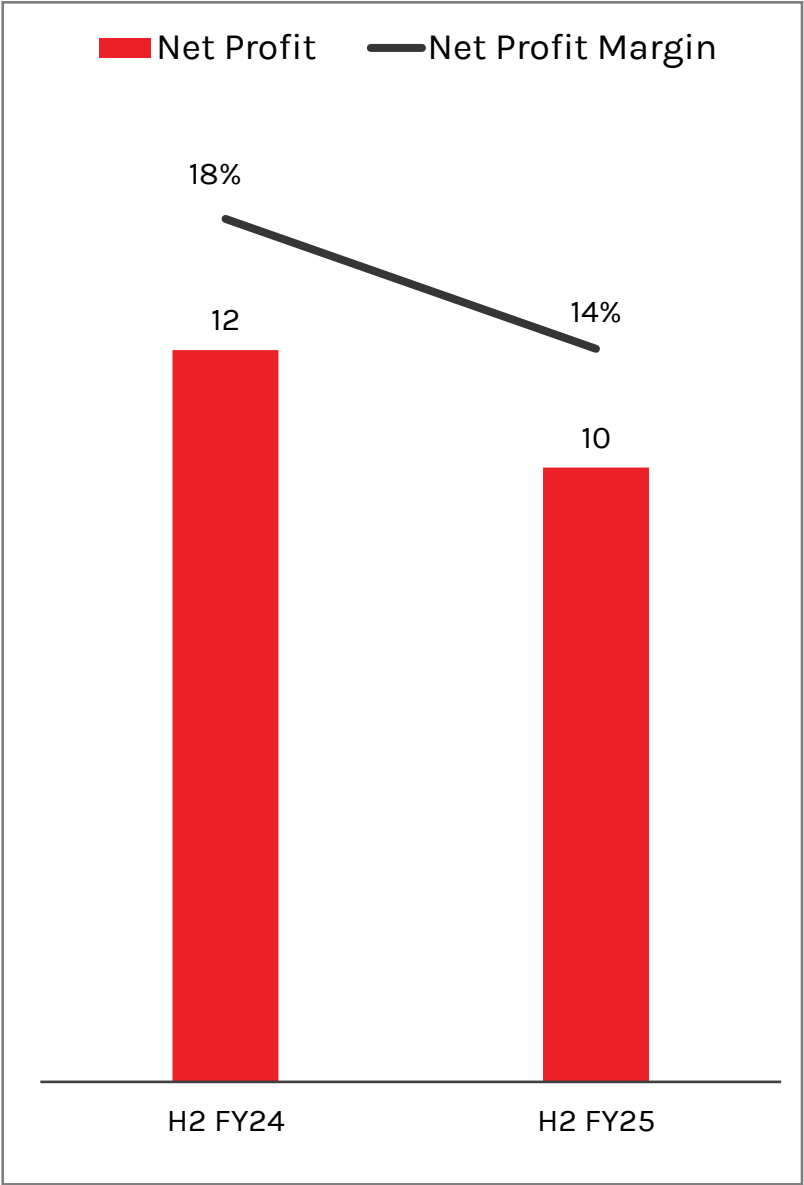
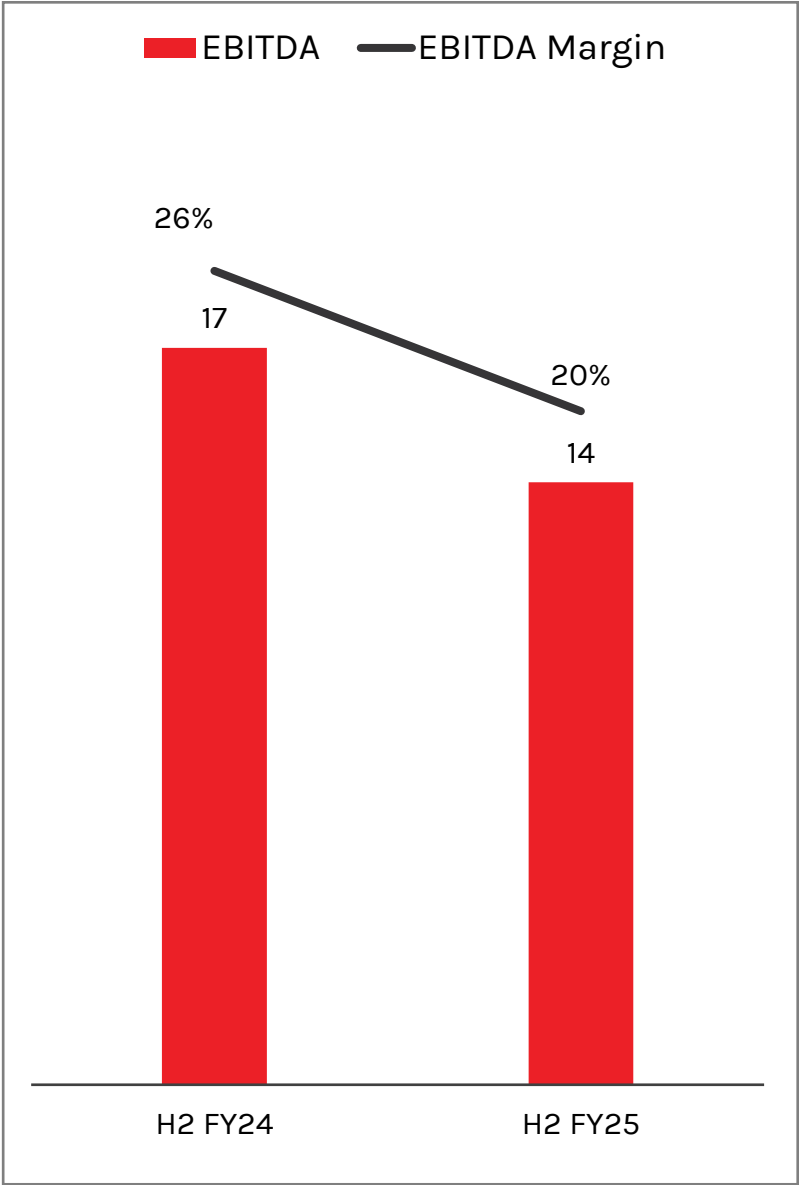
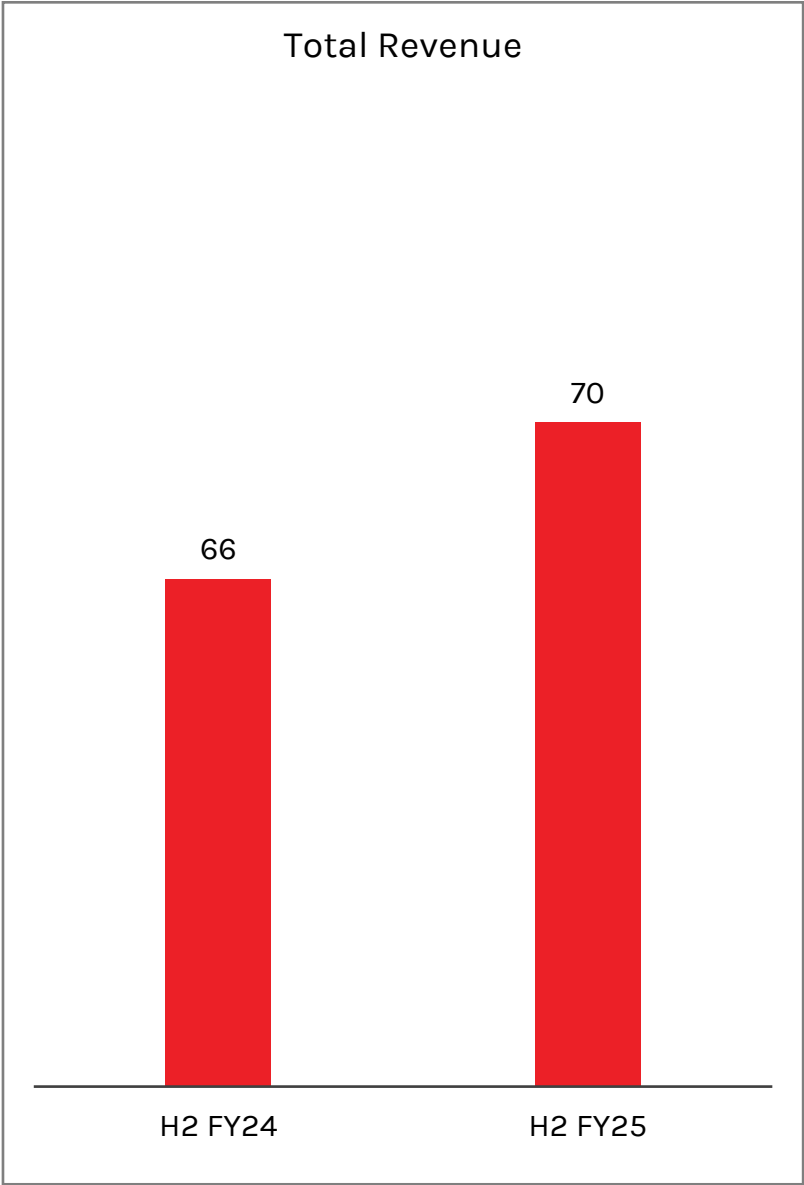
As a token of appreciation for our shareholders' unwavering support, the Board is delighted to announce a bonus issue in the ratio of 2:1 one bonus share for every two shares held. Additionally, we have declared a dividend of 5% per share. This not only reflects our commitment to enhancing shareholder value but also our confidence in the company's future.

We are proud of the progress we've made and remain optimistic as we look forward to another year of sustained growth and opportunity. On behalf of the Board and the entire leadership team, I thank all our stakeholders and customers for their trust and belief in our vision"



Dr. Yogesh Jivanlal Lakhani
(Chairman & Managing Director)

H2 FY25 Key Financial Highlights



All Figures In ₹ Cr & Margin in %

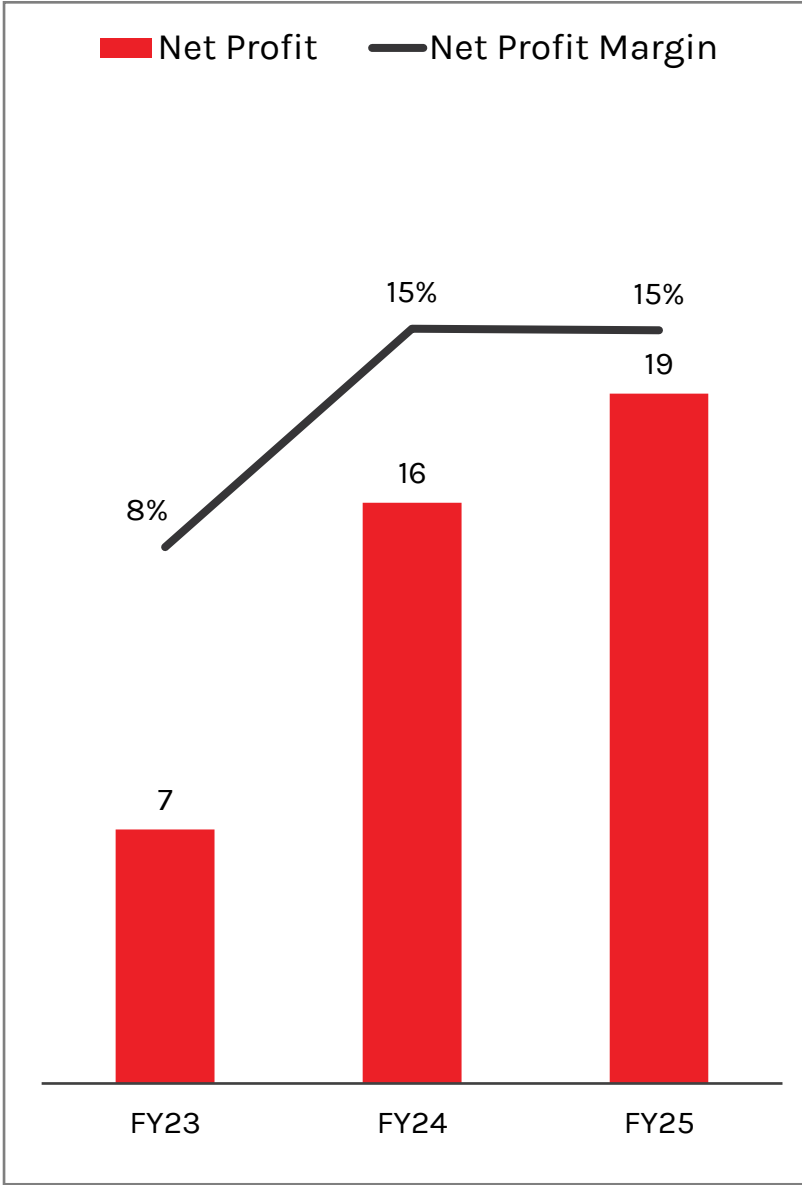
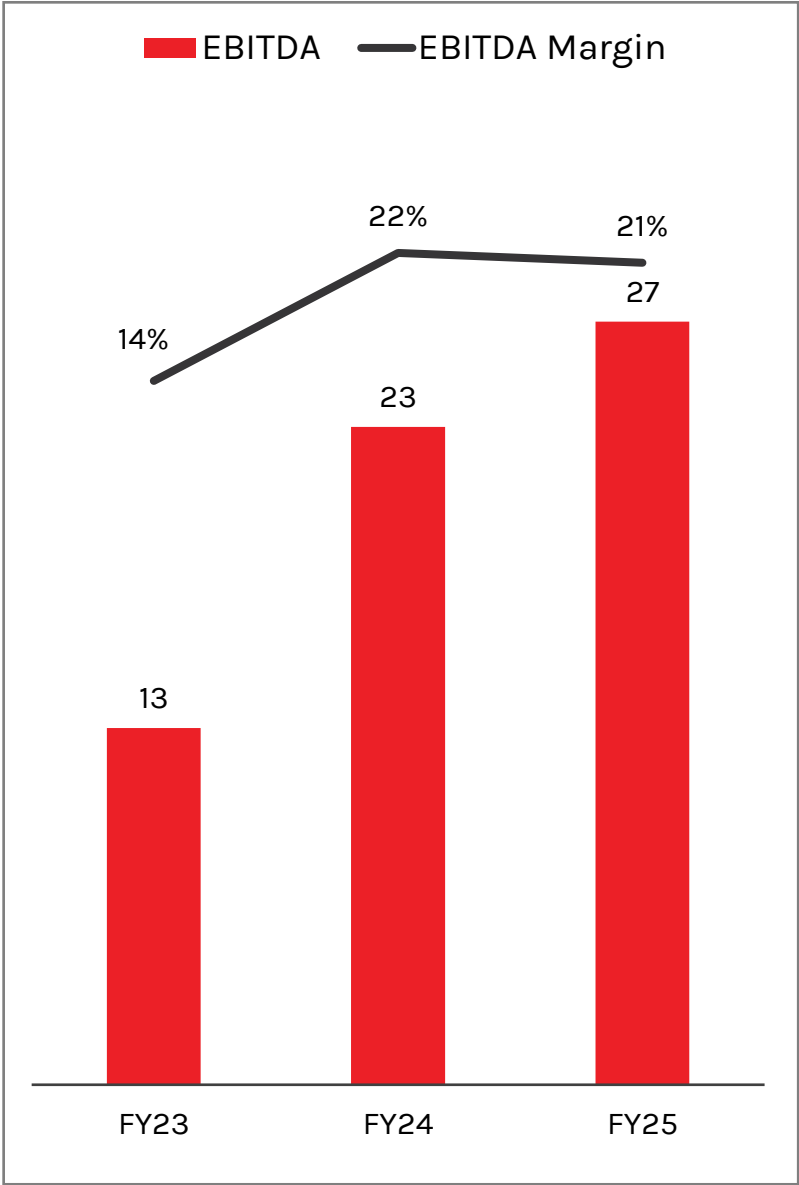
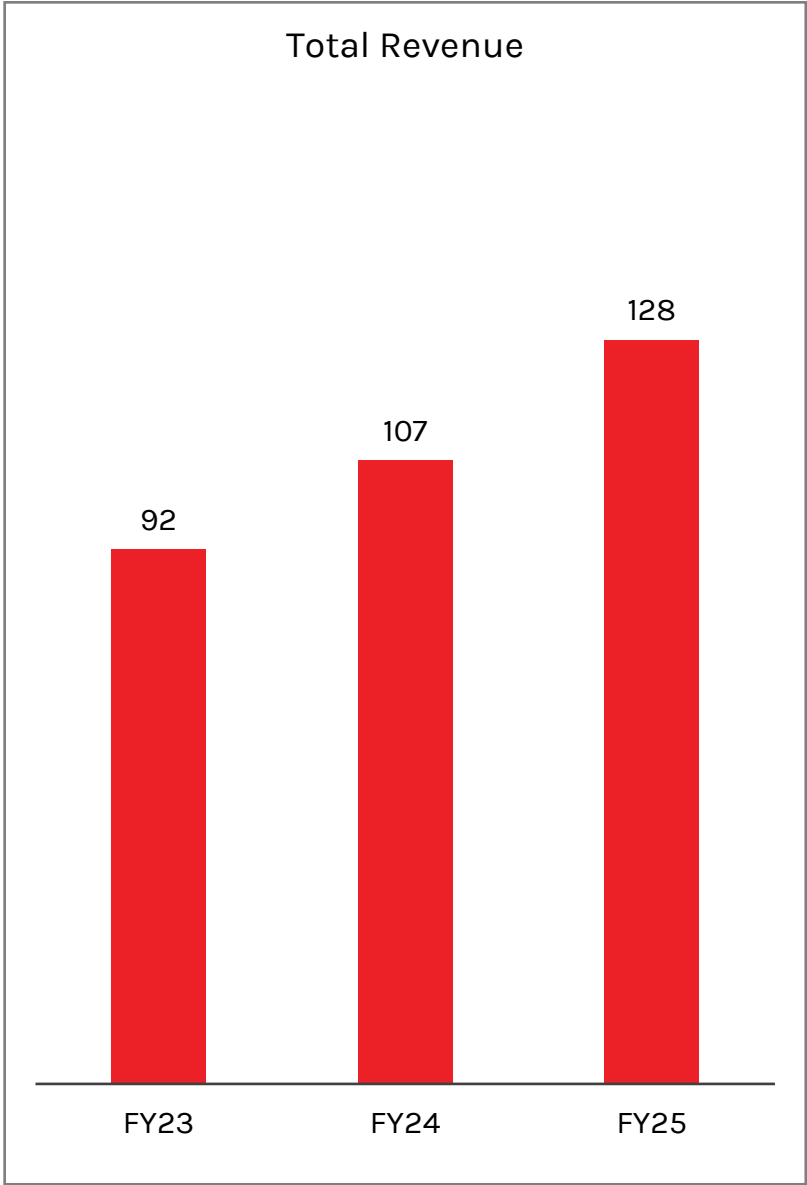
H2 FY25 Profit & Loss Statement



In ₹ Cr

Particulars	H2 FY24	H2 FY25	Y-O-Y
Revenues	65	70	
Other Income	0	1	
Total Income	66	70	7%
Expenses For Operations	40	50	
Employee Costs	2	2	
Other Expenses	6	4	
Total Expenditure	48	56	
EBITDA	17	14	-18%
Finance Costs	0	0	
Depreciation	1	1	
PBT	16	13	
Exceptional item	0	0	
PBT after exceptional item	16	13	
Tax	4	3	
Net Profit	12	10	-16%
EPS (Diluted)	8.43	13.68	62%

Key Financial Highlights



All Figures In ₹ Cr & Margin in %

Profit & Loss Statement

In ₹ Cr

Particulars	FY23	FY24	FY25
Revenues	92	107	127
Other Income	0	1	1
Total Income	92	107	128
Expenses For Operations	71	73	90
Employee Costs	3	3	4
Other Expenses	6	8	7
Total Expenditure	79	84	101
EBITDA	13	23	27
Finance Costs	3	1	0
Depreciation	0	1	2
PBT	10	22	25
Exceptional item	0	0	0
PBT after exceptional item	10	22	25
Tax	3	6	6
Net Profit	7	16	19
EPS (Diluted)	6.94	11.45	13.11

Balance Sheet

In ₹ Cr

Equities & Liabilities	FY23	FY24	FY25
Equity	14	15	15
Reserves	85	132	149
Net Worth	99	146	164
Non Current Liabilities			
Long Term Borrowings	1	0	0
Deferred Tax Liability	0	0	0
Long Term Provision	0	0	0
Total Non Current Liabilities	1	0	0
Current Liabilities			
Short Term Borrowings	32	13	0
Trade Payables	12	16	18
Short Term Provisions	0	0	0
Other Current Liabilities	10	11	6
Total Current Liabilities	54	40	24
Total Liabilities	155	187	188

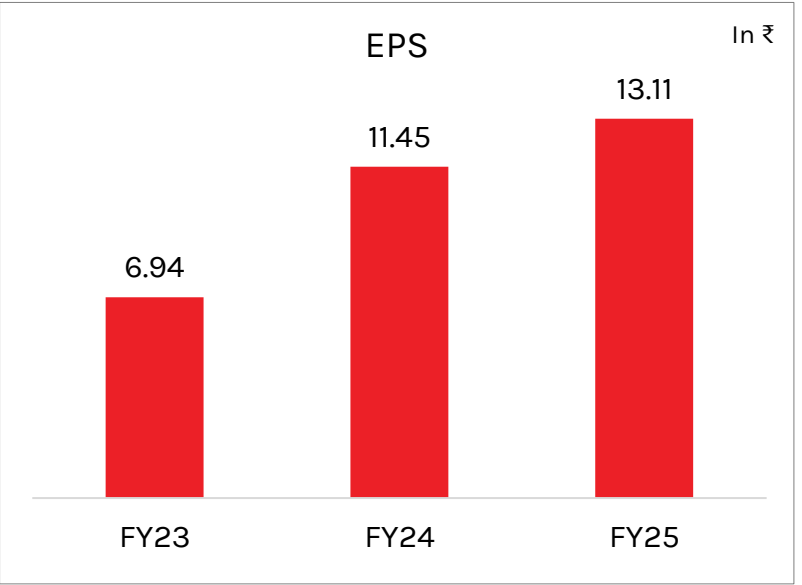
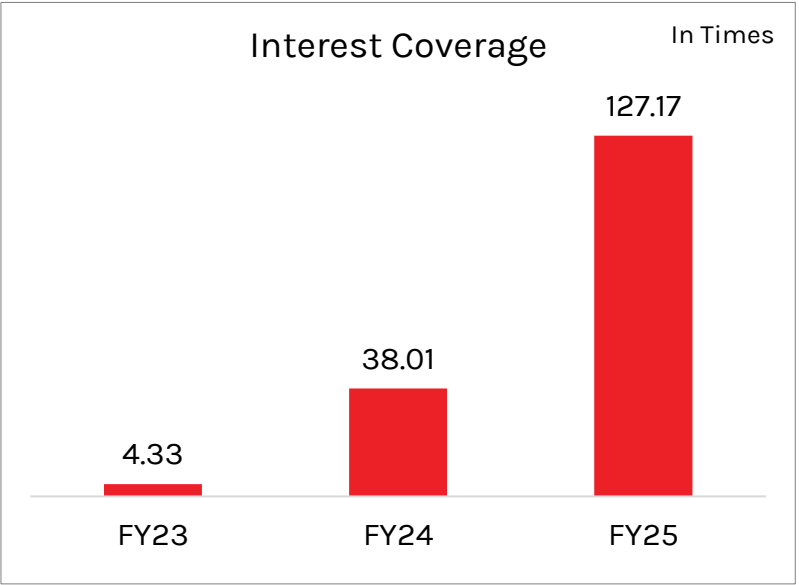
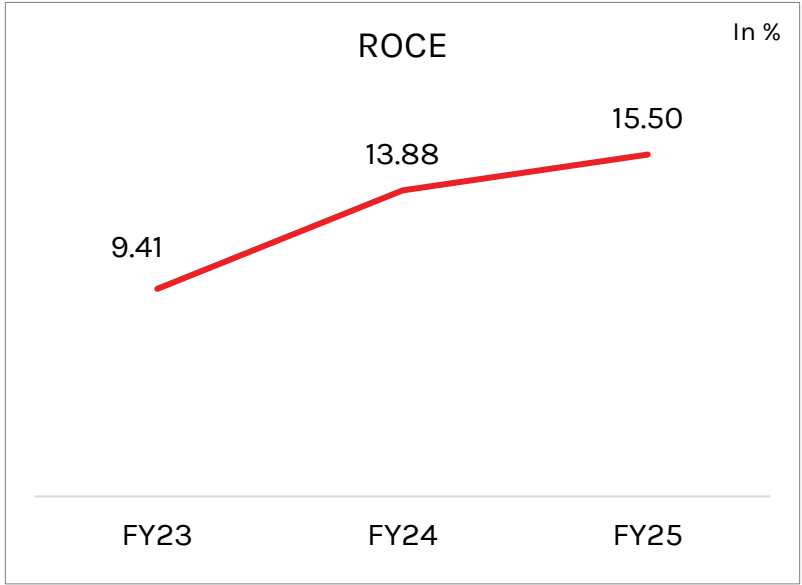
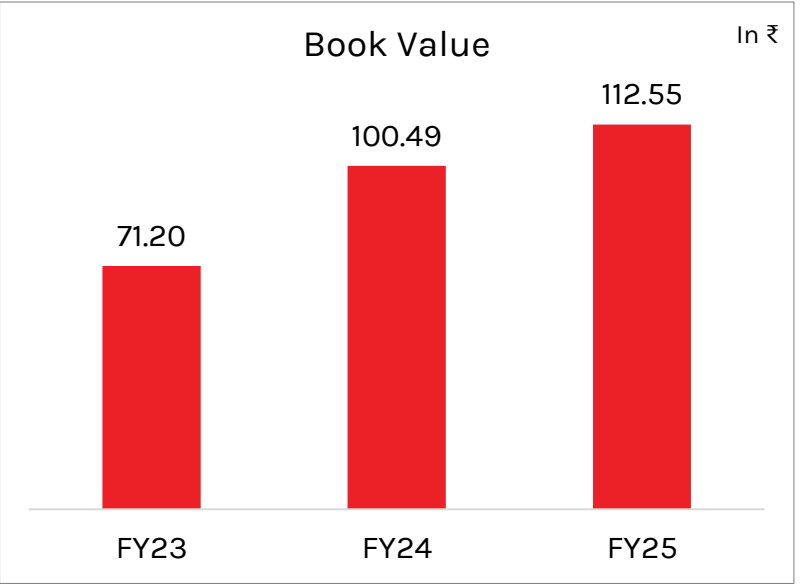
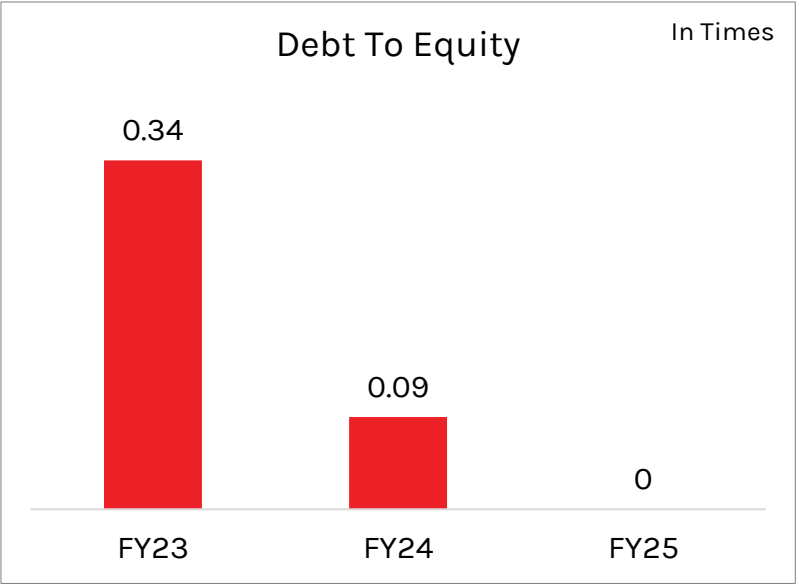
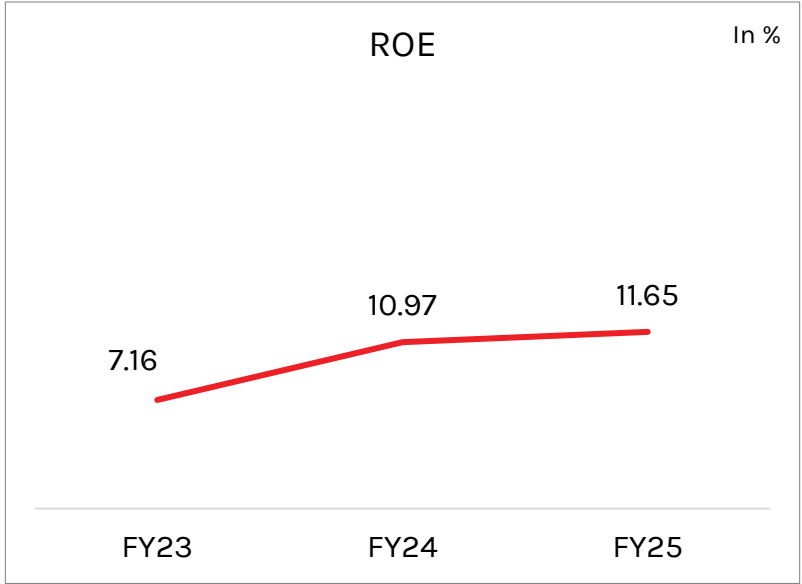
Assets	FY23	FY24	FY25
Non Current Assets			
Fixed Assets	4	15	19
Non-Current Investments	0	0	0
Deferred Tax Assets (Net)	0	0	0
Other Non-Current Assets	2	11	10
Total Non-Current Assets	6	26	30
Current Assets			
Inventory	29	33	49
Trade Receivables	46	63	60
Cash & Bank Balance	52	33	21
Other Current Financial Assets	22	31	28
Other Current Assets	0	0	0
Total Current Assets	149	161	158
Total Assets	155	187	188

Cash Flow Statement

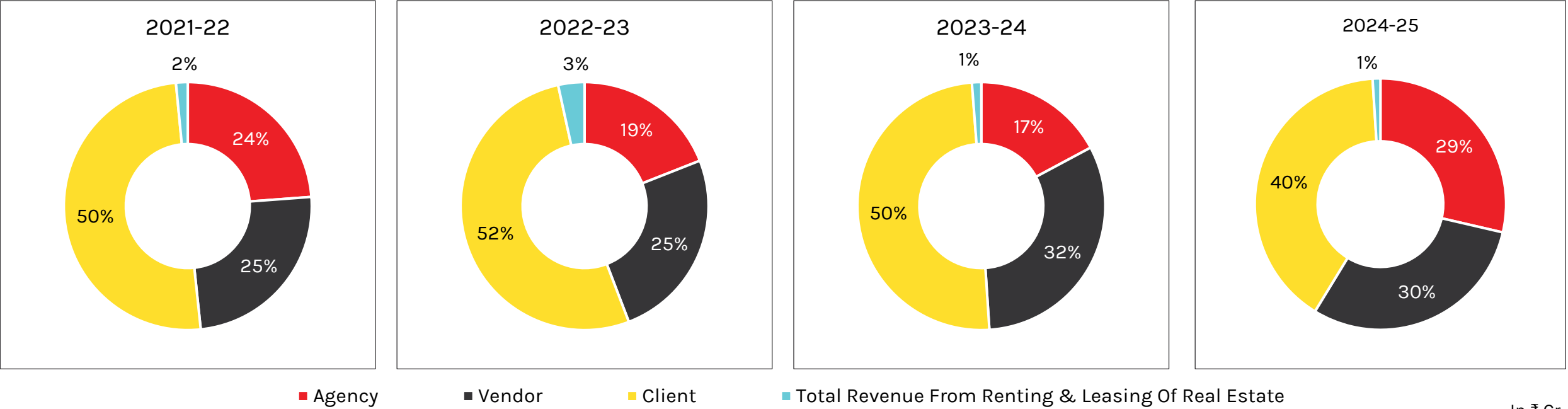
In ₹ Cr

Particulars	FY23	FY24	FY25
Cashflow From Operations	-12	-18	5
Cashflow From Investments	-19	8	-20
Cashflow From Financing	62	11	-14
Net Cash Flow	31	1	-28
Opening Cash & Cash Equivalent	0	31	31
Closing Cash & Cash Equivalent	31	31	3

Consolidated Key Ratios



Revenue Bifurcation



Particular	2021-22	2022-23	2023-24	2024-25
Agency	12	17	18	36
Vendor	12	23	34	38
Client	25	48	53	51
Total Revenue From Sale Of Advertising Services	50	88	105	125
Sale of Right in / Inventory of Traded Stock	0	2	1	1
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	127

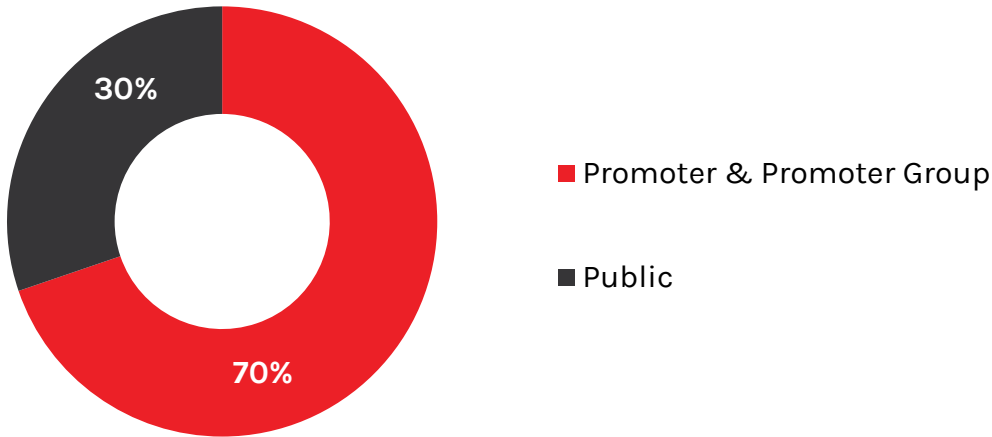
As on 12-06-2025

BSE : BRIGHT | INE00MI01019

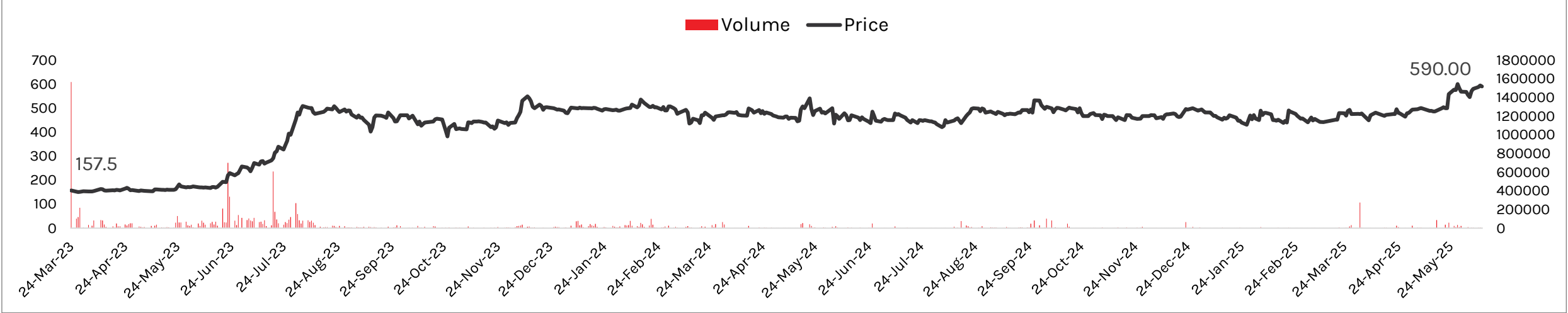
Share Price (₹)	590.00
Market Capitalization (₹ Cr)	858.38
No. of Shares Outstanding	1,45,48,780
Face Value (₹)	10.00
52 Week High-Low (₹)	619.90 - 381.10

As on 31-03-2025

Share Holding Pattern



Share Performance From 24th March 2023 Till Date



Source - [BSE](#)

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.



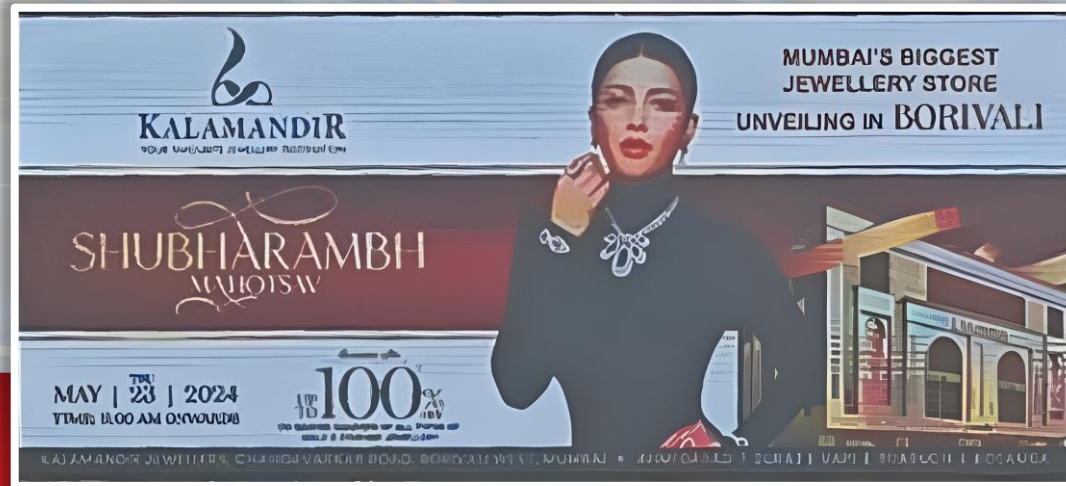
Focus on Mall & Multiplex Advertising

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.



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!



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 FY25 revenue of ₹127 Cr, EBITDA of ₹ 27 Cr, and a net profit of ₹ 19 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.

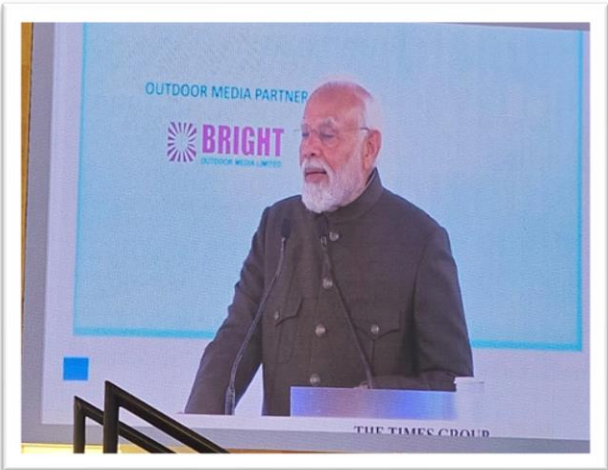


Sustainable Advertising Pioneer

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)

BBMG, House of Lords, London Parliament



Economic Times Global Business Summit

ISPL 2024

MISS WORLD 2024

ABP Network India @2047 Summit

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

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



PM Modi's Oath Taking Ceremony



Blockbuster Movie Pushpa 2 Launch Event



With Mumbai Commissioner of Police

US President Donald Trump's Inaugural Ceremony, Washington

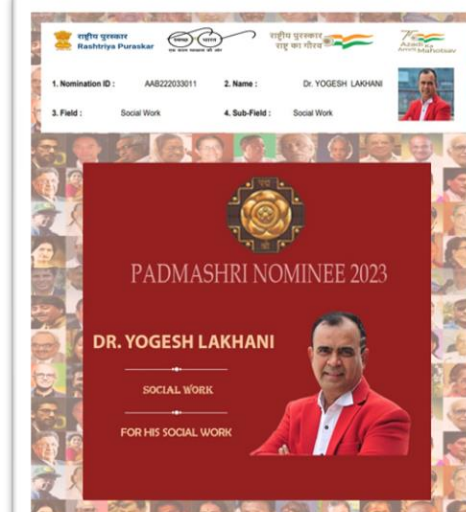


Red Carpet of the 78th Cannes International Film Festival

Investor Presentation



Road Safety Week NGO Event



Padmashri Nomination



Ex President of India



Thank You



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