



POWERFUL

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# BRIGHT OUTDOOR MEDIA

With perseverant hard work, steadfast dedication, and earnestness, Bright Outdoor Media Pvt. Ltd is riding on the success chariot and spreading the magic of excellent advertising. In the present time, this Out of Home (OOH) media organization has made a towering name in the dream city of Mumbai and has been standing tall in the Bollywood industry as well with its matchless advertising solutions

**I**t has been more than thirty years that Bright Outdoor Media Pvt. Ltd. is ruling the realms of outdoor advertising. A tangible dream of Mr. Yogesh Lakhani, Bright Outdoor made its entry in the real world way back in the year 1980. Since then, this company has emerged as a champion of the champions with its excellent advertising solutions and customer-centric approach.

Putting its name on Mumbai's map, the company offers an exclusive range of service hoardings such as railway boards, railway panels, transfer stickers, cinema slides, promos, full train, bus panels, full bus painting, mobile sign truck, kiosks, traffic booth, toll naka, gantry, vinyl and TV advertising. Through these advertisements, it has been able to carve its name on the people's mind.

Accentuating innovation and creativity in budget friendly advertisements, Bright Outdoor has been placing smiles on its customers' faces with every passing day. It understands the faith and expectations of its customers and takes every possible step to fulfill their promise of excellence.

## ENCOMPASSING THE DREAM CITY

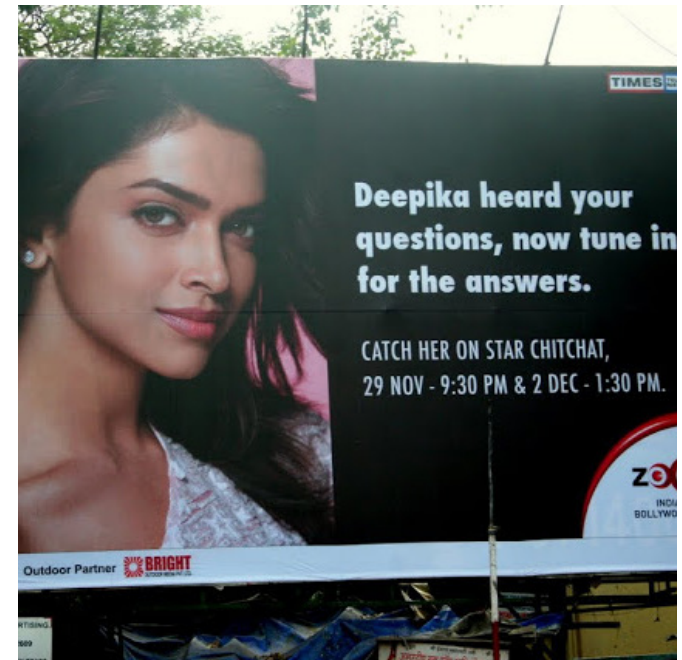
Bright Outdoor ventured on its colorful voyage in the year 1980 with its first hoarding at Malad railway station. At that time, no one knew that this small

company will rise at a tremendous pace and hold a monopoly in Mumbai's advertising industry. Today, with more than 1000 exclusive hoardings in places such as Haji Ali, Bandra, Churchgate, Mahim, Cadel Road, Marine Drive, Worli, Borivili, Juhu, SV Road, Link Road, Chembur, and Sion, it has illuminated almost each and every corner of the city with its bright advertisements. The company is also expanding its reach to other regions of the country and has established its branches at Pune, Ahmedabad, Hyderabad, and Bangalore in the recent times.

Advertising for the movie "Pyaar Kia to Darna Kya" in the year 1990 proved to be a turning point for the company for it opened a whole new path for Bright Outdoor. The company realized the potential that lies in advertising for the Bollywood movies and it began working with the industry. Now, the company offers advertisement solutions for almost every new movie. IIFA, Filmfare, Femina and some of the other famous award ceremonies of the glamour industry always go for Bright Outdoor for their advertising services and solutions in the city.

Since 2013, the company has been organizing its





own award function known as Bright Awards for felicitating Bollywood movies and actors for their exceptional performances.

Privileged to be the leader of the industry, Bright Outdoor has a distinguished list of clientele in various sectors such as media and entertainment, retail, banking and finance, tour and travel, lifestyle, etc. It offers its services to companies such as Yash Raj Films, Dharma Productions, Big Bazaar, Pantaloons, Viacom 18, Walt Disney Pictures, Eros International, NDTV, Cartoon Network, ICICI Banks, Kalyan Jewellers, Hyatt Hotels, Jet Airways, and many more.

#### AN ILLUMINATING TOMORROW

Believing in their words, "We create bright future", this media organization not only marks its presence in the advertising field but also comes forth in sectors including Real Estate, Tour and travel, Corporate Training and consultancy, etc., with its new ventures Bright Bungalow, Lighcraft, Bright Brandirection Pvt. Ltd, Bright 360 Travel Agency Pvt. Ltd., Motivational Guru, etc.

To contribute towards a bright future the company's venture Bright CSR comes forth as a humanitarian arm of the company. The firm tries to make an impact on the society by empowering the underprivileged people of lower sections through effective health and education facilities. Bright Outdoor also lends a helping hand in most of the social and religious events by offering free advertising services.

#### TOUR DE FORCE

- Received a plethora of awards such as "Best Agency for Outdoor Marketing", "Udyog Ratan Award", "Glory of Mumbai Award", etc.
- In 2012, Bright Outdoor was also felicitated with "Rising star Award".

#### QUANTUM LEAPS

- Bright Outdoor Media has participated in various events such as Media expo, Rajasthan Utsav, ITF, etc.
- The company is recognized by Indian Railways, Radio TV, MMRDA, MSRTC, Airport and BEST as well.