

Date: 17th October, 2026

To,
The Manager,
BSE SME Platform
Department of Corporate Services
25th Floor, P.J. Towers, Dalal Street
Fort, Mumbai - 400 001

REF: Company Code BSE Code: 543831 (Bright Outdoor Media Limited)

Subject: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015, we are enclosing herewith the Business Update of the Company.

Thanking You,
Yours faithfully,

For BRIGHT OUTDOOR MEDIA LIMITED

YOGESH JIWANLAL LAKHANI
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YOGESH JIWANLAL LAKHANI
MANAGING DIRECTOR
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Bright Outdoor Media Limited Expands Advertising Network with 22 New Sites in October 2026

Adds 104 Advertising Displays and 53,898 Sq. Ft. of Advertising Space Across Strategic, High-Visibility Locations in Mumbai MMR

Mumbai, 17th October 2026: Bright Outdoor Media Limited (BSE: 543831), a prominent player in India's out-of-home (OOH) advertising industry, has announced a significant expansion of its advertising network in October 2026, adding **22 new sites, 104 advertising displays and 53,898 square feet of advertising space** across strategic, high-visibility locations in the Mumbai Metropolitan Region (MMR).

The expansion strengthens the company's presence across one of India's key advertising markets and broadens the range of outdoor advertising opportunities available to brands, advertising agencies and corporate clients. With a focus on strategically located sites, Bright aims to help advertisers reach wider audiences and create greater brand visibility across important locations in the region.

Expanding Reach Across Strategic Locations

The addition of 22 new sites marks another step in Bright Outdoor Media Limited's continued efforts to expand its media network and strengthen its presence across the Mumbai MMR region.

The newly added advertising space is spread across selected locations, offering brands more opportunities to showcase their products and services through outdoor media. The expansion also increases the number of advertising displays available to clients, providing greater flexibility in planning campaigns across multiple locations.

Key highlights of the October 2026 expansion include:

- **22 New Sites (With JV Partners):** Expanding the company's outdoor advertising network across Mumbai MMR.
- **104 Advertising Displays:** Increasing the media options available to brands and advertising partners.
- **53,898 Sq. Ft. of Advertising Space:** Adding substantial capacity across strategically selected locations.
- **High-Visibility Locations:** Creating more opportunities for brands to strengthen their presence across the region.



Strengthening Digital LED and DOOH Advertising Capabilities

Alongside expanding its overall advertising network, Bright Outdoor Media Limited continues to focus on the growing opportunities in digital LED and digital out-of-home (DOOH) advertising.

Digital advertising displays offer brands greater flexibility in presenting their messages and adapting campaigns to different requirements. By strengthening its presence across strategic locations, the company aims to expand the opportunities available to advertisers seeking impactful outdoor and digital advertising solutions.

The latest expansion supports Bright's efforts to build a wider advertising network that combines location advantages with the growing potential of digital media. It also reflects the company's focus on developing its advertising infrastructure in line with the changing needs of brands and businesses.

Building on a Legacy of Growth

Established in 1980, Bright Outdoor Media Limited has built a presence spanning more than four decades in India's outdoor advertising industry. The company continues to focus on expanding its advertising inventory, strengthening its regional presence and offering brands access to a wider network of outdoor media assets.

The October 2026 expansion represents a further step in this direction, with additional sites and advertising displays increasing the company's presence across Mumbai MMR. By continuing to expand its network and strengthen its digital advertising capabilities, Bright aims to create more opportunities for clients while supporting its long-term growth objectives.

With the addition of 22 sites, 104 advertising displays and 53,898 square feet of advertising space, Bright Outdoor Media Limited continues to strengthen its position in the outdoor advertising market and expand its offerings across one of India's important commercial regions.

Commenting on the Development, Dr. Yogesh Lakhani, CMD of Bright Outdoor Media Limited said, "October 2026 marks an important milestone in Bright Outdoor Media Limited's growth journey. The addition of 22 new sites, 104 advertising displays and 53,898 square feet of advertising space across strategic locations in Mumbai MMR reflects our continued commitment to expanding our network and creating greater value for our clients and advertising partners.

We are focused on strengthening our presence in important advertising markets while expanding the opportunities available through outdoor media. We also see growing potential in digital LED and DOOH advertising, which allows brands to communicate their messages in more flexible and engaging ways.

We believe that the right locations, a strong advertising network and continued investment in our capabilities will remain important to our growth. This expansion is another step towards building a larger and stronger Bright, while continuing to explore opportunities for sustainable growth and delivering value to our clients."

About Bright Outdoor Media Limited

Founded in 1980 and headquartered in Andheri, Mumbai, Bright Outdoor Media Limited is a leading name in India's Out-Of-Home (OOH) advertising industry, with 45 years of expertise. The company operates an extensive network of more than 1350 hoardings **across strategic geographies**, including ownership of 50+ of Mumbai's 120+ digital LED billboards (Big Size). Bright Outdoor Media also trades hoardings acquired from government Semi Government & private entities, further strengthening its market presence.

Bright's strategic ventures with top advertising companies and contracts across all major transit areas set it apart. It is also the first in the world to install solar panels on hoardings, supplying electricity to Indian Railways, along with a JV Partner, demonstrating its commitment to sustainability. Additionally, its real estate operations contribute to diversified revenue streams.

With innovative solutions, a broad client base, and a focus on sustainability, Bright Outdoor Media continues to lead the OOH advertising space. The company is the first ever outdoor media company in India to be listed on the stock exchange, debuting on the BSE SME platform on March 24, 2023.

In H1 FY27 the company reported Total Revenue of ₹ 71.85 Cr, EBITDA of ₹15.96 Cr, Net Profit of ₹11.03 Cr.

In FY26 the company reported Total Revenue of ₹ 155.43 Cr, EBITDA of ₹35.23 Cr, Net Profit of ₹24.05 Cr & EPS of ₹12.26.

Disclaimer

Certain statements in this document that are not historical facts are forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

For Further Information Please Contact

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