

Date: 8th June, 2026

**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 – Investor Presentation

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“Listing Regulations”), we are enclosing herewith the Investor Presentation of Business performance of Company for your reference.

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

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Trusted Since 1980
Bright Outdoor Media Limited
Credentials 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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Key Facts & Figures



45+

Years Of Experience



Pan India & International

Presence



1350+

Own OOH Displays



50+

Own Large LED DOOH Hoardings



1600 Lakh+ Sq. Ft

Of Prime Hoarding Space Sold till 2025*



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

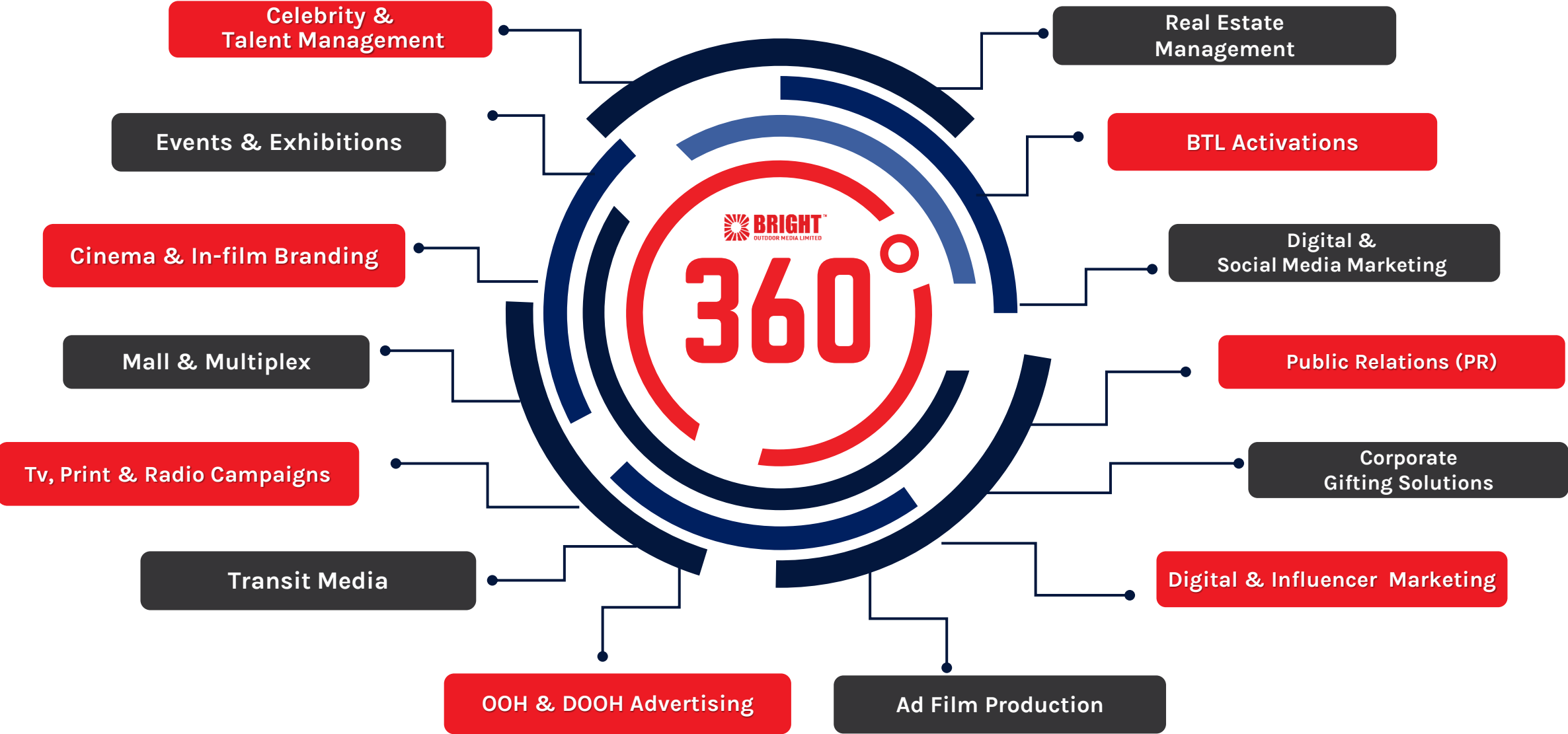
Holders For Installing Largest Number of Solar Panels on a single hoarding (through JV Partner)















Monopoly

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



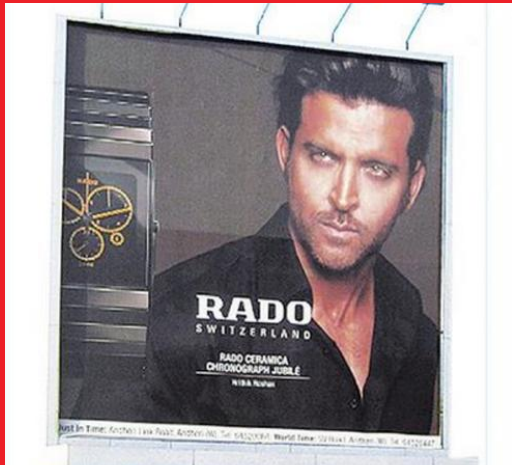


What Makes Us Different

- 
Truly 360° Execution Under One Roof
 From strategy to execution – we cover digital, OOH, TV, print, radio, PR, events, and influencer marketing seamlessly.
- 
India-Wide Outdoor Network + Digital Strength
 One of the rare agencies with both **strong OOH assets** and strong **digital performance marketing capabilities**.
- 
In-House Creative & Production Team
 Fast, agile, and brand-aligned creatives – no outsourcing delays or disconnect.
- 
Results that Speak – ROI-Focused Media
 Every rupee spent is measured and optimized. We're not just creative – we're accountable.
- 
End-to-End Client Servicing
 One dedicated point of contact managing all verticals – faster turnaround and zero miscommunication.
- 
Experience Across Every Industry Vertical
 FMCG, TECH, AUTO, Real Estate, Entertainment, BFSI, Healthcare – we speak your sector's language.
- 
Campaigns that Win Awards & Hearts
 Proven track record of creating award-winning campaigns that also go viral and connect emotionally.
- 
Unmatched Speed & Agility
 From ideation to execution – we deliver campaigns at breakneck speed without compromising quality.
- 
Celebrity & Influencer Integrations
 Strong relationships with celebrities and influencers across India for brand amplification.
- 
Innovative Tech-Led Activations
 From AR/VR experiences to DOOH and QR-based campaigns – we stay ahead of media innovation.
- 
Client Retention Is Our Badge of Honor
 We build long-term relationships. Many of our clients have stayed for 5+ years.
- 
Campaigns That Resonate Across Bharat
 Not just urban India – we understand Tier 2, Tier 3, and regional markets deeply.

What Makes Us Different





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

Bright Honored As Great Indian IPO Game Changer



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

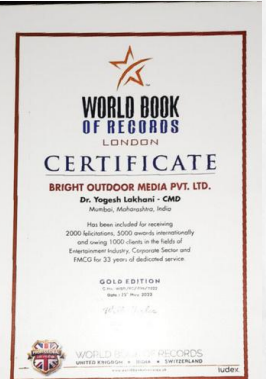
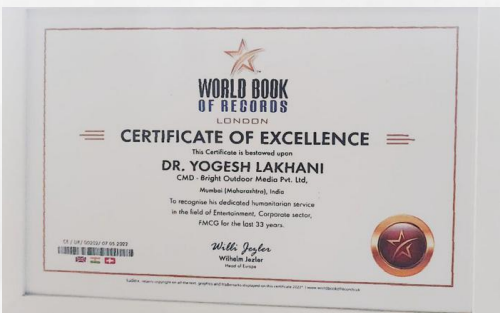
Managed Over
1600 Lakh+ Sq. Ft (Approx.)
Of Billboard Space till 2025



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



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 Crore**
- **First OOH company in India** to be listed on the **Bombay Stock Exchange**
- **Shining Bright:** Recognized by the **World Book of Records** for over **2000** felicitations, **1000+** international awards, and **45** 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.



Financial Overview



Profit & Loss Statement

Particulars	FY21	FY22	FY23	FY24	FY25	FY26
Revenues	24	50	92	107	127	153
Other Income	1	0	0	1	1	2
Total Income	25	51	92	107	128	155
Expenses For Operations	16	39	71	73	90	106
Employee Costs	1	2	3	3	4	5
Other Expenses	2	3	6	8	7	9
Total Expenditure	19	44	79	84	101	120
EBITDA	6	7	13	23	27	35
Finance Costs	4	3	3	1	0	0
Depreciation	0	0	0	1	2	3
PBT	2	4	10	22	25	32
Exceptional item	0	0	0	0	0	0
PBT after exceptional item	2	4	10	22	25	32
Tax	0	1	3	6	6	8
Net Profit	1	3	7	16	19	24
EPS (Diluted)	2.09	4.00	6.94	11.45	13.11	12.26

Balance Sheet

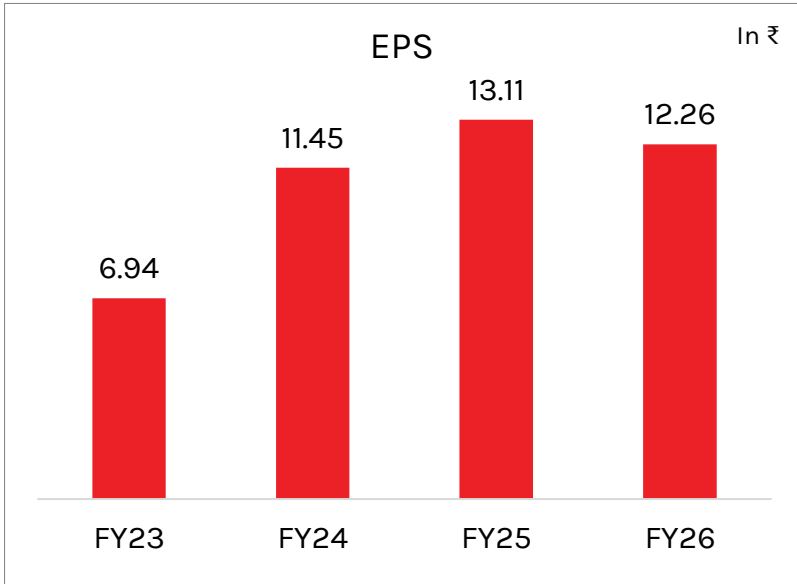
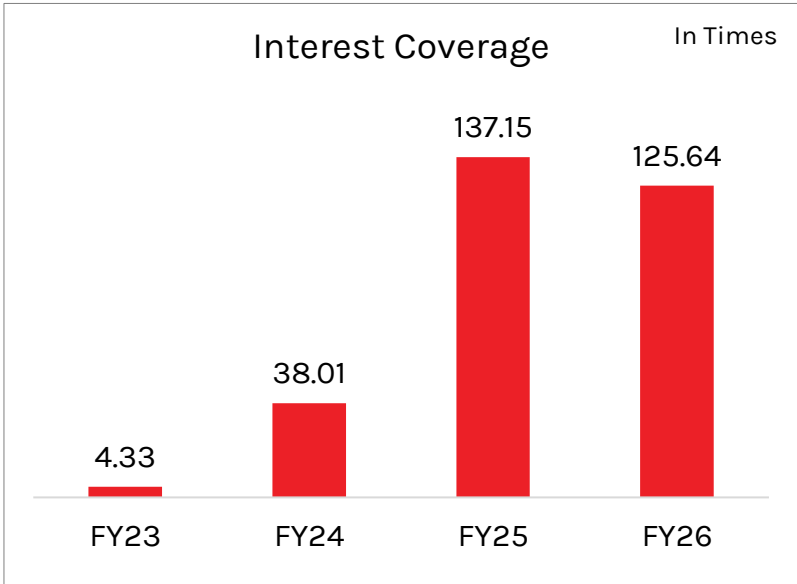
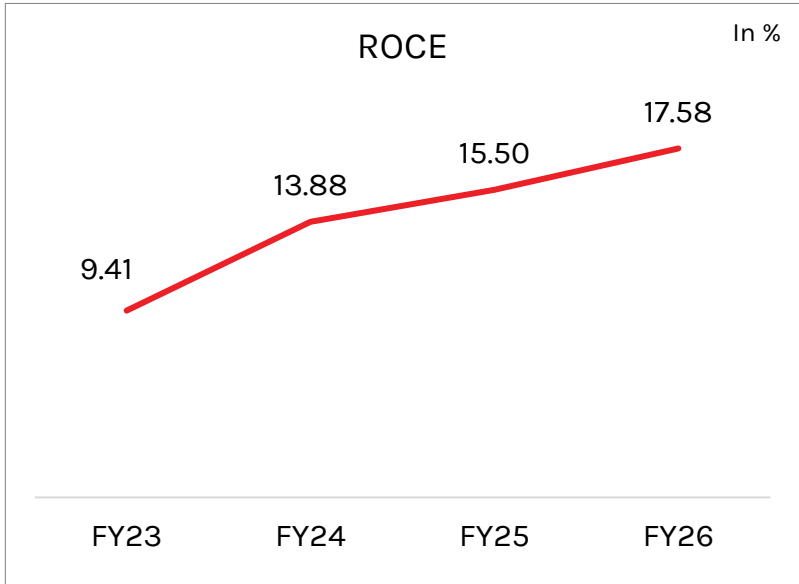
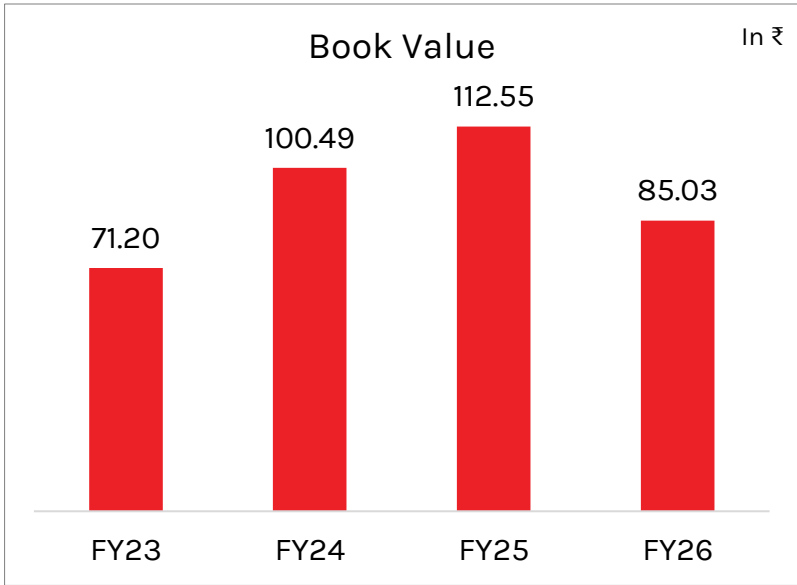
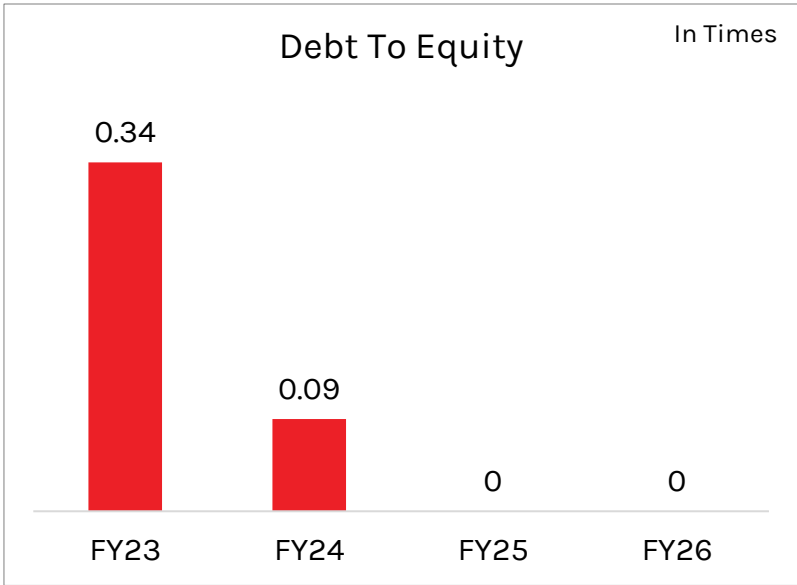
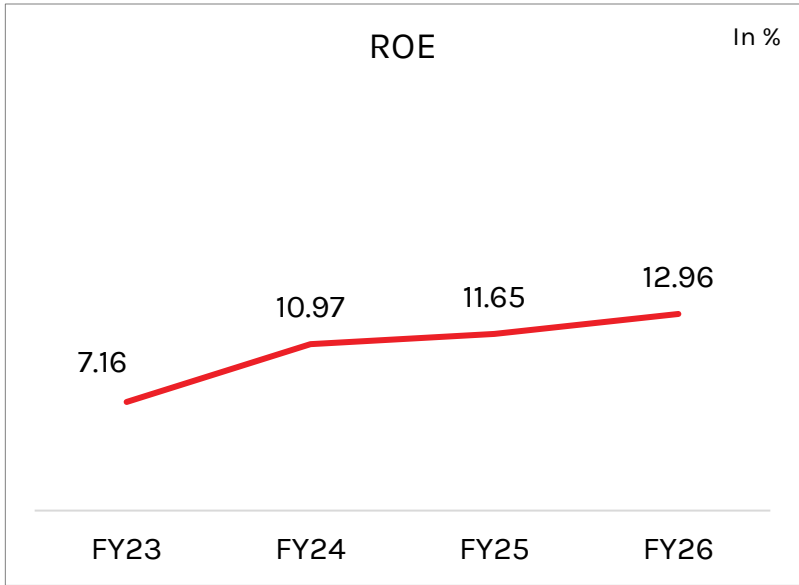
Equities & Liabilities	FY21	FY22	FY23	FY24	FY25	FY26
Equity	5	10	14	15	15	22
Reserves	29	27	85	132	149	164
Net Worth	34	37	99	146	164	186
Non Current Liabilities						
Long Term Borrowings	21	17	1	0	0	0
Deferred Tax Liability	0	0	0	0	0	0
Long Term Provision	0	0	0	0	0	1
Total Non Current Liabilities	21	17	1	0	0	1
Current Liabilities						
Short Term Borrowings	27	23	32	13	0	0
Trade Payables	9	9	12	16	18	25
Short Term Provisions	0	0	0	0	0	0
Other Current Liabilities	5	8	10	11	6	9
Total Current Liabilities	42	40	54	40	24	34
Total Liabilities	97	94	155	187	188	221

Assets	FY21	FY22	FY23	FY24	FY25	FY26
Non Current Assets						
Fixed Assets	4	4	4	15	19	17
Non-Current Investments	0	0	0	0	0	0
Deferred Tax Assets (Net)	0	0	0	0	0	0
Other Non-Current Assets	1	2	2	11	10	11
Total Non-Current Assets	6	6	6	26	30	28
Current Assets						
Inventory	28	31	29	33	49	48
Trade Receivables	42	36	46	63	60	79
Cash & Bank Balance	2	2	52	33	21	25
Other Current Financial Assets	19	18	22	31	28	41
Other Current Assets	0	0	0	0	0	0
Total Current Assets	91	88	149	161	158	193
Total Assets	97	94	155	187	188	221

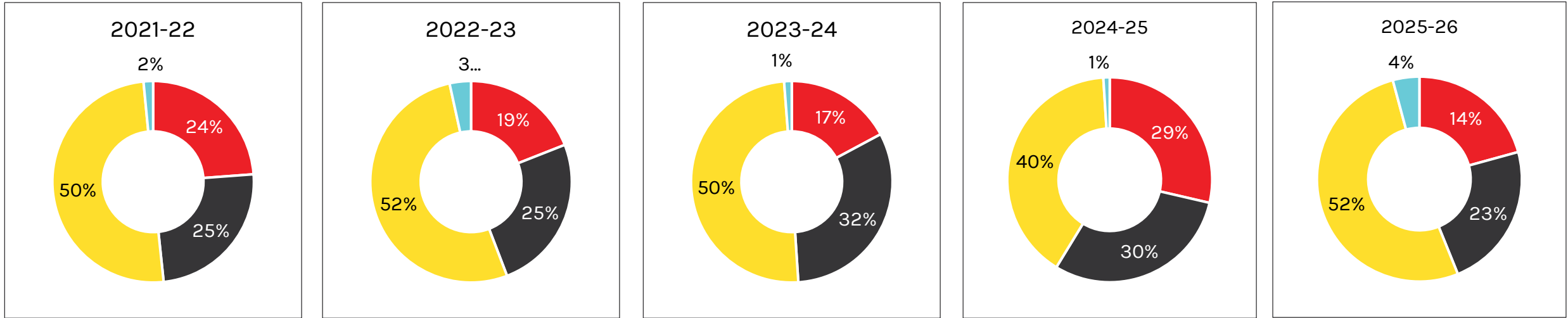
Cash Flow Statement

Particulars	FY21	FY22	FY23	FY24	FY25	FY26
Cashflow From Operations	6	7	-12	-18	5	3
Cashflow From Investments	1	0	-19	8	-20	-1
Cashflow From Financing	-7	-7	62	11	-14	-1
Net Cash Flow	0	0	31	1	-28	1
Opening Cash & Cash Equivalent	0	0	0	31	31	3
Closing Cash & Cash Equivalent	0	0	31	31	3	4

Consolidated Key Ratios



Revenue Bifurcation



■ Agency
 ■ Vendor
 ■ Client
 ■ Total Revenue From Renting & Leasing Of Real Estate

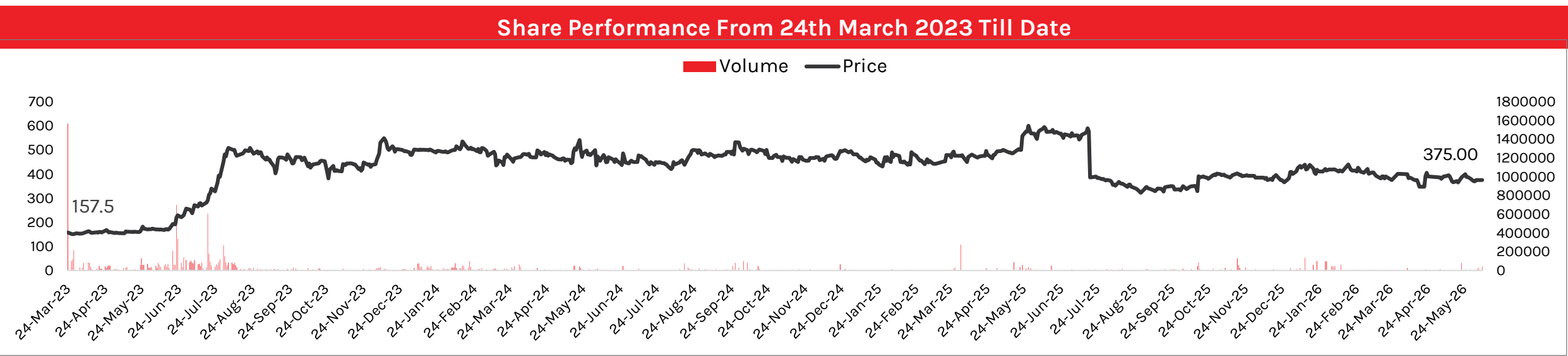
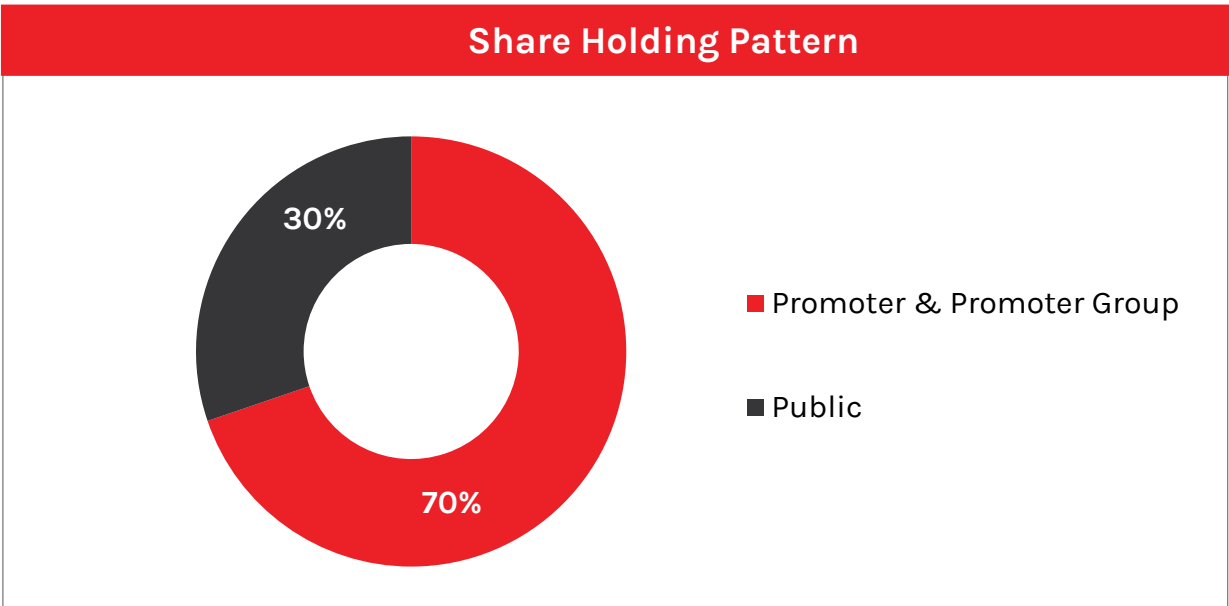
In ₹ Cr

Particular	2021-22	2022-23	2023-24	2024-25	2025-26
Agency	12	17	18	36	32
Vendor	12	23	34	38	35
Client	25	48	53	51	80
Total Revenue From Sale Of Advertising Services	50	88	105	125	147
Sale of Right in / Inventory of Traded Stock	0	2	1	1	5
Lease rental for real estate properties	0	1	1	1	1
Total Revenue From Renting & Leasing Of Real Estate	1	3	2	1	6
Total Revenue From Operations	51	92	107	127	153

As on 11-06-2026

As on 31-03-2025

BSE : BRIGHT INE00MI01019	
Share Price (₹)	340.00
Market Capitalization (₹ Cr)	759.98
No. of Shares Outstanding	2,18,23,170
Face Value (₹)	10.00
52 Week High-Low (₹)	413.50 - 268.10



Source - [BSE](#)

Future Direction



Future Direction



Expansion of DOOH Portfolio:

The company continue to invest 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 has developed 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.

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 1000+ displays and holding significant market presence in premium locations.



DOOH Leadership and Future-readiness

Bright Manages over 3.5 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 5000+ 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 FY26 revenue of ₹155 Cr, EBITDA of ₹ 35 Cr, and a net profit of ₹ 24 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.

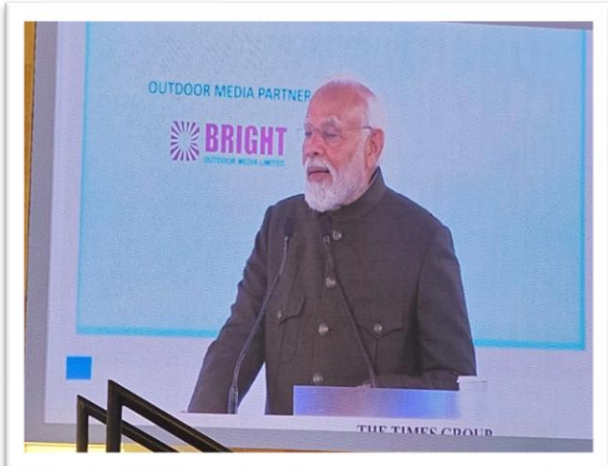


Sustainable Advertising Pioneer

Bright was the first globally to install solar panels on billboards with a JV Partner, 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



January 2025 has truly been a memorable and special month—not only did I have the honor of attending the inaugural ceremony of President Donald J. Trump in the United States, but it also coincided with the birthday 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 MAHA Actvity Rally at Capital One Arena on January 18, 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 inaugural 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.

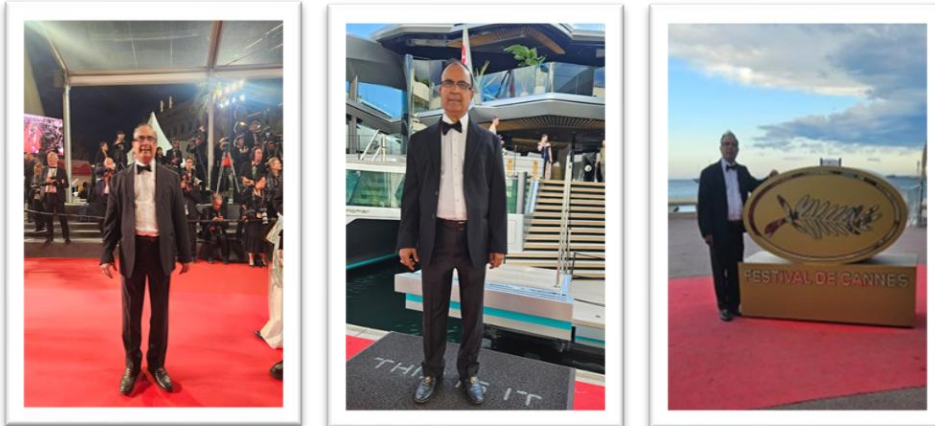
The trip also had a deeply spiritual touch with my visit to the world-famous Akshardham Temple, where I took a moment to reflect on faith, gratitude, and the path ahead.

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 administration, 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 heartwarming.

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

The event was graced by distinguished personalities such as Shri Z. Jaidevkar ji, Minister, Affairs, Maharashtra. This experience has left me deeply inspired, energized, and grateful—for the opportunity to witness history, for the milestones achieved, and for the graceless moments spent with my loved ones. January 2025 will always be remembered as a month of joy, purpose, and celebration!

US President Donald Trump's Inaugural Ceremony, Washington



Red Carpet of the 78th Cannes International Film Festival



PM Modi's Oath Taking Ceremony



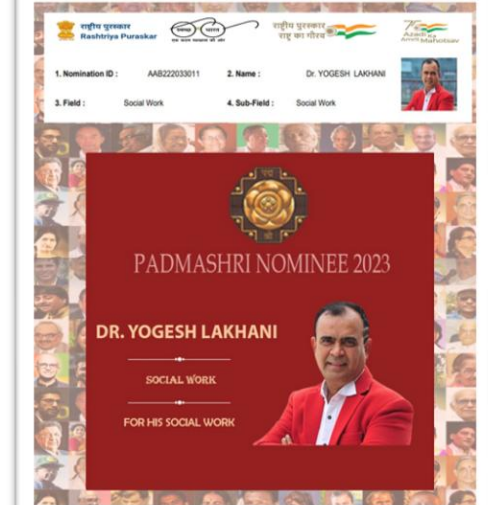
Blockbuster Movie Pushpa 2 Launch Event



With Mumbai Commissioner of Police



Road Safety Week NGO Event



Padmashri Nomination



Ex President of India

Business Overview





Warden Road Junction



Vile Parle Station (E)



Vile Parle Station (E)



Bandra Highway



Andheri Link Road Chitrakoot Ground

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.

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 **200+ 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.



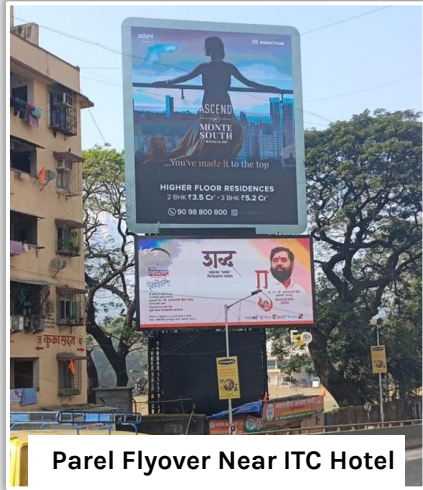
The Company also Trades hoardings from **government and private sources**.



In FY26, the Static Display Hoarding vertical contributed **₹ 103 Cr** to the revenue, accounting for **67.34%** of the total Revenue from Operations

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

18 new Digital LED Billboards in **FY26**



With around **400 LED Hoarding Display** in its portfolio, Bright Outdoor Media is one of the largest operators of Digital LED Billboards in India.



Bright owns **69 LED billboards** through JV Partners, leading from the front when it comes to big size LED Billboards



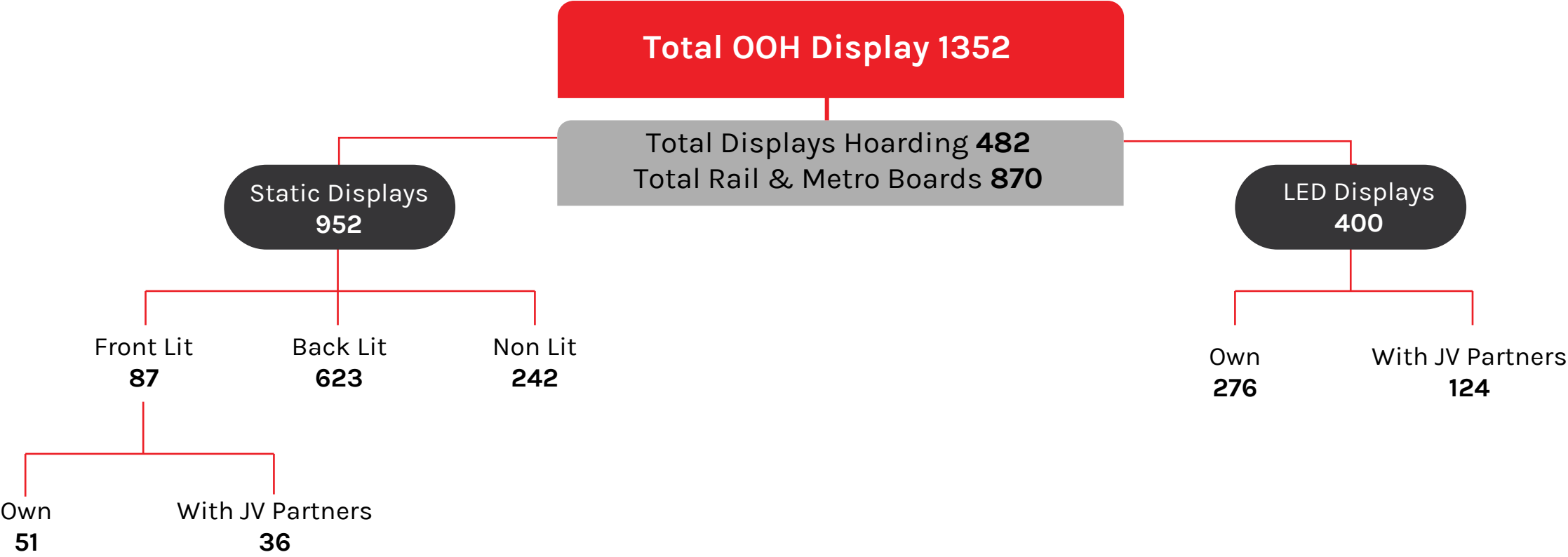
In Mumbai alone, the company owns over **60 out of the 150+ Large LED billboards in 2026**, showcasing its dominant presence in key markets.



In FY26, the Digital LED Hoardings vertical contributed **₹ 44.97 Cr** to the revenue, accounting for **29.39%** 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.



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

Bright Entertainment Awards 2025



Women's Day Event 2026



Gujarati-Marwadi Excellence Awards 2025



Bright Education Awards 2026



Bright Real Estate Expo 2026



Bright Real Estate Awards 2025



Navi Mumbai Metro Line 1 Tender Win

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

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

Expands Landmark Presence & Introduces Innovative Service

2 New Hoardings

Launched at the high-traffic Mira-Bhayandar corridor near Dara's Dhaba.

Strengthening brand visibility with scale, innovation and impactful experiences.

New Service Launch

Introduction of "Bright's Curtain Raiser" to create memorable brand launch moments.

Launched two back-to-back hoardings at the Mira-Bhayandar corridor near Dara's Dhaba.



Strategically located on a high-traffic transit route connecting Mumbai to key regions

Captures both morning & evening traffic ensuring high visibility and repeated exposure

Total 4,800 sq. ft. of premium branding space for maximum impact

A unique service innovation that transforms a traditional hoarding into a dynamic launch platform.



Ideal for product launches, movie promotions and service unveilings

Combines static hoarding with LED screen for enhanced engagement

Creates a live event backdrop enabling on-site media interactions
Generates attention, and stronger brand recall

Through scale, innovation and impactful executions, Bright Outdoor Media Limited continues to help brands be seen, experienced and remembered across Mumbai's busiest growth corridor.

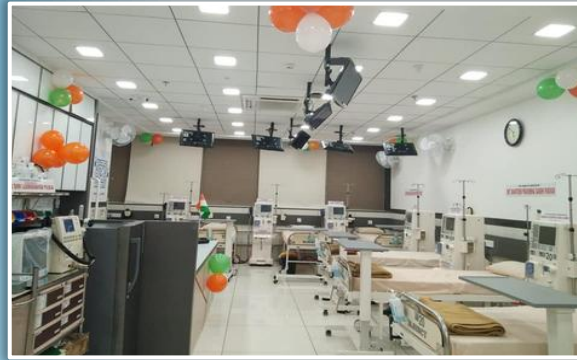
Major Clients Across Industries.

And Many More...

- 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 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.



Dr. Yogesh Lakhani's Interviews



Zoom



NDTV



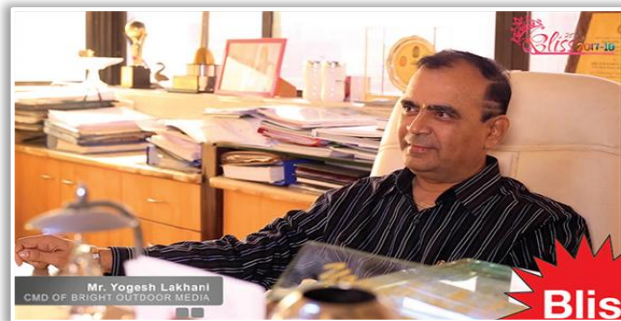
Z etc



MTI News



Sandesh



Bliss

Print & Digital Media



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



Thank You



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