

BRIGHT OUTDOOR MEDIA

BRIGHT IDEAS, BIG DREAMS

When Mr. Yogesh Lakhani set out to do something chronically great, he created a brand from the ground up to where it is today. Established in the year 1980, today that brand is known by the name of Bright Outdoor Media. It is an Out-of-Home (OOH) media organization, which has its grasp majorly in the advertising sector, now extending further to communication services and a plethora of other futuristic services and solutions in the most multicultural and ethnic ensemble.

A tangible dream of Mr. Yogesh Lakhani, since Bright Outdoor made its entry in the real world in the year 1980, it has emerged as a champion of the champions with its excellent advertising solutions and customer-centric approach.

A mammoth of success and perseverance over the time has ensured the consistent

growth and expansion of the company. Bright Outdoor Media is now proudly surfacing its gleaming billboards in Pune, Ahmedabad, Hyderabad, and Bangalore.

THE BOLLYWOOD CONNECTION

Bright Outdoor took the climactically rewarding turn towards Bollywood when they began advertising with Venus Films for the movie "Pyaar Kiya Toh Darna Kya" in 1990. The project proved to be the turning point in the company's memoir, opening new avenues for them; the compelling journey encounters many milestones on the way. Today, Bright Outdoor Media has become so pervasive and infused in the industry that it is the go-to advertising solution for Bollywood. The company also hosts its own award function known as Bright Awards, felicitating big names in the industry.

Not only Bollywood but



Bright Outdoor Media has its footing in other sectors as well. Their clientele are big companies like Yash Raj films, Dharma Productions, Big Bazaar, Pantaloons, Viacom 18, Walt Disney Pictures, Eros International, NDTV, Cartoon Network, ICICI banks, Kalyan Jewelers, Hyatt Hotels, Jet Airways, and many more.

As the name suggests, the company's bright CSR

initiatives are a humanitarian arm of the company. The company is making an impact by empowering the underprivileged people of the society, through their effective healthcare programs and educational aids for a brighter future. Bright Outdoor Media also lends a helping hand in most of the social and religious events by offering free advertising services.