

**Date: 31<sup>st</sup> May, 2025**

**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 **Press Release of Key Financial Highlights of Result for the period of H2 FY 25 and F.Y. 2024 – 25.**

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

## Bright Outdoor shines in FY25 with ₹128 Cr in Total income & ₹19 Cr Net Profit.

Mumbai, 29<sup>th</sup> May 2025 – Bright Outdoor Media Limited, (BSE – 543831), a leading name in India's out-of-home advertising, has announced its Audited Financial Results for H2 FY25 & FY25.

### Key Financial Highlights:

| Particulars (₹ Cr) | FY25   | FY24   | YOY      |
|--------------------|--------|--------|----------|
| Total Income       | 128.05 | 107.30 | ↑ 19.34% |
| EBITDA             | 27.38  | 23.28  | ↑ 17.62% |
| Net Profit         | 19.07  | 16.04  | ↑ 18.93% |
| EPS                | 13.11  | 11.45  | ↑ 14.57% |

| Particulars (₹ Cr) | H2 FY25 | H1 FY25 | HOH      |
|--------------------|---------|---------|----------|
| Total Income       | 70.41   | 57.64   | ↑ 22.16% |
| EBITDA             | 14.21   | 13.16   | ↑ 8.00%  |
| Net Profit         | 9.94    | 9.14    | ↑ 8.70%  |
| EPS                | 13.68   | 12.53   | ↑ 9.18%  |

**Commenting on the development, Dr. Yogesh Lakhani, CMD of Bright Outdoor Media Limited** said, “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.

Prime locations like Goregaon ROB, Kandivali ROB, Ram Mandir ROB, Jogeshwari ROB, ITC Parel, Lokhandwala Raheja, Wadi Bunder, Kalyan, Bandra, Borivali East & West, and the Eastern Express Highway underscore our commitment to innovation and visibility. These strategic additions not only strengthen our footprint across key commuter and high-traffic zones but also enhance our ability to deliver dynamic, real-time campaigns. By prioritizing high-density urban corridors and integrating advanced digital technologies, we are creating more engaging experiences for audiences and higher value propositions for advertisers. This robust network positions us to capitalize on emerging trends in programmatic advertising and data-driven targeting, further reinforcing our leadership in the OOH advertising space.

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 1:2 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”

### Key Operational Highlights

|   |  |
|---|--|
| <b>Dividend Recommendation</b>  | <ul style="list-style-type: none"><li>• Dividend of ₹0.50 per equity share (5%) recommended for FY 2024-25, subject to shareholders' approval.</li></ul>   |
| <b>Bonus Share Issuance</b>   | <ul style="list-style-type: none"><li>• Bonus shares proposed in 1:2 ratio, one bonus share for every two fully paid-up existing equity shares held as on the record date, subject to shareholder approval.</li></ul>  |
| <b>Exclusive Advertising Rights Secured Across Navi Mumbai Metro Line 1</b>               | <ul style="list-style-type: none"><li>• Awarded by the City &amp; Industrial Development Corporation of Maharashtra Limited (CIDCO Ltd).</li><li>• This landmark Ten-year agreement grants Bright Outdoor exclusive advertising rights across the entirety of Navi Mumbai Metro Line 1.</li><li>• Encompasses all advertising spaces within stations, on pillars, and along viaducts.</li><li>• Represents a substantial advertising inventory of Approx. 85,000 sq. ft.</li></ul> |
| <b>Prestigious "Western Railways - Bulk Advertising Rights" Contract Won</b>              | <ul style="list-style-type: none"><li>• Secured a significant seven-year contract for prime advertising real estate on Western Railways.</li><li>• Entails the development of cutting-edge hoardings across 17,555 sq. ft. of high-visibility locations.</li><li>• Includes the deployment of advanced advertising infrastructure: four state-of-the-art LED displays and seven strategically positioned front-lit static hoardings at high-traffic junctions.</li></ul>           |
| <b>Recognized as "Great Indian IPO Game Changer"</b>                                      | <ul style="list-style-type: none"><li>• Received this prestigious title at the Great Indian IPO Summit &amp; Awards 2024, acknowledging Bright Outdoor's significant impact and innovation in the IPO landscape.</li></ul>   |
| <b>Unveiled latest Digital LED Hoarding in partnership with its joint venture partner</b> | <ul style="list-style-type: none"><li>• This latest Digital LED Hoarding is strategically located at the vibrant Wadi Bunder Junction.</li><li>• Commands attention with its impressive dimensions: standing tall at 30 feet by 25 feet.</li><li>• Positioned at a prime intersection connecting Mumbai's bustling east and west corridors, ensuring high visibility and engagement with thousands of daily commuters.</li></ul>   |
| <b>13 New LED Billboards Launched at Prime Locations</b>                                  | <ul style="list-style-type: none"><li>• Expanded digital footprint with the unveiling of 13 new LED billboards at key locations (Owned &amp; JV Partners):<ul style="list-style-type: none"><li>○ <b>Goregaon ROB:</b> 40 ft X 40 ft (back-to-back)</li><li>○ <b>Kandivali ROB:</b> 35 ft X 35 ft</li><li>○ <b>Ram Mandir ROB:</b> 25 ft X 25</li></ul></li></ul>  |

|  |   |
|--|---|
|  | <ul style="list-style-type: none"> <li>○ <b>Jogeshwari ROB:</b> 30 ft X 30 ft</li> <li>○ <b>ITC Parel:</b> 30 ft X 40 ft</li> <li>○ <b>Lokhandwala Raheja:</b> 40 ft X 40 Ft</li> <li>○ <b>Borivali East:</b> 17 ft X 17 ft</li> <li>○ <b>Borivali West:</b> 15 ft X 6 ft (Back-to-Back 2 Nos.)</li> <li>○ <b>Kalyan Station West:</b> 12ft x 8ft LED screen</li> <li>○ <b>Bandra Station West:</b> 16ft x 9ft LED screen</li> <li>○ <b>Eastern Express Highway:</b> 40ft x 40ft LED screen</li> <li>• Collectively adds 12,569 sq. ft. of Digital Out-of-Home (DOOH) advertising space to Bright Outdoor's portfolio.</li> </ul> |
|--|---|

## 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 400 hoardings nationwide, including ownership of 38 of Mumbai's 85 digital LED billboards (Big Size). Bright Outdoor Media also trades hoardings acquired from government Semi Government & private entities, further strengthening its market presence.

The company offers a diverse range of advertising services, including Railway boards, Cinema slides, Full Train and Bus advertisements, Mobile sign trucks, Kiosks, Gantry, and Vinyl, catering to industries such as Entertainment, Construction, Education, and Government. Its portfolio includes unique solutions like ethnic outdoor advertising and impactful campaigns for over 2 lakh Movies, TV & OTT Serials, Events, Albums etc, over 50,000 Awards & Felicitations, and more than 5000 corporate clients.

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, 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 FY25 the company reported Total Revenue of ₹ 128.05 Cr, EBITDA of ₹ 27.38 Cr, Net Profit of ₹ 19.07 Cr & EPS of ₹13.11.

## 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 Corporate Communication Advisor

|   |  |
|---|--|
|  | <b>Kirin Advisors Private Limited</b><br>Sunil Mudgal – Director<br><a href="mailto:sunil@kirinadvisors.com">sunil@kirinadvisors.com</a> |
|---|--|



|  |  |
|--|--|
|  | <p>+91 98692 75849</p> <p><a href="http://www.kirinadvisors.com">www.kirinadvisors.com</a></p> |
|--|--|

+91 98692 75849

[www.kirinadvisors.com](http://www.kirinadvisors.com)