

signpost

INDIA



largest digital out of home media enterprise

10 offices

275+
team strength

₹282_{CR}
5 yrs. avg. turnover

A3+
crisil rating

ISO
9001:2015

2 million+
advertising
display area



Design

philosophy of aesthetic and inspirational designs to enhance the surrounding landscapes



Technology

Unique AI and analytics platforms to help advertisers measure their investments with authenticated data



Quality

Latest and best in class in line with international standards



CSR

Giving back to community through various initiatives on environment, health and women empowerment

DOOH

Reinventing OOH sector with India's largest digital networks



airport

Redefining visual delight through eye catching displays and latest formats



street furniture

Network of premier bus shelters across high traffic areas



transit

electric mobility for last mile connectivity



conventional

Creatively deigned large formats for high recall value



Inflight entertainment Mojoboxx

360-degree home to home experience through smart device



clients **500+**



awards 150+

- 2019** OOH Media Agency Of The Year 2019 At E4M Neon's OOH Awards
Best Implementation Team Award At EMVIES
- 2020** Most Awarded Agency At Afaqs Foxglove Awards 6th Edition
OOH Media Agency Of The Year 2020 At 9th ACEF Global Awards
- 2021** The Best of Karnataka Award at the Pepper Creative Awards 2021

slides of fame

few case studies



A trio of fearless professional mountaineers performed a highly male-dominated mammoth task of carrying a 70-pound flex, draping it across an 800 sq. ft. billboard and mounting it 35 feet above the ground in the middle of the most traffic-heavy roads in Mumbai.

80
billboards units

28
cities across the
country

120mn
eyeballs captured

12%
Contribution of
campaign to fashion
category

7%
growth in fashion
category

SKECHERS
D'Lites
the ORIGINAL

#OriginalsKeepMoving





Uttarakhand
Simply heaven!



13K⁺ flights

were catered during the campaign period.

1mn⁺ passengers

were reached out

60⁺ media units

played visuals of Uttarakhand





NESCAFÉ
Sunrise

BUS SHELTERS
THAT TALK
Coffee



15%

Traffic in feature outlets

9%

Increase in Street Channel (2018)

150+

Bus Shelters across Tamil Nadu

we are tech-driven

ad tech product suite

a single unified ecosystem
developed for a real world fit



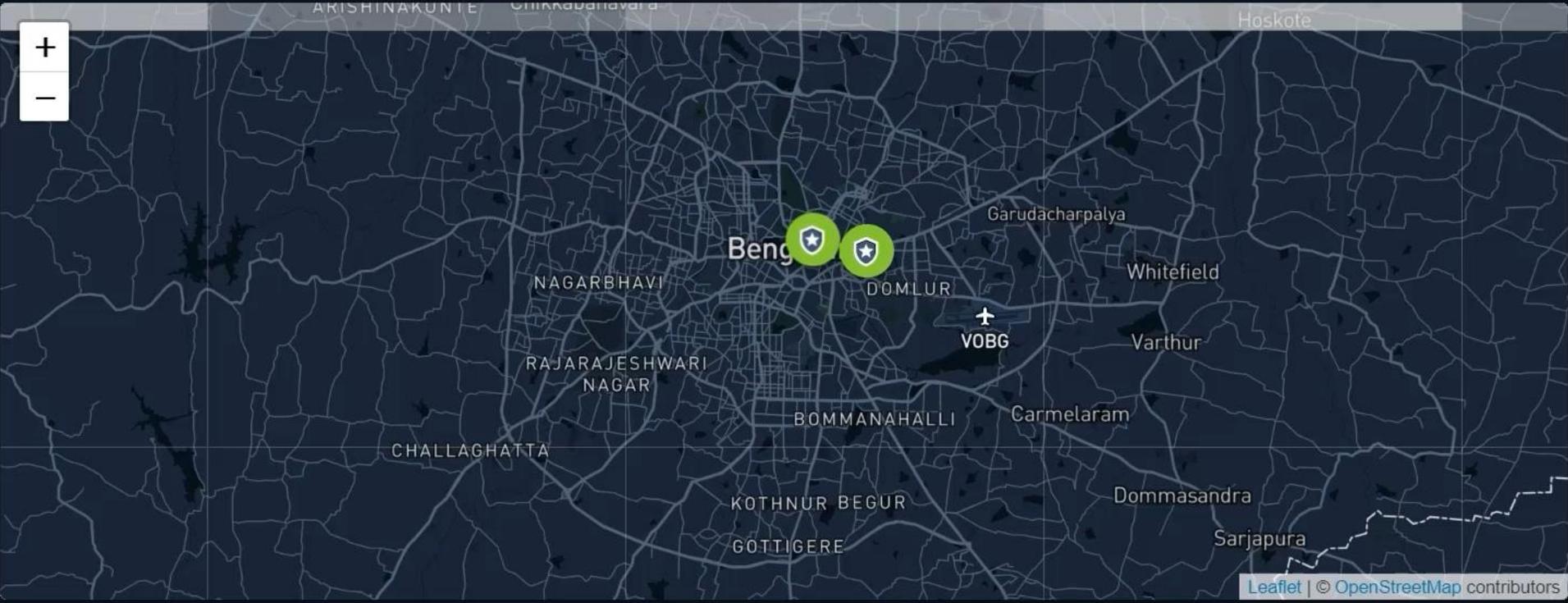
Select Junction

All Jurisdiction

Press Esc to exit full screen

LED Panel Message

LCD Panel Message



No Change
0 s

Signal Waiting Time

Top 5 Junctions
SP/MUM/TT/001

Increased by 45%
109495 ↑

Vehicle Count

Top 5 Junctions
SP/MUM/TT/001

Decreased By 5% from last month
200 ↑

Pending Cases
40 ↓

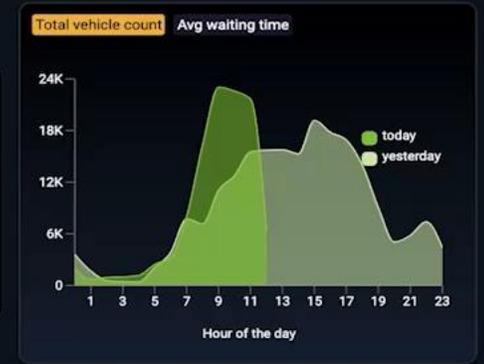
Traffic Violations

RECENT

- 14↑ Speeding Violation
- 1↑ Signal Violation
- 4↓ Crossing Violation
- 0↓ Road Tax Violation

Average Air Quality

78↑ Shankar Mutt1 Increased by 5% from last month	78↑ Shankar Mutt2 Increased by 5% from last month
78↑ Shankar Mutt3 Increased by 5% from last month	78↑ Shankar Mutt4 Increased by 5% from last month
78↑ Shankar Mutt5 Increased by 5% from last month	78↑ Shankar Mutt6 Increased by 5% from last month
78↑ Shankar Mutt7 Increased by 5% from last month	78↑ Shankar Mutt8 Increased by 5% from last month



Traffic Activity Prediction

Shankar Mutt1	Can Increase by 5min on Monday	↑
Shankar Mutt2	Can Increase by 5min on Monday	↓
Shankar Mutt3	Can Increase by 5min on Monday	↑

Low Moderate High

Shankar Mutt1	Very High chance	Can Increase by 5min on Monday	↑
Shankar Mutt2	Very High chance	Can Increase by 5min on Monday	↓
Shankar Mutt3	Very High chance	Can Increase by 5min on Monday	↓
Shankar Mutt4	Very High chance	Can Increase by 5min on Monday	↑
Shankar Mutt5	Very High chance	Can Increase by 5min on Monday	↑



flavour the network

optimum TG = max ROI

work

%
education
IT parks corporates
government institutions



entertainment

%
parks
theatres
night life
f&b
stadiums
clubs
hotels

shop

%
malls
shopping streets
super markets
local markets



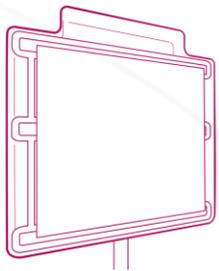
transit

%
metro
bus stations
taxi/rick stands
railway stations
airport

hello to

new dooh

- largest canvas
- flexible network
- long line of DOOH media screens

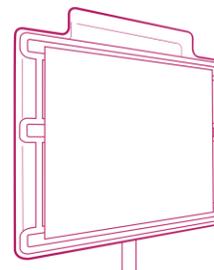


**THE
TIFFIN
TOWERS**

Mumbai

THE SLIDES

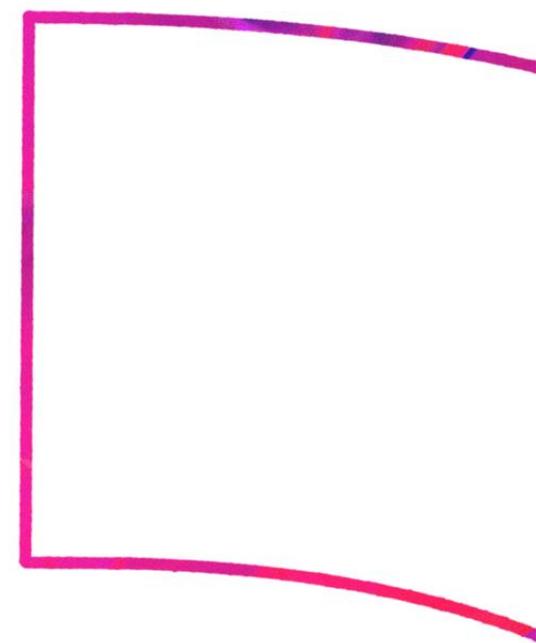
Bengaluru | Delhi



THE TIFFIN TOWERS

synergize ad experience

reinventing the OOH sector of India
with the introduction of India's largest
DOOH screen
Mumbai





THE SLIDES

enhancing brand value

unleashing the potential of brand reach, visibility and value of the advertising revenue
Bengaluru | Delhi

India's 1st digital bus shelter across the country

our city network of Premier bus shelter in high traffic areas, seen at bus shelter and in busy pedestrian areas.



India's 1st DOOH luxury network linked with smart phone

Synced content distribution of adverts, entertainment, culture, news and more, the digital platforms provide an enhanced experience through wi-fi to the shoppers & travelers.



3337
best buses



BEST buses

reach & coverage across
Mumbai MMR

18
hrs. /day

average travel time.

4560
kms/mth

average advertising
of your message
to new audiences on
the move every day.

135%
Mumbaikas

spend more time on
road travel than any
other Asian city



skywalk

online monitoring feed

creatively designed on a larger
format for high recall value.

COO rides System statistics



27.9
Tonnes of CO2
Offset



1,39,400
Kms travelled



9,18,600
Calories Burnt



33,260
Registered Users



56,000
Completed Rides

COO rides

electric mobility for last mile
connectivity

women empowerment
the first OOH project managed & operated by women



*Since January 2019 to date

நம்ம Chennai

Capital of Tamil Nadu, Sixth most populous city in India with more than 10 million population.

Traditional gateway to south India, **3rd most visited in India** and 36th most visited city in the world in 2019.

India's health capital with 45% international visits and 35% domestic visits.

1/3rd of automobile industries based in Chennai, **2nd Largest exporter of IT and BPO services**, Largest hardware electronic exporter in India.

Estimated to grow into a US\$100 billion economy by 2025.

37 richest Indians, 4685 millionaire households, **5th position in India.**



2nd largest
airport hub in South
India

400 flights
per day

19 Aerobridges
10 conveyor belt

2,07,000 sq.mt
floor space

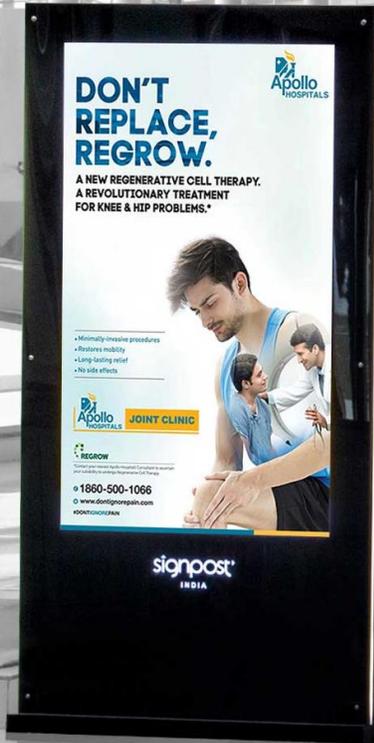
4th Major airport
of India,

Nonstop flights
to 67 destinations
in **16 countries**

Ranked 8th
In Global list for
on time performance

5500000
passengers in 2021





Digital POD'S

Location

Arrival Aerobridge
Pathway, Bus
Arrival, Escalator,
Conveyor belt till
exit terminal

Size:

65" Inch
units : 20 (in network)
slot : 10 sec
Display Loop: 3 Mins

Media Benefits

Synchronised network on panels
coverage, Vibrant and effective style
to display your message with limitless
creativity to broadcast



Mega Screens Network

Location
Conveyor Belts.
Interactive network of Horizontal Screens – Total 4 Conveyor belts each having 3 Double sided screens

Size:
86" Screens.
Units:- 24 Screens
Slot: 10 secs
Display Loop: 3 Mins

Media Benefits
Synchronised network of digital panels stylishly placed on the conveyor belts (Baggage reclaim Area)

Discover a castle on wheels.
Hyundai ALCAZAR.



signpost[®]
INDIA

Iconic Digital

Location

Centre of baggage claim area covering all conveyor belts.

Size:

28 ft. W x 10 ft. H
Units: 1 unit
Display : Digital
Exclusive

Media Benefits

Effective communication with the iconic display with an unmissable opportunity at the baggage area lounge



Spectacular Digital

Location

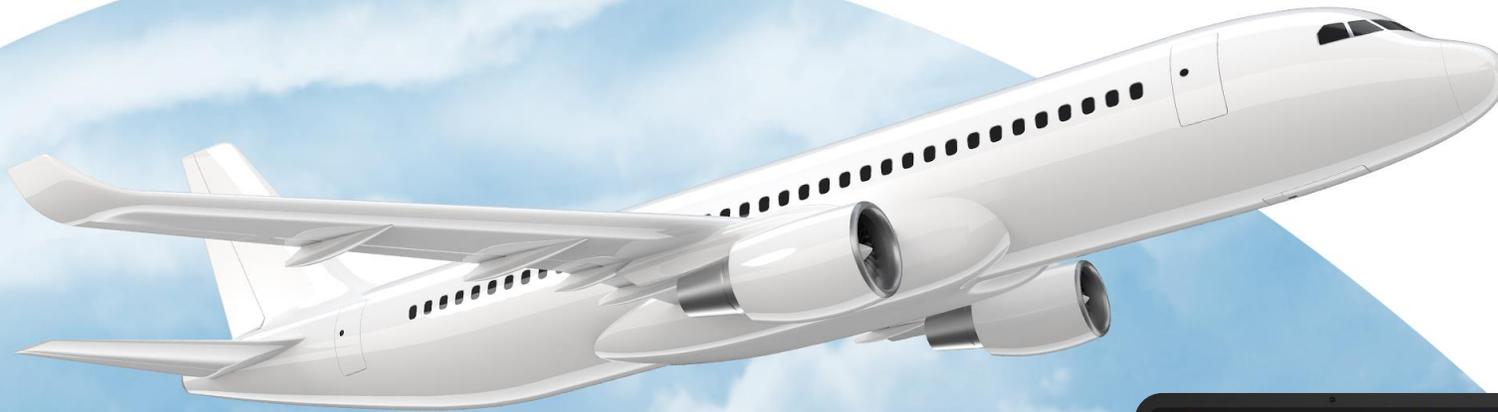
Near Pick Up Canopy
Waiting Area

Size:

24 ft. W x 08 ft. H
Total area : 1152 sq.ft.
Units: 3 ()
Slot: 10 secs
Loop: 1 Min

Media Benefits

Synchronised network of panels capturing 100% audiences at the passenger pick up point outside the terminal



mojoboxx

inflight entertainment

A 360° home to home travel experience

International Leader

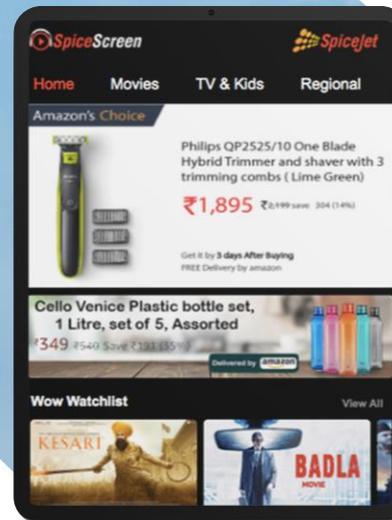
2nd
largest Airline

64
destinations

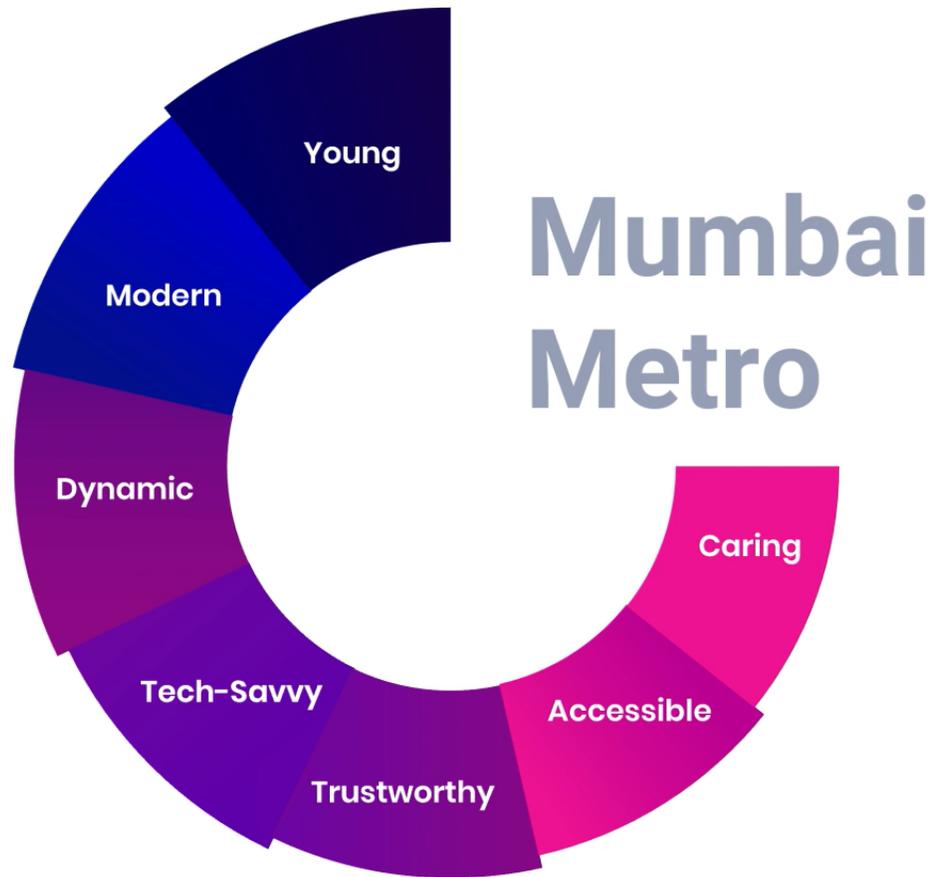
630
daily flights

2.5 M
monthly Flyers

30 M
annual flyers



personality



commuter profile

Millennials

76%

in age bracket 18-34

Educated

70%

are graduates & above

Proficient

94%

Own smart phones

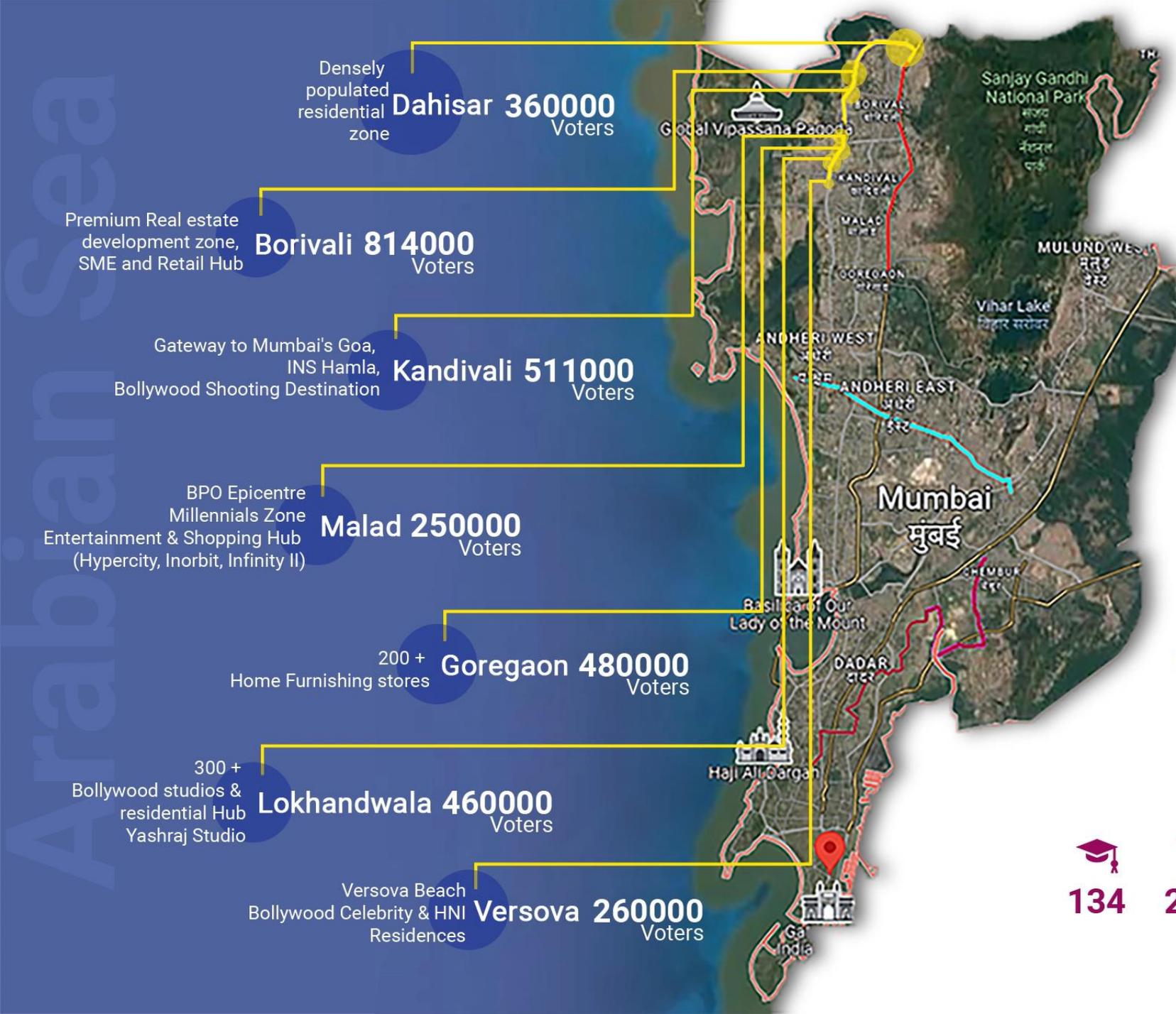
45%

Transact Online

Decisive

27%

Mid/Sr. Level Executives



1* Mio. Floating population
 2BHK Apt. Home Loan EMI 81K*
 2BHK Apt. Investment 13 - 23* Mio.
 3.5* Mio. Voters

महा मुंबई मेट्रो
Maha Mumbai Metro
 signpost INDIA

Family Avg. Monthly Consumption Pattern

Avg. Income : 2 Lacs (1.4 Lacs after Tax)

RENT	₹ 47000
Car	₹ 15000
Education	₹ 4000
Shopping	₹ 15000
Graduation	₹ 25000
Charity	₹ 2500
Mobile	₹ 2500
Shopping Cart	₹ 10000
ATM	₹ 8000

- 134
- 236
- 48
- 123
- 156
- 353
- 323

*Source: UIDAI & Convergence India

*Average

Borivali
250000
Voters
Garden of Suburbs,
Sanjay Gandhi National Park

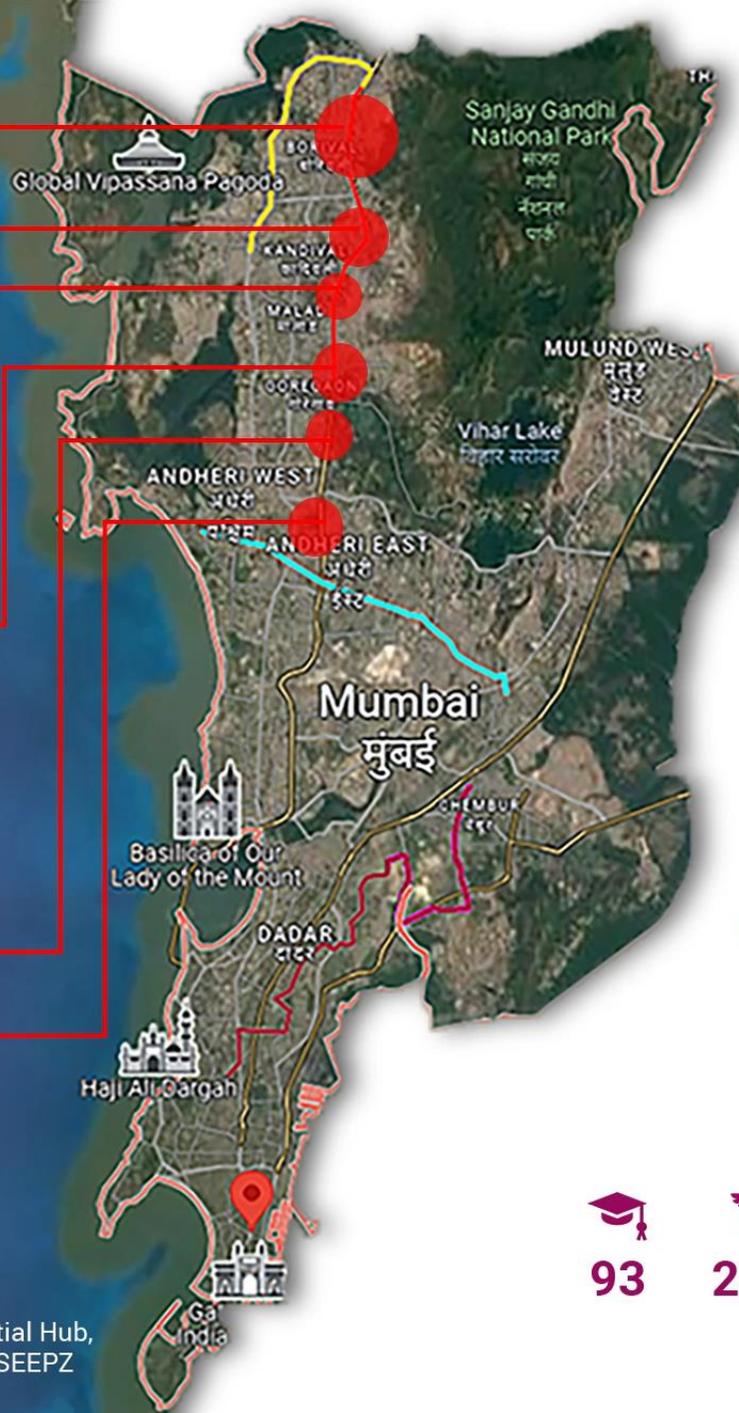
Kandivali
150000
Voters
Upscale Residential Zone,
Thakur and Lokhandwala complex

Malad
100000
Voters
Densely populated
residential zone

Goregaon
181000
Voters
Filmcity studios,
Lungs of Mumbai-Aarey,
Upscale Residences, Oberoi Mall

Jogeshwari
220000
Voters
Expo centre of Mumbai - Nesco,
JVLR, Corporate Hub, Oracle & IT

Andheri
134000
Voters
Corporate and Residential Hub,
International Airport, SEEPZ



1* Mio. Floating population

2BHK Apt. Home Loan EMI 81K*

2BHK Apt. Investment 13 - 23* Mio.

Family Avg. Monthly Consumption Pattern

Avg. Income : 2 Lacs (1.4 Lacs after Tax)

- ₹ 47000
- ₹ 15000
- ₹ 4000
- ₹ 15000
- ₹ 25000
- ₹ 2500
- ₹ 2500
- ₹ 10000
- ₹ 8000

- 93
- 235
- 4
- 116
- 115
- 125
- 291

*Source: UIDAI & Convergence India

*Average

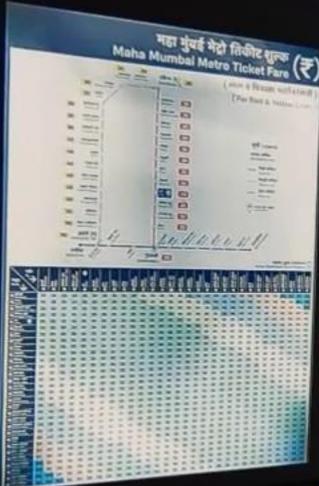
signpost
INDIA

5ft x 8ft

**YOUR
DESIGN
HERE**



YOUR
DESIGN HERE



महा मुंबई मेट्रो टिकट शुल्क
Maha Mumbai Metro Ticket Fare

महा मुंबई मेट्रो
Maha Mumbai Metro

YOUR
DESIGN HERE



दिवोशी
Dindoshi

YOUR
DESIGN HERE



एम एम आर डी ए
MMRDA



Ratio 1:1
**YOUR
DESIGN
HERE**



NEW
EXTRAORDINARY
CLAY
L'ORÉAL

NEW
EXTRAORDINARY
CLAY
L'ORÉAL

Ratio 4:2
**YOUR
DESIGN
HERE**

**YOUR
DESIGN
HERE**

B BHARAT
BILLPAY

B BHARAT
BILLPAY

 महा मुंबई मेट्रो
Maha Mumbai
Metro

 इएमआरडी
IMRDA

दिंडोशी | Dindoshi



slippost
2011

Simple hai. Safe hai.
**AB INDIA KAREGA
BILL PAY, DIL SE.**



**BHARAT
BILLPAY**

Logo icons for various banks and services: SBI, ICICI, HDFC, Axis, Citibank, etc.





फ्लॉट
Platform

2



उद्वाहक
Lift

B BHARAT
BILLPAY

A one stop solution
for all your bill payments



ELECTRICITY



GAS



LANDLINE



WATER



DTH



INSURANCE



FASTAG



NO SMOKING



NO EATING OR DRINKING



NO SHOES



NO MOBILE PHONES



आवृत्त शक्ति
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**BHARAT
BILLPAY**

B

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**YOUR
DESIGN
HERE**

**YOUR
DESIGN
HERE**

**YOUR
DESIGN
HERE**

**YOUR
DESIGN
HERE**



**YOUR JOURNEY
STARTS BETTER
FROM HERE**

signpost
The B.E.S.T

signpost
**YOUR JOURNEY
STARTS BETTER
FROM HERE**

The B.E.S.T



**YOUR JOURNEY
STARTS BETTER
FROM HERE**



The B.E.S.T

**YOUR JOURNEY
STARTS BETTER
FROM HERE**



The B.E.S.T

**YOUR JOURNEY
STARTS BETTER
FROM HERE**



The B.E.S.T





Idea

The structure represents dynamic, vibrant, and youthfulness to cityscape. The smart public social space "Shelter" will enrich the life of pedestrians & commuters while maintaining brands identity to blend continuity and modernity.

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Mumbai Welcomes G20 Delegates

G20
भारत 2023 INDIA
वसुधैव कुटुम्बकम्
ONE EARTH • ONE FAMILY • ONE FUTURE

signpost INDIA

मंत्रालय

वेस्ट

MANTRALAYA

वेस्ट

101, A-106, 108
104, B-104, 106

MANTRALAYA

signpost INDIA

G20
भारत 2023 INDIA
वसुधैव कुटुम्बकम्
ONE EARTH • ONE FAMILY • ONE FUTURE



Mumbai
Welcomes
G20 Delegates

G20
भारत 2023 INDIA
सुनिश्चित भविष्य
SUNSHINE - SURE PROGRESS - SURE FUTURE

मंत्रालय **वेस्ट** MANTRALAYA

102, A-106, 108
103, B-104, 106

STOPS	Distance
...	...

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INDIA



THE SLIDES

MANTRALAYA

signpost

मंत्रालय

10

बेस्ट

MANTRALAYA

signpost
INDIA



- Tactile floor for visually impaired
- Leaning Bar
- Tiered seating
Specially designed for personal space & impossible to sleep
- Video Analytics Camera
- Bilingual Advisories
- Extended Roof
(Six feet Toughened Glass)
- Retro Reflective Floor Graphics
- Anti-Skid Floor
- Smart Digitized Display
- Color signifies sustainable mobility





विल्सन कॉलेज

signpost
INDIA

(1869 - 1948)
Mahatma Gandhi
"Be the change you want to see in the world."
Jayanti

RETO
BUS
KART

signpost
INDIA

signpost
INDIA

HINTERLAND H2H

building smart villages through the
Digital India initiative

Un-Connected but connected Village

- Wireless Education, Entertainment and Social Wellness in Community
- Training & Development @ Home - Wi-Fi News Story of the Month.Wi-Fi Movie of the Week.
- Group Learning Mother-Child Group Tuition Study

livebyt'es

link Bharat

a multi - dimensional automation offering a full - range dynamism of brand equity is ready to wow in 10 minutes



digital signages

creating an enthralling and breath-taking visual experience



transforming the regular primary signage into a visual delight with dynamic digital displays

- digital POS displays (primary signage) – outdoor LED media wall
- indoor LED / LCD video wall
- hanging LED displays
- digipods – free standing digital displays
- outdoor mesh for glass facades

#StayHomeGoDigital



24





conventional media

Our portfolio of large format billboards in highly visible roadside locations across the cities. These illuminated sites are synonymous with traditional Out of Home advertising and are the perfect large Reach format to drive brand awareness.

CSR giving back to the community

Sraboni Foundation

driven with an objective to empower girl child education & upscale women

providing shelter & support

build the backbone for women welfare, education & living

economic development



#go4streets

a street photography contest for a cause

4 week contest with pan-India participation

2500+ entries

shortlisted to showcase on DOOH



blood donation camp

the Drive for a Better tomorrow!

110 employees

48350 ml

7 cities



save the tiger

an initiative to support the national animal of India

100+ brands

1 lac+ pug marks pasted

1 lac engagement per day



Dil Se Dosti

initiative to create awareness on world heart day

4 cities participated

4 hospitals joined us

300+ participants



coo

public bicycle sharing Thane

supporting women empowerment, this project is completely handled by women employees



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 [SignpostIndia](https://twitter.com/SignpostIndia)

 [company/signpost-India](https://www.linkedin.com/company/signpost-India)

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INDIA

call

1800 120 24 25 26

BOM

202, Pressman House,
70, Nehru Road,
Vile Parle East

DEL

250, Modi Mill
Compound,
Okhla Phase III

BLR

18, Yellamman
Koil Street,
Beside Hotel
Conrad

MAA

Century Plaza 3B,
3rd floor no-526
Anna Salai,
Teynampet

PNQ

SNO 26/2, Shivdham
Narveer Tanajiwadi,
Shivaji Nagar

CCU

Ergo brilliant tower,
Unit - 1605, Bidhannagar,
Salt lake City,
Electronics Complex

NAG

C-5th Floor, Poonam
Plaza, Palm Road,
Civil Lines