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LEADER IN SPOTLIGHT
Changing the skyline:
Women leading
the future of OOH
advertising



The new intelligence of OOH: Why the medium is entering its most powerful decade

Haresh Nayak

The leader rewriting the rules of outdoor advertising



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FROM THE FOUNDERS' DESK



Ashish Srivastava (L) and Anupam Gupta (R), Founders, Bharat Network Group (BNG)

Building tomorrow's skylines with bold ideas

Dear Prime Reader,

Every great industry has a defining moment — a pivot point where tradition meets transformation and the familiar gives way to the extraordinary. For Out-of-Home (OOH) advertising, that moment is not approaching. It is already here.

When we set out to curate this special March Edition of **The Founder Media**, we did not simply want to document the evolution of OOH. This edition of The Founder Media goes beyond chronicling change. It captures a movement. A reinvention. A bold reimagining of how brands connect with people in public spaces.

The outdoor canvas has always

been one of the most democratic and powerful forms of communication. It does not sit behind paywalls or algorithms but instead meets people where they are. As technology supercharges this medium, we believe OOH's best days are not behind the billboards of yesterday but written across the smart screens of tomorrow.

As we look ahead, one thing is clear: OOH is not just evolving; it is accelerating. And those who build boldly today will define the skylines of tomorrow.

Here's to ideas that rise higher, screens that shine brighter, and a medium that refuses to stand still. ■

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EDITOR'S CORNER

Screens that speak smarter

Dear Reader,

Out-of-Home advertising is not evolving quietly. It is accelerating. What once stood tall as static billboards has transformed into dynamic, data-driven storytelling engines. This March edition of **The Founder Media** takes you to a defining chapter for Out-of-Home advertising — one where tradition does not fade but evolves. The billboard hasn't disappeared; it has awakened. Screens are smarter. Messaging is sharper. And data is no longer optional but is foundational.

From programmatic precision and smart LED networks to contextual creativity powered by real-time analytics, today's OOH ecosystem blends scale with strategy and visibility with accountability. It's no longer about occupying space but about activating it.

In this March edition, meet the leaders who are redefining how cities communicate. Visionaries who see screens not as surfaces, but as experiences. Builders who understand that attention in public spaces is earned through relevance, not just reach.

OOH has always been democratic. Now, it's becoming intelligent. And as innovation reshapes this medium, one truth remains clear: the brands that win tomorrow will be the ones bold enough to build differently today. *Attention is earned in public, and innovation decides who wins it.*

Aishwarya Saxena

Sr. Associate Editor

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**Celebrating
the thinkers
and builders
redefining how
brands show up
outdoors**

The new intelligence of OOH: Why the medium is entering its most powerful decade

Haresh Nayak, Founder & CEO, Connect Network Inc., reflects on the resurgence of Out-of-Home advertising as a trusted, culturally rooted, and technology-enabled medium in the modern marketing landscape

EVERY ERA of advertising has had a defining medium. Print shaped brand storytelling in the early decades. Television created the age of mass persuasion. Digital introduced precision targeting and algorithmic advertising. But as we move deeper into a world of fragmented attention, growing privacy concerns, and

digital ad fatigue, something remarkable is happening. One of the oldest advertising mediums is quietly becoming one of the most powerful again.

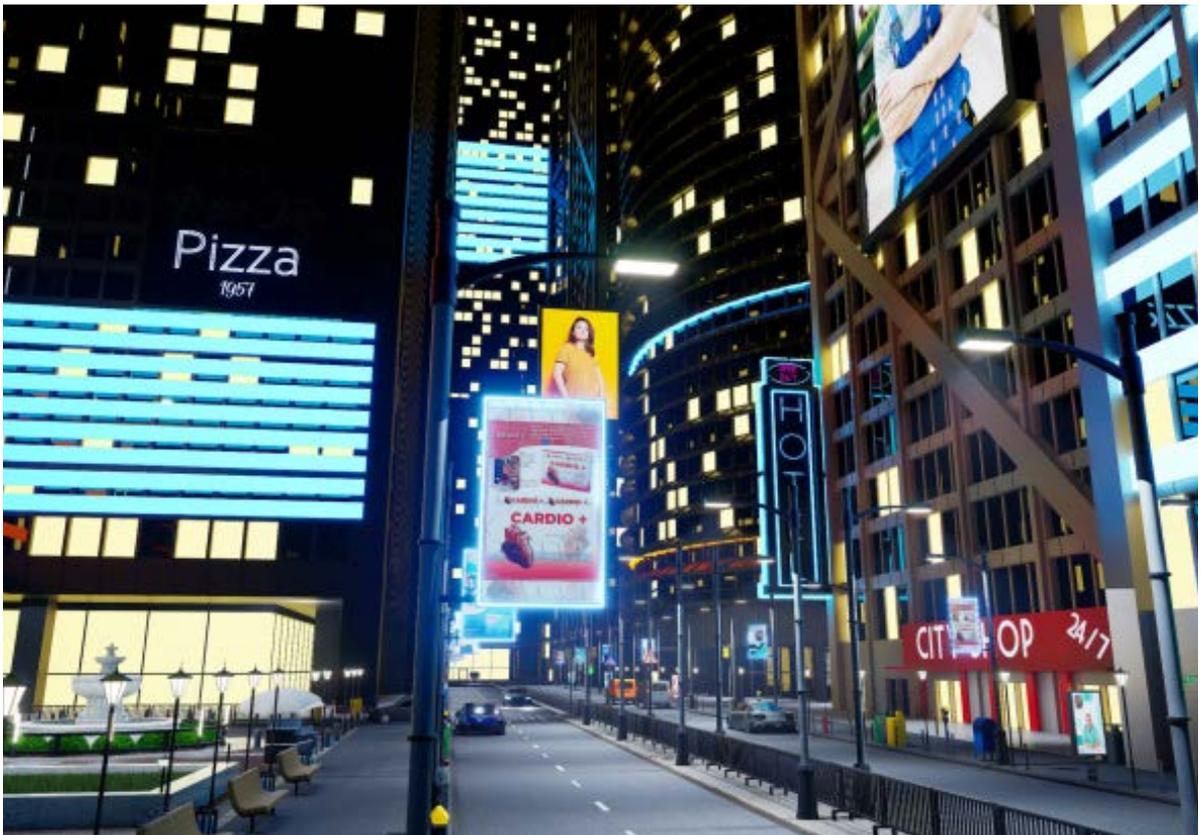
Out-of-Home advertising is entering its most intelligent and influential phase in history. The reason is simple: OOH today sits at the intersection of physical presence, data intelligence,

cultural relevance, and public trust. When these forces come together, the medium evolves far beyond traditional billboards, it becomes an integral part of how brands interact with real-world environments.

The next decade will not simply be about more outdoor inventory. It will be about smarter outdoor ecosystems.



When brands design campaigns that reflect these cultural realities, OOH becomes far more than a visibility medium; it becomes a cultural connector



Trust: The currency modern advertising is losing

Consumers today live inside an environment saturated with advertising. Every scroll, swipe, and click triggers another promotional message.

But the more aggressively brands pursue attention online, the more consumers build resistance to it. Ad blockers, content fatigue, and skepticism toward hyper-targeted messaging are becoming common behaviours.

OOH operates differently. Outdoor advertising does not

interrupt content. It exists naturally within the physical world on streets, transit systems, marketplaces, and city landmarks. It is visible, unavoidable, yet remarkably non-intrusive. This subtle distinction is its true power.

OOH communicates with people while they are living their lives, not while they are navigating screens. As a result, it continues to enjoy some of the highest credibility levels among advertising mediums globally.

In an age where trust is eroding across media platforms, OOH offers brands something

invaluable: authentic presence in the real world.

From billboards to intelligence networks

For many years, outdoor planning was driven by a relatively simple equation, visibility and traffic flow. Prime roads meant prime media.

But the transformation of the medium is now accelerating rapidly. Advancements in mobility analytics, artificial intelligence, and geographic intelligence systems are enabling planners to move from estimating traffic to understanding

movement behaviour. Instead of asking how many people pass a location, planners can now ask far more meaningful questions:

Where are these audiences coming from?

Where are they going?

What are their consumption patterns?

This shift fundamentally changes the role of outdoor media.

OOH is evolving from a location-based medium to an intelligence-led platform where site selection, creative messaging, and timing can be optimized based on real-world

behavioural patterns. For sectors like automotive, financial services, retail, and consumer goods, this transformation unlocks entirely new strategic possibilities.

Outdoor advertising can now influence decision journeys across mobility corridors, retail districts, and lifestyle hubs with far greater precision than ever before.

In essence, the billboard is becoming part of a larger urban intelligence network.

Culture: India's most powerful creative canvas

India presents a uniquely

complex marketing landscape. It is not one market; it is a mosaic of languages, traditions, festivals, and regional identities. What resonates culturally in one city may feel distant in another. This is where OOH holds a remarkable advantage. Outdoor media lives inside the local environment. It shares space with community landmarks, markets, temples, stadiums, and everyday life. When brands design campaigns that reflect these cultural realities, OOH becomes far more than a visibility medium; it becomes a cultural connector.



■ COVER STORY

Regional typography, local humour, festival-led storytelling, and contextual creativity allow outdoor campaigns to feel deeply relevant to communities. For brands seeking to build emotional equity in India, this ability to design communication around local culture is a strategic superpower.

The future of OOH creativity will belong to campaigns that understand not just geography but cultural geography.

Sustainability: The responsibility that cannot be ignored

As the industry celebrates innovation

and expansion, it must also confront a difficult but necessary question: what is the environmental footprint of outdoor advertising?

Traditional PVC-based printing materials have long posed sustainability challenges. With the scale of outdoor campaigns expanding across cities and highways, the environmental implications are significant.

Encouragingly, the industry is beginning to explore more responsible alternatives; from recyclable polyethylene-based substrates to eco-friendly

inks and reusable display structures. But real progress requires industry-wide alignment.

Agencies, media owners, printers, and brands must collectively move toward materials and production processes that reduce environmental impact. Sustainability cannot remain an optional initiative; it must become a core design principle for the future of outdoor advertising. If OOH is to remain a visible and respected medium in public spaces, it must also become a responsible one.



Encouragingly, the industry is beginning to explore more responsible alternatives; from recyclable polyethylene-based substrates to eco-friendly inks and reusable display structures. But real progress requires industry-wide alignment



Programmatic OOH: The next evolution

Few developments have generated as much discussion in recent years as programmatic OOH. Globally, programmatic systems are enabling dynamic content, real-time buying, and automated campaign optimization. India's journey will likely follow a different path; shaped by its diverse infrastructure, rapidly expanding digital screens, and fragmented media ownership.

The real opportunity lies not in copying global models, but in creating India-specific programmatic ecosystems that combine digital

innovation with the scale of traditional OOH. As inventory becomes more standardized and data integration improves, outdoor media will increasingly connect with broader omnichannel planning frameworks.

The result will be a more transparent, flexible, and measurable outdoor ecosystem.

The next decade of OOH

Cities are evolving. Mobility is evolving. Consumer behaviour is evolving. And OOH is evolving with them. The medium that once represented static visibility is now becoming a dynamic intersection

of urban movement, cultural storytelling, technological intelligence, and sustainable infrastructure.

For brands navigating a fragmented media landscape, this transformation presents a compelling opportunity. Because in a world dominated by screens, algorithms, and digital noise, the most powerful brand messages may still be the ones that appear in the real world, at the right place, at the right moment, in front of real people.

And that is why the next decade may well belong to Out-of-Home advertising. ■

Minimalism vs Maximalism in OOH creative

In OOH, the oldest creative question still has no easy answer like how much is too much, and how little is too little? **Aishwarya Saxena** speaks with **Rajesh Radhakrishnan, Co-Founder & CMO, Vritti Solutions Ltd., Mangesh Shinde, Co-Founder and MD, Osmo, and Emraan Kureshi, Founder and MD, Active Media Innovations**, to explore where the answer lies

Say less, mean more: The case for creative discipline in OOH

In a world obsessed with doing more, more screens, more motion, more noise, Rajesh Radhakrishnan makes a quiet but powerful argument for doing less. As Co-Founder & CMO of Vritti Solutions Ltd., he operates in markets where the battle for attention is real, raw, and deeply human. His

perspective on OOH creativity cuts through the clutter with the same principle he swears by: clarity, emotion, and relevance.

In a crowded market, minimalism cuts through

While a lot of this debate is centred around urban clutter, our reality is slightly different. Our primary markets are rural and semi-rural India, and

it's a myth that these environments are clutter-free. In fact, rural India is a huge, highly competitive attention market with its own form of clutter — visual noise, announcements, hoardings, and word-of-mouth communication all happening simultaneously.

In such an environment, minimalism cuts through far more



**We believe that in the
race for attention, clarity
will always outlast noise**

- Rajesh Radhakrishnan,
Co-founder & CMO, Vritti
Solutions Ltd.

■ INDUSTRY LENS

effectively. If you look at our medium itself, Audiowala Bus Stand, we operate through 15–20 second audio spots, where a brand's message has to be delivered clearly, creatively, and memorably in a very short span.

What also works in our favour is that our medium is not purely advertising led. It functions primarily as a Passenger Information System, announcing bus arrivals and departures. Advertising becomes a natural extension of trusted information, not an interruption.

For the audience we

cater to, emotion-driven, simple, and relatable messaging resonates far more than visual or messaging overload. Minimalism, when done right, becomes powerful — especially when the audience feels spoken to, not shouted at.

Restraint or excess? The only yardstick that matters

There is no one-size-fits-all approach to this. The evaluation of a creative idea differs from segment to segment, geography to geography, and audience to audience.

The single most important yardstick

is this: Is the message reaching the target audience effectively and being understood in the intended way?

In outdoor environments, especially in transit locations like bus stands, time, attention span, and context are limited. Creative excess may look impactful, but if it confuses the message, it fails. Similarly, restraint should not mean dilution.

For us, the success of creativity is measured by clarity, recall, and relevance — not by how loud or elaborate it looks or sounds.





When creative aligns with how people are moving and how they are feeling in that moment, it earns attention naturally

- Mangesh Shinde, Co-Founder and MD, Osmo Advertising

The minimalism myth: It actually costs more creativity

Absolutely and this is one of the most common misconceptions in OOH. Minimalism actually requires more investment in creativity, not less. The ability to communicate more by saying less is one of the hardest creative challenges. When you have fewer seconds, fewer words, or fewer visual elements, every detail matters.

On the other hand, maximalism is often mistaken for impact. Volume does not guarantee effectiveness. Today, we have seen and executed campaigns that are limited to just one state but are successful because they address the need.

Brands need to correct these perceptions by:

- Understanding local insights deeply
- Acknowledging that attention spans are shrinking rapidly
- Adapting to changing consumption habits, especially in transit and rural spaces

Today's audience doesn't reward noise — they reward clarity, emotion, and relevance. Brands that internalise this shift will win.

The ABCDE framework: Where discipline meets creativity

Creative discipline is critical, especially in OOH, where exposure time is limited and distraction is high.

At Vritti Solutions, a structured ABCDE framework guides every campaign:

- **A – Assessing the brand objective:** Why is the brand communicating, and what outcome is expected?
- **B – Brand features:** What core proposition or differentiator needs to be highlighted?
- **C – Consumer insights:** Who is the audience, and what truly matters to them?
- **D – Data:** Past performance, audience behaviour, and contextual relevance
- **E – Execution:** Translating all of the above into a clear, compelling, and disciplined creative output

This discipline ensures that even when creativity is bold, the core brand message remains intact and undiluted.

The future of OOH: Guide attention, don't overwhelm it

I see the future clearly moving towards a balance of both, and

in many ways, this evolution has already begun. Our medium, Audiowala Bus Stand, already features simple jingles for brand communication alongside rich visuals on LED screens.

Audiences today are exposed to multiple stimuli at once. If creativity is overly simplistic, it risks being ignored; if it's overly layered, the audience gets lost. The sweet spot lies in strong simplicity supported by meaningful layers.

The goal of OOH creativity going forward will be to guide attention, not overwhelm it. Brands that strike this balance — where creativity enhances comprehension rather than competes for attention — will stand out in the long run.

A human perspective on what truly gets noticed

Out-of-Home advertising has always been a physical medium in real world. It lives where people are on the move i.e. on roads, at traffic signals, outside offices, near homes, in transit corridors, in buzzing commercial hubs. Unlike digital media, where a user chooses to engage, OOH



We believe attention is not won by volume alone — it is won by clarity of intent

- Emraan Kureshi, Founder and MD, Active Media Innovations

■ INDUSTRY LENS

appears naturally within the environments. It has a few fleeting seconds to make an impression. And in those seconds, creative choices matter immensely to convert that passing glance into brand moment!

Today, the industry finds itself debating two powerful approaches: minimalism and maximalism. Should brands strip messaging down to the bare essentials? Or should they create bold, layered, immersive

visual spectacles that dominate urban landscapes?

Mangesh Shinde, Co-Founder and MD, Osmo believes that answer isn't about picking a side. It's about understanding people.

The beauty of minimalism: Respecting the passing moment

Imagine driving on a busy highway at high speed. Your eyes are scanning for signals, brake lights, lane

changes, pedestrians. Meanwhile, the co-passengers are talking, checking directions, reacting to traffic. Attention inside a moving vehicle is shared and not singular. The brain is constantly filtering what matters most in that split second. Now imagine a billboard in that field of vision. If it has too many words, multiple images, complex typography and competing visual elements, the mind simply moves on. Not



because the brand is irrelevant but because the brain prioritizes clarity over complexity. Minimalism works because it respects that cognitive reality. A single bold visual. A sharp, high-contrast headline. Strong brand presence. Nothing unnecessary. Brands like Apple have demonstrated how powerful restraint can be. Often, a product silhouette and logo are enough to create impact. The silence around the message amplifies it. Minimalist OOH does not mean saying less. It means saying the most important thing. Simplicity is not just aesthetic preference; it is functional design.

The energy of maximalism: Creating a moment worth pausing for

But cities are not only open highways as traffic crawls quite common. They are also social spaces; commercial districts, retail hubs, airports, transit hubs where people walk, wait, meet and observe. In such environments, attention behaves differently.

Here, maximalism can shine. When dwell time increases, the audience is more open to exploration. A 3D extension, layered



The medium dictates the tempo. Billboards reward precision. Large-scale installations reward experience. The creative choice must serve how the audience encounters the message

storytelling, interactive screens or playful copy can convert a passive glance into active engagement.

Maximalism works when it feels intentional not chaotic. It invites curiosity. It rewards attention. It creates shareable moments.

But maximalism without environmental sensitivity becomes clutter. And clutter rarely wins attention. Modern cities are dense with messages. Storefront signage, traffic boards, digital screens, architecture and personal devices all compete for the same human focus.

The challenge for OOH is not visibility alone. It is noticeability.

Two sites with identical traffic counts can produce completely different results based on viewing angles, speed, surrounding clutter, and lighting. In one environment, a minimalist execution might cut through beautifully. In another, it may fade into the background.

This is where creative decisions must move beyond taste and trend. They must be rooted in context and knowing the noticeability quotient of OOH assets. How fast are people moving? Are they walking or driving? How long is the exposure window? What else is in their visual field? Attention is not just a function of speed & field of vision. It is also a function of emotion, urgency and intent. Hence in OOH, content alone always does not win. Context

■ INDUSTRY LENS

amplifies content. When creative aligns with how people are moving and how they are feeling in that moment, it earns attention naturally.

Human attention is influenced by contrast, motion, shapes, familiarity and simplicity. We notice bold shapes before small details. We process images faster than text. We recognize logos before taglines.

Minimalism aligns naturally with these tendencies. Yet maximalism can also capture attention and invite deeper focus second provided hierarchy is clear.

The real art lies in balance. Because in

the end, we are not designing for billboards. We are designing for people on the move.

Why OOH creativity is about knowing when to whisper and when to roar

In a world where every brand is fighting for a fraction of a second's attention, Emraan Kureshi offers a different lens. As Founder and MD of Active Media Innovations, he doesn't see OOH creativity as a choice between minimalism and maximalism but sees it as a question of mastery. His philosophy is sharp, uncompromising, and rooted in one belief: the

right intensity, for the right idea, at the right moment.

Clutter rewards contrast, not more clutter

Clutter does not demand more clutter — it rewards contrast. In a chaotic cityscape, minimalism can feel like silence in a shouting match; it earns attention because it is rare. However, minimalism only cuts through when it is bold in intent. A small idea executed quietly disappears. A big idea expressed simply dominates.

Visual overload, on the other hand, can work but only when it



is orchestrated chaos with a clear focal point. Attention is not won by volume alone; it is won by clarity of intent.

The three-second test: How to choose between restraint and excess

I ask one question: what is the one thing people must remember? Outdoor is consumed in motion from a car window, a pavement glance, a red light pause. If the idea can be understood in three seconds, restraint is usually the answer. If the idea thrives on immersion, spectacle, or environmental storytelling, then controlled excess may elevate it.

The medium dictates the tempo. Billboards reward precision. Large-scale installations reward experience. The creative choice must serve how the audience encounters the message.

Shifting the conversation from execution to effectiveness

Absolutely. Minimalism is often misread as 'simple' rather than 'disciplined.' And maximalism is often mistaken for bravery when it may simply be busy. Brands must shift the conversation from execution to effectiveness. Show the



thinking. Demonstrate how a distilled idea increases recall. Use data, case studies, and consistency to prove that clarity drives memory. Impact is not measured by how much you show but by how much is remembered.

One voice, no matter how loud

Creative discipline is everything. Maximalism without hierarchy is decoration, not communication. Even the most layered visual execution must guide the eye and anchor the brand unmistakably. If the logo, proposition, or distinctive asset is fighting for survival within the design, the execution has failed. Discipline ensures that even the loudest expression still speaks with one voice.

The future belongs to intelligent contrast

The future belongs to intelligent contrast. As cities become more digitized and screens more dynamic, we will see richer visual layering like motion, depth, interactivity. But alongside that, the sharpest ideas will still be startlingly simple. Technology expands possibility; it does not replace clarity.

The brands that win will be those who know when to whisper, when to roar, and when to do both with purpose.

Creativity in OOH is not about minimalism versus maximalism. It is about mastery — choosing the right intensity for the right idea at the right moment. ■

Reinventing visibility in the age of distraction

Saibal Gupta, Founder & CEO, Xperia Group talks with **Aishwarya Saxena** on how OOH has evolved from traditional billboards to AI-driven, programmatic digital screens, and why technology, creativity, and sustainability are shaping its next phase

How has the journey from traditional billboards to data-driven digital screens reshaped the core value proposition of OOH?

OOH advertising is an art form that has provided visual stimulation and brand awareness since the pre-modern era. While OOH has existed as long as civilization itself, commercial advertising in India began with film banners and posters. During the British industrial period,

the need for commercial billboards grew, leading to the rise of painted signs in the 18th century; these became prominent in India by the early 20th century.

Between 1994 and 1998, digital flex printing revolutionized the industry, replacing hand-painted boards. Today, we are transitioning to Digital Out-of-Home (DOOH) using LED and smart technologies. Throughout these phases, the core value has remained consistent:

to narrate a brand's story or social message through powerful visual stimulation that effectively captures public attention.

What creative principles ensure that digital outdoor campaigns remain impactful despite shorter attention spans?

Impact in a low-attention environment is only possible through "disruptive storytelling." This involves integrating



OOH is more than just advertising; it often functions as "street furniture" that enhances a city's aesthetic

■ INTERVIEW

technology with high-level creativity, such as attractive copy, LED tile innovations, and anamorphic (3D) content. Furthermore, impact is driven by programmatic relevance—using weather-based, location-based, or time-specific content to ensure the message is always contextually appropriate for the viewer.

How does programmatic DOOH (PDOOH) change how brands plan, buy, and optimize media compared to legacy models?

The ecosystem is the deciding factor, and it is still being

reinvented daily. While Western markets have fully embraced programmatic buying and selling, the ecosystem in Southeast Asia is still maturing. Currently, Supply-Side Platforms (SSPs) in this region focus more on data-driven content management under the PDOOH label.

In India, some media owners are hesitant to adopt PDOOH due to the lack of a standardized ecosystem. However, AI tools are already providing immense value in the planning stage through data support. The next step is the full development of

automated buying and selling once the local ecosystem stabilizes.

What opportunities does Tier-2 and Tier-3 urban expansion present for digital outdoor innovation?

India is now divided into three segments: India 1, India 2, and India 3; the traditional "Urban vs. Rural" divide is disappearing as rapid urbanization hits every state. Digital screens are already being installed in smaller towns, though it may take another decade to become a universal standard. Currently, various State Urban Development ministries are creating bylaws to regulate





this growth. To truly unlock this potential, the government should implement simplified laws and attractive commercial incentives to promote digital assets in Tier-2 and Tier-3 cities.

Why is innovation increasingly driven by technology partnerships rather than media ownership alone?

Technology evolves too rapidly for media owners to manage alone. Customizing technological innovations for every specific campaign requires massive capital expenditure (CAPEX) and specialized management. It is often unfeasible for a media owner to invest the necessary energy and finances into R&D for every individual project. Consequently, media agencies have

Currently, various State Urban Development ministries are creating bylaws to regulate this growth. To truly unlock this potential, the government should implement simplified laws and attractive commercial incentives to promote digital assets in Tier-2 and Tier-3 cities

taken the lead, acting as the bridge that integrates creativity and technology through strategic partnerships to ensure better campaign performance.

Why is sustainability becoming a defining factor in outdoor infrastructure?

OOH is more than just advertising; it often functions as "street furniture" that enhances a city's aesthetic. Media owners play a vital role in urban sustainability. For example, in Karnataka

and several other states, the use of eco-friendly fabric instead of PVC flex is now mandatory.

We are also seeing the rise of solar-powered billboards. Taking inspiration from international examples like Peru—where billboards help filter air pollution—we have the opportunity to develop similar infrastructure in high-AQI cities like Delhi or Kolkata to serve the community while delivering a message. ■

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Building a data-led future for OOH: Inside LOCAD's AI-powered media ecosystem

Rishabh S Mehta, CEO and Founder, LOCAD, shares with **Aishwarya Saxena** about the journey of transforming traditional Out-of-Home advertising into a fully integrated, AI-driven media ecosystem

What role does AI and data analytics play across various LOCAD's platforms and how is it transforming traditional OOH into a data-driven ecosystem?

AI and data analytics are the core engines powering LOCAD's end-to-end ecosystem, transforming static traditional Out-of-Home

(OOH) advertising into a dynamic, data-driven powerhouse. Our LOCAUDIT.AI platform leverages AI extensively for real-time campaign verification, detecting creative accuracy and site compliance, eliminating manual audits that plague the industry. Our latest product LOCEARN is an industry game changer

wherein we have over 20,000+ decentralized feet on street to offer unparalleled 3rd party audit system at scale in the country! LOCEARN also is a unique app that not only provides 3rd party audit on demand but help in generating income and employment for people across the country.



We aim for substantial market share in data-led OOH, prioritising profitability and global exports

■ INTERVIEW

Please elaborate your journey since inception till now and what is the focus area moving forward?

LOCAD began in 2015 as a modest OOH audit platform in Delhi and Singapore, addressing fraud and opacity in India's fragmented ₹5,000+ Cr OOH market. Over a decade, we've evolved into a full-stack digital-first Media Tech Company, expanding from LOCAUDIT.ai's on-demand verification to an integrated OOH-DOOH suite i.e: Transit Media Platform (cabs, buses, auto, metro, e-rickshaws, airlines), Programmatic DOOH (60,000+ screens), PLANO.ai for data driven OOH planning, LOCAD Influns for influencers – 1mn+ Nano and Micro Influencers, LocEarn

for decentralized monitoring, and hyperlocal mobile advertising via LOCAD programmatic In App AdPlatform. Key milestones include DPIIT startup recognition pursuits, partnerships with governments and political parties, and geographic scale to SEA/Australia and SL, serving top global brands and agencies. Moving forward, our focus is AI-deepening: enhancing pDOOH programmatic bidding, launching advanced attribution via LOCAD Influns platform (1M+ nano/micro influencers) for authentic and real engagement. By 2027, we aim for substantial market share in data-led OOH, prioritising profitability and global exports.

What are the critical metrics that matter most for DOOH performance reporting and why?

The most critical DOOH performance metrics are Impressions (verified views via AI cameras), Dwell Time (average engagement duration), Attribution Lift (visitation/sales increment post-exposure), and Cost-Per-Engaged-User (CPEU). Impressions ensure scale, but dwell time (>15s) gauges attention; attribution via location data proves causality (e.g., 25% footfall uplift). CPEU refines ROI, prioritizing quality over volume in programmatic buys. These matter because traditional OOH lacks measurability, DOOH's data closes the loop, justifying premium





pricing and optimizing budgets amid 20 per cent CAGR.

Our influencer platform was developed to not only work as a standalone platform but to help in measuring OOH-DOOH campaigns via real engagement i.e. CPREU – Cost per Real Engaged User during the campaign measurement not by mobile devices but by real users like never before!

How is LOCAD Influencer marketing platform changing the way brands and agencies engage with Nano and Micro influencers at scale? What innovations is LOCAD working on?

LOCAD Influns revolutionizes brand-agency engagement with over 1mn+ nano/micro influencers connected on the platform (1K-50K++

By 2027, we aim for substantial market share in data-led OOH, prioritising profitability and global exports

followers). The platform reaches out audiences at scale, delivering 5-10x higher engagement (2-10%) vs. macros at 75% lower cost via AI matchmaking.

Brands access 1M+ verified creators on a self-serve dashboard, filtering by geo-demographics, past performance, avg. views, category specific and UGC quality!!— campaign-based, not fixed retainers!! Innovations include predictive ROI

scoring, competition tracking (industry 1st), automated contracts/ payments, and cross-channel amplification (OOH+social).

Upcoming: Programmatic buying of Influencer Reel Ads via CPC, CPM, CPL, CPI etc. with complete verified authenticity and engagement.

Are there plans to expand LOCAD's product and solutions into mature markets beyond South Asia?

Yes, LOCAD is aggressively expanding into mature markets like the US, SEA and MENA by Q3-Q4 2026, leveraging our asset-light SaaS model. We've already piloted in Australia & parts of SEA and SL; next is US and MENA via partnerships and building Adex platform for the OOH-DOOH industry. ■

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OOH: The oldest medium in a digital world

Gautam Bhirani, Founder, Eyetalk Media Ventures,
explores the transformation of OOH from traditional city landmarks to data-informed digital networks

LONG BEFORE

advertising became personalised, skippable, or driven by algorithms, brands spoke to audiences in the open across streets, highways, marketplaces, and city skylines. Out-of-Home advertising was not simply media; it was part of the urban landscape itself.

Generations learned to recognise cities through their billboards and illuminated signs. Landmarks were remembered not only for architecture, but for the stories displayed upon them. OOH did not

compete for attention inside devices; it existed within everyday life, woven into how people moved and experienced cities together.

And despite every technological wave that promised to redefine media, OOH never disappeared. Television transformed storytelling, yet billboards remained.

The internet reshaped communication, yet cities stayed branded.

Mobile and social media fragmented attention, yet OOH continued to provide shared visibility in a shared world. While

media became increasingly personal, OOH continued to deliver what brands value most: trust, impact, and unmatched reach in the physical world.

Often described as the world's oldest advertising medium, its resilience comes not from resisting change, but from evolving alongside human movement and urban growth.

Today, the medium stands at an important moment, adapting to a data-influenced world while remaining rooted in physical reality.



**Context amplifies
creativity, allowing the
medium to enhance the
message rather than
compete with it**

When Cities Were the Medium

For decades, OOH operated on a simple understanding: people move, and brands meet them along the way.

A billboard was never just inventory. It represented geography, behaviour, and timing combined. Prime locations earned value because they intersected naturally with daily routines such as commutes, entertainment districts, shopping hubs, and travel corridors.

Measurement was directional rather than precise, yet effectiveness was rarely questioned. Visibility created familiarity, and familiarity

built trust.

OOH succeeded because it belonged to public space. Everyone encountered the same message within the same environment, a rarity in today's fragmented media landscape.

Beyond the Screen: The Real Shift to Digital

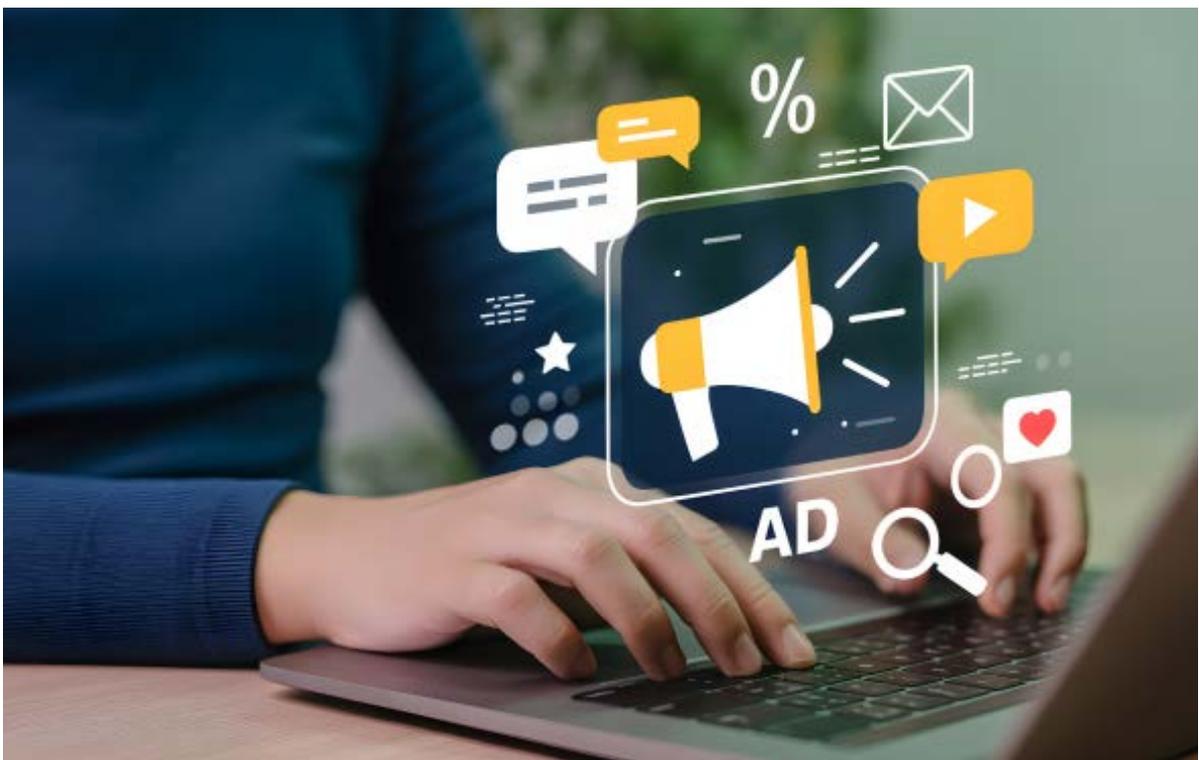
The arrival of Digital Out-of-Home marked the industry's most visible transformation. Early conversations focused on hardware, brighter displays, remote content management, and operational efficiency. The real shift came later. Digital infrastructure introduced responsiveness. Campaigns could

adapt to time of day, audience flow, and contextual triggers. Messaging evolved from fixed placements into dynamic communication.

Yet technology alone did not transform behaviour. For years, digital screens continued to be traded using traditional logic, a reminder that innovation in media is as much behavioural as technological. Screens changed quickly. Mindsets took longer.

Technology without Context

Automation has been a necessary step in DOOH's evolution, enabling faster deployment, flexible



campaign management, and improved operational efficiency.

The confusion has not come from automation itself, but from attempts to apply digital advertising logic directly to a physical medium.

In parts of the ecosystem, technology introduced additional layers, intermediaries, and jargon in the name of efficiency, often complicating what had historically been straightforward. Models built for individual targeting and real-time bidding do not always translate naturally to a medium defined by physical presence and shared visibility.

Out-of-Home has long thrived on clarity. Brands selected locations for context, scale, and impact. Success was understood through visibility and sustained exposure rather than hyper-granular audience segmentation.

Across decades of campaigns from the world's largest advertisers, marketers rarely evaluated OOH through precise viewer counts or demographic splits. The medium's value rested on trusted locations and cumulative impact.

When one-to-one digital frameworks



For years, digital screens continued to be traded using traditional logic, a reminder that innovation in media is as much behavioural as technological

are applied to a one-to-many medium, complexity can increase without proportional value. Technology works best when it simplifies execution, improves transparency, and strengthens accountability while respecting the simplicity that has always made OOH effective.

The Rise of Contextual Thinking

Perhaps the most important evolution

in OOH today is the growing importance of context. While digital advertising thrives on personalization, DOOH creates relevance through environment. Instead of targeting individuals based on past behaviour, it aligns messages with real-world moments shaped by location, movement, and shared activity. A screen's effectiveness is defined not only by how many people pass it, but by why audiences are there.

Location provides intent. Behaviour provides meaning. Dwell time provides attention. A travel campaign near airports communicates differently from the same message elsewhere. Entertainment messaging outside cinemas carries emotional relevance. Advertising during live

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sporting environments benefits from audiences already engaged and spending time within the space. DOOH does not interrupt behaviour; it integrates into it.

As the medium evolves, creativity increasingly responds to surroundings. The most effective campaigns succeed not because they are louder, but because they feel naturally connected to their environment. Context amplifies creativity, allowing the medium to enhance the message rather than compete with it.

The future lies in balance: verified delivery, aggregated audience intelligence, mobility insights, and contextual analytics working together to provide clarity without altering the nature of the medium

Measuring What Matters

As global investment flows into DOOH, expectations around accountability have grown. Advertisers seek transparency and clearer understanding of outcomes.

However, OOH cannot and need not imitate digital measurement entirely. Its strength lies in collective visibility rather than individual tracking. The future lies in balance: verified delivery, aggregated audience intelligence, mobility insights, and contextual analytics





working together to provide clarity without altering the nature of the medium. The goal is transparency, not imitation.

Why OOH Feels New Again

Ironically, OOH's renewed relevance arrives during an era of digital fatigue.

Online advertising is increasingly avoidable. Public-space media remains unavoidable yet non-intrusive. You cannot skip a skyline.

For younger audiences, especially, DOOH often becomes social content, photographed, shared, and amplified organically. Audiences are no longer just viewers but participants. Location-based social integrations allow people to interact with screens in real time, contributing user-generated content

that becomes part of the display itself.

Long before interactive DOOH became industry vocabulary, socially connected screens demonstrated how public displays could be shaped by participation. What began nearly a decade ago in markets like India is now gaining wider adoption globally as Western markets explore the convergence of the creator economy and DOOH environments. The street increasingly fuels the feed.

The Next Chapter

Out-of-Home has never depended on technology to remain relevant. It has depended on people and how they spend their time Out of Home. Cities continue to urbanize. Streets remain places where

life unfolds in real time, where movement, culture, and commerce intersect. While media consumption fragments across personal devices, OOH remains one of the few channels experienced collectively in the physical world.

Technology will refine delivery and measurement. Screens will become smarter. Data will become richer. But the role of OOH will remain unchanged. It is still the medium brands turn to when they want to be seen, trusted, and remembered at scale.

Because long after platforms evolve, one truth endures: brands do not live inside algorithms. They live in the real world, alongside the people they serve. And as long as cities move, OOH will move with them. ■

From city lights to digital intelligence: Reimagining the future of OOH

Vandit Mehta, Co-Founder, Craywingz, shares his perspective on how OOH is evolving beyond visibility and highlights the role of AI, smart cities, and contextual creativity

IN AN age where attention is fragmented across infinite screens, there is something profoundly powerful about a medium that refuses to be skipped. Out-of-Home (OOH) advertising has always owned physical space, but today, it owns cultural space too. What we are witnessing is not merely the survival of OOH in a digital-first world. We are witnessing its reinvention.

The Evolution: From Static Structures to Living Screens

The early days of OOH were defined by scale - towering billboards, bold typography, prime junction dominance. Visibility was the currency. Today, intelligence is the currency. The transition from traditional OOH to Digital OOH (DOOH) has transformed city skylines into programmable canvases. Screens

are no longer passive installations; they are responsive systems. They adapt, react, and contextualize messages in real time.

With 5G rollouts, IoT integrations, and AI-driven data analytics, OOH is entering an era where infrastructure meets intelligence. Screens can now:

- Adapt creatives based on time, weather, or live events
- Integrate with



With AI-driven audience mapping, IoT-enabled display management, and real-time content optimization, the medium is evolving into a data-informed storytelling platform

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mobile and digital ecosystems

- Deliver hyper-local messaging at scale
- Measure engagement with greater accuracy

The medium has evolved from broadcasting messages to orchestrating experiences. And this is only the beginning.

Smart Cities, Smarter Storytelling

India's urban transformation - especially across Tier-II and Tier-III cities, is reshaping the OOH opportunity landscape. As transit networks expand, metro lines multiply, and commercial hubs decentralize, brands are no longer confined to metropolitan clusters.

OOH today thrives at the intersection of mobility and infrastructure.

Smart cities are

not just creating new surfaces for media; they are redefining how media integrates with urban life. Transit hubs, highways, corporate parks, and mixed-use developments are becoming storytelling environments.

The real opportunity lies in contextual relevance. When messaging aligns with geography, moment, and mindset, OOH stops being an interruption and becomes an extension of the environment.

That is where the future lies - not in volume, but in meaningful placement.

Creativity in the Age of Extremes: Minimalism vs Maximalism

One of the most fascinating creative shifts in OOH today is the tension between minimalism and

maximalism.

Minimalism thrives on clarity. In a cluttered world, a powerful one-liner against a clean backdrop can dominate attention more effectively than complex visuals. Restraint becomes strategy.

Maximalism, on the other hand, embraces spectacle. It leverages scale, motion, layered storytelling, and digital depth to create immersive experiences that command public imagination. Both approaches have merit. The key lies in intentionality.

At Craywingz, we have seen how context defines creative direction. In high-speed transit corridors, minimalism ensures instant recall. In premium, dwell-heavy environments, layered storytelling can create emotional resonance.



OOH creativity today is not about choosing a side, it's about mastering contrast.

Where Technology Meets Imagination

The true transformation of OOH lies in the fusion of creativity and technology. For instance, our adaptive billboard project for Shivalik Group reimagined how a structure could respond to its surroundings. It wasn't just about placing a visual in space; it was about designing a format that interacted with its environment, breaking the monotony of static repetition and creating a sense of motion and modernity.

Similarly, for one of our clients, we approached OOH not as a standalone placement but as a strategic visibility ecosystem. Instead of relying on a single landmark site, we deployed a calibrated network of high-impact touchpoints across key transit and commercial zones. The idea was simple yet powerful - build frequency without fatigue. By combining scale, precision mapping, and contextual messaging, the campaign achieved dominance through intelligent distribution rather than sheer repetition.



These examples underscore an important shift: the future of OOH is not about bigger billboards, it's about smarter systems.

With AI-driven audience mapping, IoT-enabled display management, and real-time content optimization, the medium is evolving into a data-informed storytelling platform. And as 5G accelerates connectivity, the boundaries between digital and physical media will continue to blur.

Cultural Relevance: The Ultimate Metric

The most powerful OOH campaigns do not simply advertise, they enter public conversation. We've seen brands spark debates, create meme-worthy moments, and dominate city chatter through well-timed, culturally sharp executions. When

OOH taps into collective mood, it transcends format.

Unlike digital ads that compete in scroll-heavy feeds, OOH commands shared physical attention. It creates communal visibility. People experience it together — on roads, in metros, at airports. That shared experience gives OOH a unique cultural authority. And in a time when digital trends are fleeting, that physical permanence carries weight.

A Medium That Refuses to Be Ignored

OOH remains one of the few mediums that demands presence. It cannot be muted. It cannot be blocked. It cannot be swiped away.

But its true power today lies beyond visibility, it lies in intelligence, contextual relevance, and creative courage. As we move forward, the question is no longer whether OOH will survive the digital age. The real question is: how boldly will we use it? Because the future of OOH is not just illuminated by city lights.

It is powered by digital intelligence. And those who combine infrastructure with imagination will define the next chapter of this ever-evolving canvas. ■

Reimagining urban attention: How digital OOH is redefining city advertising

Payal Patel, Co-Founder, Devangi Outdoor, believes that outdoor advertising is no longer just seen but is experienced

IN CITIES like Mumbai, attention is no longer hard to find — it's hard to earn. Urban consumers are surrounded by screens, notifications, traffic, and visual clutter. Against this backdrop, outdoor advertising is undergoing one of its most significant transformations in decades. What was once a static medium built for visibility is now evolving

into a dynamic, data-driven communication ecosystem. The shift is not cosmetic — it is structural.

From visibility to relevance

The traditional billboard was designed for dominance. Size mattered. Location mattered. Repetition mattered. Today, relevance matters more.

Urban audiences are responding strongly to contextual and adaptive formats — creatives that change with time of day, weather conditions, city events, or traffic patterns. Instead of a fixed message running all day, brands can now align communication with real-world moments.

Short-form motion content, hyper-local storytelling,



As cities become denser and consumer journeys more fragmented, the brands that succeed will be those that understand movement, both physical and behavioural

■ VIEWPOINT

and culturally tuned messaging are proving particularly effective in high-density markets. The result is a shift from passive exposure to active engagement. Outdoor is no longer just “seen.” It is experienced.

The 5G effect: Outdoor goes live

The rollout of 5G technology is accelerating this transformation. With ultra-low latency and higher bandwidth, digital screens can now update creatives instantly across networks. Campaigns can react to live triggers — from weather shifts to sporting wins — without lag.

More importantly, 5G enables seamless integration between outdoor screens and mobile devices. This opens the door for synchronized storytelling, interactive experiences, and real-time calls to action.

In essence, outdoor advertising is becoming a live medium.

Data-driven planning:

The ROI conversation Perhaps the most significant evolution lies in measurability. Historically, OOH was viewed as a powerful awareness channel but limited in performance attribution. Today, mobility data, audience analytics, and

programmatic buying models are redefining that perception.

Brands can now align campaigns with:

- Movement patterns
- Audience clusters
- Time-based behaviour
- Location-driven intent

Footfall measurement and location lift studies are strengthening the ROI case for digital OOH. Rather than competing with digital media, outdoors increasingly acts as an amplifier — reinforcing mobile and social campaigns while driving physical action. In integrated ecosystems, OOH is not just complementary. It is catalytic.



The rise of 3D and immersive experiences

Urban landscapes are competitive visual arenas. To stand out, brands are turning to immersive formats, particularly anamorphic

As cities become denser and consumer journeys more fragmented, the brands that succeed will be those that understand movement — both physical and behavioural

3D visuals and large-scale motion illusions.

These formats disrupt habitual scanning behaviour. They encourage dwell time. Most importantly, they generate organic amplification as passersby capture and share the experience.

In high-density cities, immersive OOH is not merely decorative. It is strategic — transforming city skylines into stages for brand storytelling.

From static to smart infrastructure

The transition from static billboards to digital networks represents more than a format change. It represents a mindset shift.

Digital OOH enables:

- Flexible creative

rotations

- Audience segmentation by time and zone
- Real-time optimisation
- Campaign integration across platforms
- Transparent reporting and analytics

This technological backbone positions outdoor not as a legacy medium, but as a performance-enabled channel within a broader omnichannel strategy.

The future: Earning attention in motion

As cities become denser and consumer journeys more fragmented, the brands that succeed will be those that understand movement — both physical and behavioural.

Outdoor advertising in urban India is entering a new phase. It is no longer about occupying space; it is about creating moments. Moments that are timely. Moments that are immersive. Moments that travel beyond the street and into the social feed. In the race for urban attention, digital OOH is proving that scale, when combined with intelligence and creativity, can still command impact. ■



Changing the skyline: Women leading the future of OOH advertising

Geetika Gulati, Promoter and Director, Alakh Advertising, turned doubt into drive and made performance her only argument

IN AN industry defined by vast skylines, steel structures, and decades of male-dominated networks, a quiet but powerful shift is underway. At the helm of Alakh Advertising, two women — directors who stepped into a legacy built by their mother-in-law, Abha Gulati — are not just maintaining a business; they are transforming it.

This is the story of navigating perception, making courageous bets, and leading with a style that doesn't need to be loud to be effective.

Stepping into legacy and into the room

This company was started by my mother-in-law, Abha Gulati, from scratch. Since then, and even after my sister-in-law, Neeta Gulati, and I

stepped into our roles to lead, the primary challenge wasn't just operational — it was navigating perception. We weren't just stepping into a role; we were evolving a legacy in an industry that has historically been field-driven and dominated by male networks built over decades.

In those early years, there was a constant



**We don't just sell 'pixels'
through an automated
system; we provide strategic
partnerships**

LEADER IN SPOTLIGHT

pressure to repeatedly prove our operational depth, whether in site evaluations or complex financial discussions. There is often an unspoken assumption that leadership in OOH requires a loud, aggressive style, but we realized early on that strength doesn't need to be loud to be effective. Being one of the very few women in high-level meetings with government officials, I had to bridge the gap from simply being 'accepted' in the room to truly being heard.

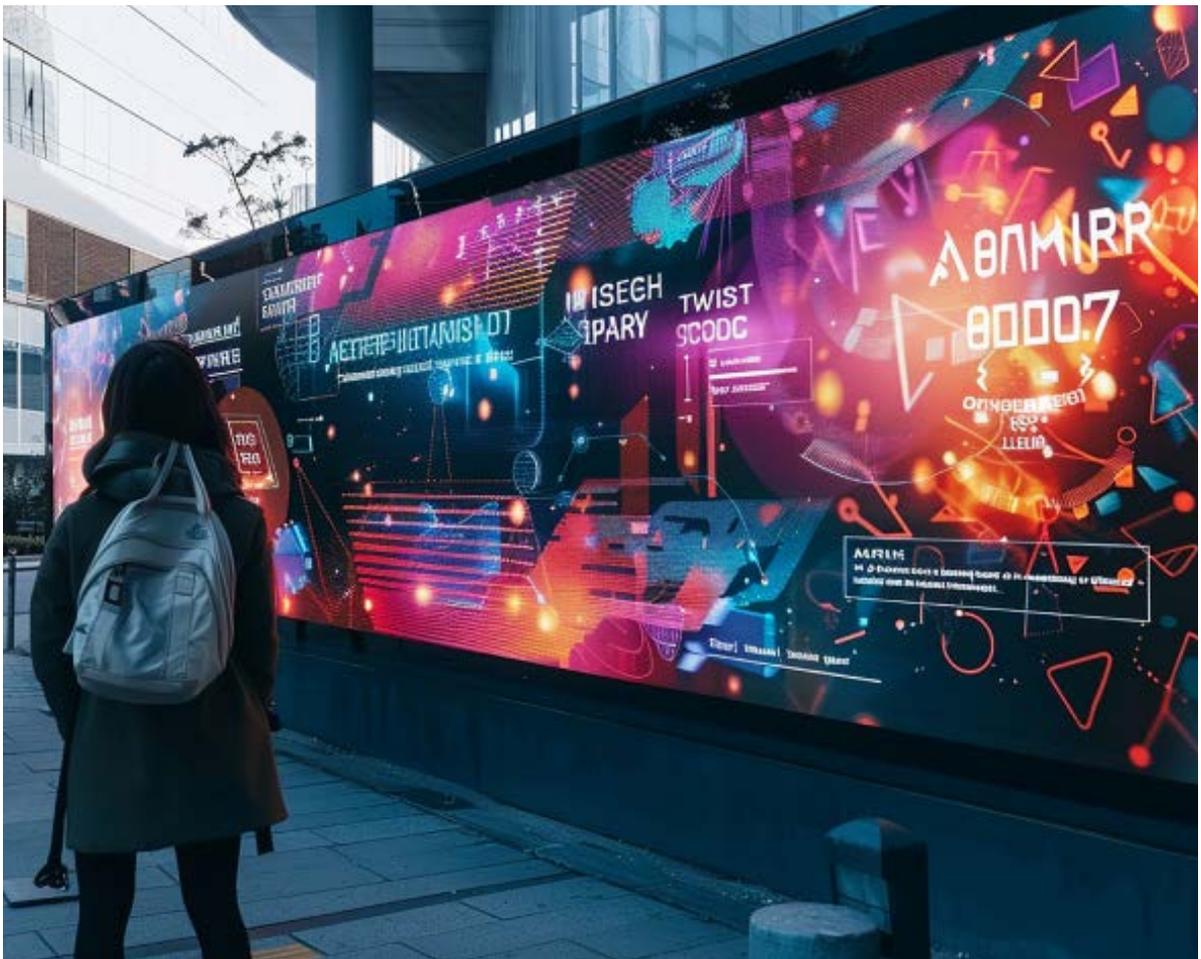
The real shift happened when our results began to speak louder than the doubts around us. By prioritizing compliance, delivering on commitments, and building structured systems, we shifted the narrative from 'Can they handle this?' to 'They run this.' In any industry, performance is the only argument that matters.

The bid they chose not to win

There was a defining moment involving a major government tender where the

pressure to 'bid high' at any cost was immense. In the OOH world, there is often a rush to secure inventory by over-promising on revenue, even if the numbers don't realistically add up.

We spent nights over the spreadsheets, and the 'why' behind our eventual decision was clear: integrity over optics. We realized that to win that tender, we would have to over-leverage our resources or compromise on the strict compliance standards we had spent decades establishing.





We chose to stay put and bid at a sustainable, realistic rate.

I'll be honest — losing that tender initially felt like a heavy blow. When you are a woman in a leadership role, there is an internal pressure to 'win' every battle to prove you belong. Walking away felt like a setback. But that's where the discipline kicked in.

A year later, that feeling of doubt was replaced by a sense of deep validation. By having the courage to walk away, we protected our reputation and our stability. It proved that sometimes, the most powerful thing a leader can do is say 'no' to a bad deal — and to say 'yes' to

the company's future.

The gamble that changed the game

The toughest and most defining decision they took was to disrupt their own business model;

We were operating in a total grey area — the regulatory landscape hadn't even written the rules for digital permits yet, and sceptics were vocal that 'high-tech' couldn't survive Mumbai's infrastructure

by becoming one of the first to bring digital OOH screens to Mumbai. At the time, the industry was comfortable with the 'safe' static billboard model. Moving into digital wasn't just an upgrade; it was a high-stakes gamble.

We were operating in a total grey area — the regulatory landscape hadn't even written the rules for digital permits yet, and sceptics were vocal that 'high-tech' couldn't survive Mumbai's infrastructure. I vividly remember being told that the heat and the monsoon humidity would destroy the screens within a season.

We had to put a significant portion of our capital on the line

LEADER IN SPOTLIGHT

for a vision that others literally couldn't see yet. It taught me that my role isn't just to protect the legacy, but to have the courage and vision to reinvent it. We didn't just want to be part of the Mumbai skyline; we wanted to change it.

High-tech screens, Old-fashioned word

In the rush toward digitalization, many make the mistake of thinking technology replaces human connection. At Alakh, the philosophy is different: Technology is our reach, but relationships are

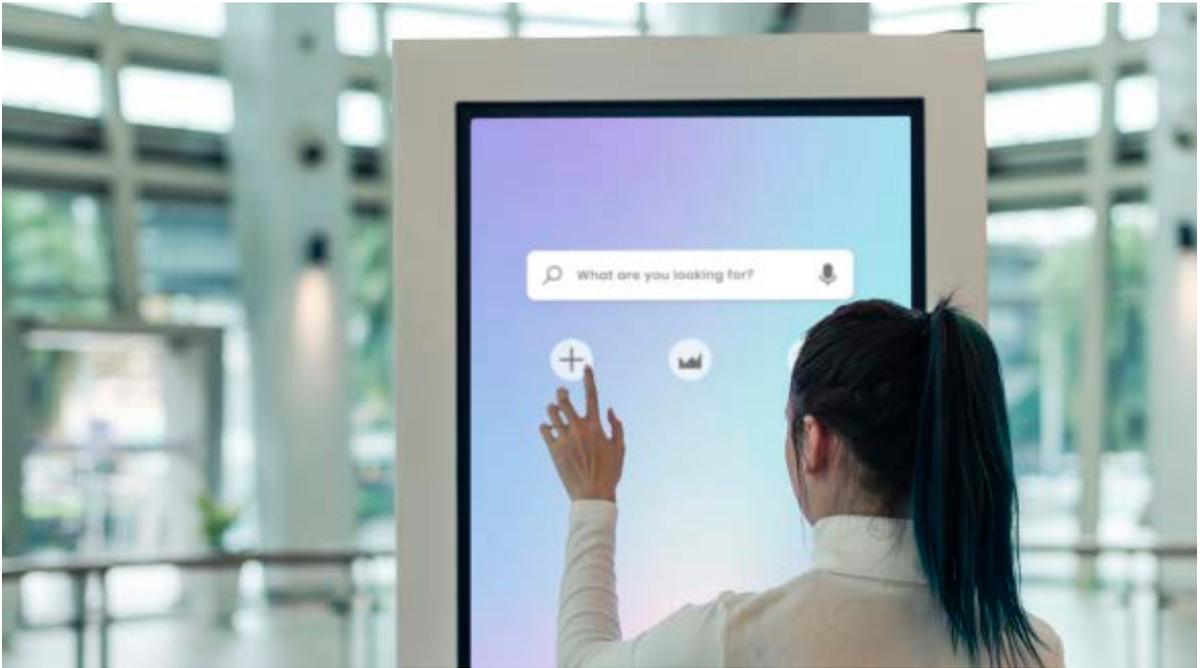
our roots. If you don't plan for the future, you'd always be stuck in the past.

Digitalization is the future, and we are fully embracing data-backed marketing

to give our clients more transparency and insights than ever before. But Alakh remains intentional — as our screens become more sophisticated, our handshakes

In the rush toward digitalization, many make the mistake of thinking technology replaces human connection. At Alakh, the philosophy is different: Technology is our reach, but relationships are our roots. If you don't plan for the future, you'd always be stuck in the past





must remain just as meaningful as they were when the business started. We don't just sell 'pixels' through an automated system; we provide strategic partnerships. When a campaign faces a challenge or needs a quick pivot, our clients don't get an automated ticket — they get us.

At the end of the day, our screens are high-tech, but our word is still old-fashioned. That combination is what makes a legacy truly future proof.

From exception to architect: The future of women in OOH

In the next decade, I see women's leadership in OOH moving from the periphery to the very centre of the ecosystem.

For a long time, women in this industry were the 'exceptions' in the room; in the coming years, I expect us to be the architects of the room. The shift is already happening. The next decade will normalise it.

My hope is that the next generation of women won't have to spend years 'proving' their expertise. I want their authority to be assumed and their voices to be heard from day one. We aren't just looking to be part of the industry; we are here to lead its modernization and define the future of the skyline.

A mentor's simplest advice: Don't burn out

Honestly, my view on mentorship has become much simpler over the

years. It's not about giving all the advice together; it's about showing someone that the door is open.

The biggest piece of advice for young women entering the field: Don't overstress and don't burn yourself out. In this industry, it's easy to feel like you have to be 'on' 24/7 or be the loudest person in the room to prove you belong. But you don't. Master the fundamentals. Relationships might get you in the door, but your expertise is what keeps you in the room. Be the person who knows the numbers better than anyone else.

OOH is evolving. There is space at the table, but you must claim it with competence. ■

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