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News

DAME make this years' Independence Day', truly memorable for Delhietes!

Aug 25, 2011

Aarti Chhabra, New Delhi



"At the stroke of the midnight hour, when the world sleeps, India will awake to life and freedom. A moment comes, which comes but rarely in history, when we step out from the old to the new...India discovers herself again." When Jawaharlal Nehru quoted these words, his words made history. With Independence Day, celebrated with great enthusiasm across the country, the Delhi Airport Metro Express

(DAME) celebrated "Freedom from pollution and traffic" on 12th and 13th August at Shivaji Stadium station. The celebration was organized by the Reliance Infrastructure-led consortium that operates the high-speed metro link and executed by OMI (Laqshya's OOH Division).

The celebration included live performances, RJ shows, games, quiz and other activities on both days. The event brought alive the colors of freedom and made people relate to what it feels like to travel in DAME.



Atul Shrivastava

Commenting on the campaign, Atul Shrivastava, COO, Laqshya Media, said, "DAME has been a boon for Delhietes in terms of Airport & City Commuting and we need to highlight the advantages of the same. By carrying out Interactive games, events etc, we are making sure that people relate to what it feels like to travel in DAME. You attach the value proposition of the brand by consumer interaction."



For the record, Laqshya offers a compelling proposition of media ownership assets (in multiple formats) and 360° Out-Of-Home Media Solutions under the same roof, thus offering an unprecedented, enduring differentiator to clients. Laqshya functions largely through three divisions, OMI (Outdoor Media Integrated) - the Largest Independent OOH Media Agency in India, Laqshya Outdoor - diversified portfolio of media assets in the Out Of Home space and enjoys a pan India presence and Laqshya Airport: Laqshya owns exclusive brand promotional rights for the IGI Airport Terminal 3 (New Delhi), advertising rights at Rajiv Gandhi International Airport (Hyderabad) & the Bandaranaike International Airport (Colombo, Sri Lanka).

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DAME make this years' Independence Dayâ€™, truly memorable for Delhietes! 

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