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## News

### Laqshya Media wins display rights for 99 bus shelters in Chennai

Jul 08, 2010

allaboutoutdoor.com Bureau, New Delhi



Out of home (OOH) media firm, Laqshya Media has won the advertisement rights for 99 bus queue shelters in Chennai. They won the advertising rights for ten years through a cut throat tender in which leading companies like Vantage Advertising, Rajdeep Publicity, Prakash Arts and Big Street participated.

The majority of the bus shelters are in up-market residential and commercial areas. These bus shelters will be prepared as per design provided by Chennai Corporation.



**Alok Jalan**

Alok Jalan, Managing Director, Laqshya Media, says, "We have seen encouraging response to our street furniture projects; also, with the market gaining momentum, we are confident that this deal will help us strengthen our position in Chennai's OOH market."

For the record, Laqshya Media commenced business in 1997 as an outdoor media company

and offers clients billboards, bus shelters, airport media, gantries, unipoles, street furniture, wall displays and other OOH options pan-India. Laqshya also has an international presence, with media options in Sri Lanka, having acquired the independent rights for the airport at Colombo and AC bus shelters in Dubai.

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Archives

Here's some Comments we received from the industry...

#### 7 Comments

**From : R Sridharan ( Diamond Publicities ) - Thursday, July 08, 2010 4:46:42 PM**  
Congrats,Alok.All the very best

**From : Deepak Manek ( Sight ) - Thursday, July 08, 2010 4:46:42 PM**  
Congratulations !!!& wish you all the very best.

**From : M.V.Murali ( Ronak Advtg ) - Thursday, July 08, 2010 1:26:42 PM**  
Congrats !!!!!!!

**From : kotes ( see clear advt ) - Thursday, July 08, 2010 11:32:27 AM**  
wish u all the best

**From : vijay ( matrix ooh ) - Thursday, July 08, 2010 11:18:18 AM**  
congrats.. wish u all the best

**From : prem mehta ( roshan publicity ) - Thursday, July 08, 2010 10:46:15 AM**  
congrats...wish u all the best for ur new venture...blast

**From : Rajeeb Banerjee ( Realm Media Solutions Pvt. Ltd. ) - Thursday, July 08, 2010 10:46:15 AM**  
Well done ! Thats a great achievement. All the best.

Share Your Views

Your Name : \*

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