



Cressanda

CRESSANDA/BSE/2023-24

January 11, 2024

Online filing at: www.listing.bseindia.com

To,
BSE Limited
Phiroze Jeejeebhoy Tower,
Dalal Street,
Mumbai (M.H.) 400 001

BSE Scrip Id: CRESSAN BSE Scrip Code: 512379

Subject: Disclosure under Regulation 30 of SEBI (Listing Obligations & Disclosure Requirement) Regulations 2015 – Media Release.

Dear Sir/Ma'am,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the newspaper clipping for the Publication of News Article with respect to business of the company.

This is for your information and records.

Thanking you,

Yours faithfully,

For, CRESSANDA RAILWAY SOLUTIONS LIMITED
(Formerly known as Cressanda Solutions Limited)

TUSHTI SHARMA
COMPANY SECRETARY &
COMPLIANCE OFFICER
ACS 72423

Encl: Newspaper Clipping

CRESSANDA SOLUTIONS LIMITED

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CIN: L51900MH1985PLC037036

GROWTH DRIVERS OF GUJARAT



tions and push themselves to execute out-of-the-box concepts all through the funnel.

The scope for groundbreaking outdoor advertising concepts will continue to grow with advances in technology like the one they provide (in-transit digital display), especially immersive ones that leverage ambience. From just standalone billboards to now digital screens which change every minute, OOH advertising has seen a rapid growth over the past few years. It's aim is to create a future where transportation is not just a means of getting from one place to another, but an experience that is immersive, technologically advanced, and tailored to the evolving needs of its customers.



Leading from the front

With a new wave of technology and innovation, Cressanda Solutions is leading the Railway Concierge Service Sector



positive societal influence, creating enduring value, and ensuring sustainable profitability for the company. They are determined to be a professionally run organisation, steered by a capable leadership team supported by skilled professionals. The focus remains on enhancing partnerships, strategic acquisitions, and realigning services and products to reach new customers. They are also investing in talent and technology, ensuring that they continue to innovate and provide cutting-edge solutions to customers. They constantly focus on creative innova-

PRODUCT OFFERINGS:

- A. Concierge service tender with Eastern Railway, Cressanda Solutions will not only enhance the NFR for ER but also provide the passengers a world class travelling experience and multiple digital and static options to advertisers through personalised support, free Wi-Fi and content on demand, advertising (external and internal branding options), and on board sale of non-catering items.
- B. Kolkata Metro: Installation of more

than 1400 LED screens and digital advertising in transit within compartments in 32 Kolkata Metro trains with free Wi-Fi at metro stations.

C. Kolkata Airport: Exclusive mandate to provide branding on more than 5000 passenger trolleys.

Elaborating on what sets them apart, Arun Tyagi, the managing director of Cressanda Solutions, says, "Our speed and scale set us apart and make our business relevant in today's marketplace."

CHALLENGES:

The company has faced several challenges during their journey. Some of them are:

- Non-Familiar Market territory
- Local Language
- Zero experience of working with Indian railways
- Virgin Media Inventory

Outlining the expansion plans and future vision, Tyagi adds, "We have already promoted four wholly owned subsidiaries to work in diversified areas such as solar, mineral water *et al.* for overall expansion of the group and benefits of the stake holders. We would like to venture and explore with other divisions of Indian Railways with same Concierge Service concept. We have already invested in a company which offers a unique OTT platform. We have been recently empaneled with CBC (erstwhile DAVP) for the outreach program of central government schemes (Viksit Bharat Campaign: An Idea of our visionary PM) via mobile vans."

Expressing on how he sees the business navigating technological progress and AI advances in the future, Tyagi shares, "Our intelligent solutions, services, and products aim at consumer delight and provide value; hence, we are committed to navigate through technological progress and AI advances."

Remarking on work-life balance, he avers, "As of now, me and my entire CRSL team are committed towards work and aim to achieve our goals."

ABOUT VIBRANT GUJARAT:

Tyagi concludes, "Vibrant Gujarat has been there since 2003, and over the years, it has become the perfect platform that truly becomes a global event, attaining the status of being one of the premier business summits in India. The infrastructure of Gujarat offers land bank, utilities, logistics and connectivity, and business-friendly state government policies which make Gujarat a sought-after business destination."

An Inspiring Journey



Arun Tyagi, managing director, Cressanda Solutions, talks about his background and inspiration behind starting the business

Providing cutting-edge solutions with regard to conventional and digital media and tech-enabled services, Cressanda Solutions has the capability to grab large institutional opportunities. Here we got in touch with the company's managing director, Arun Tyagi, who shared his business philosophies and goals.



"I came from a very strong corporate media background with more than 25 years of experience and having worked with Reliance ADA group, Group M (India) Pvt Ltd *et al.*, I have successfully established two companies in the areas of marketing and communication and film distribution. The inspiration behind venturing into Indian Railways came from our prime minister Narendra Modi. The way he is continuously transforming Indian Railways over the last 10 years by enhancing our railway stations to offering high speed trains and providing passengers a world class travel experience."

"Our business philosophy is very simple that whatever we do, we would like to have a maximum market share and our vision is to become an integrated railway auxiliary service provider in the private sector with dominating market share with a mission to have presence across all verticals of Indian Railways. The company, in its pursuit to achieve its goals, as part of digital media strategies and technology, has bid for a large institutional concierge opportunity to enhance overall customer experience."

www.cressanda.com



EASING THE JOURNEY IN AMRIT KAAL

Cressanda Railway Solutions Ltd (Formerly Cressanda Solutions Ltd.) is an end-to-end railway auxiliary service provider and technology powerhouse, focussed on driving media and service innovations. It is revolutionising in-transit display ads, by enabling customers to display high impact high visibility, as well as demographically-targeted communication in metros and trains originating from East India.

Wi-Fi

- Wi-Fi across Eastern Railway trains
- Content on demand for commuters

Kolkata Metro

- Reaching out to 25 crore commuters annually
- Installed 704 LED screens in metro trains
- Wi-Fi at metro stations

Eastern Railways

- Branding option on 500+ express, mail premium, passenger, inter-city & suburban trains
- Full train wraps
- External & internal coach banding options

Concierge Service at Eastern Railways

- The first and only listed private company to offer the commuters
- Personalised end to end support
- On board Wi-Fi services
- Content on demand in mail, express, premium trains, MEMU, EMU, DEMU & Kolkata metro
- On board sale of non-catering products
- Servicing over 40 lakh commuters every day

Solar

- Roof top solar panel solutions across 16 zones of Indian Railways



Solar Panel



Train Wrap



Vande Bharat Train



Train Panel



Wi-Fi



Metro Digital Screen



Airport Trolley

For an end to end branding & auxiliary service opportunities, contact on [81692-45676](tel:81692-45676) or info@cressanda.com