



Media Release

SIGNPOST INDIA PARTNERS WITH SWITCH FOR EXCLUSIVE ADVERTISEMENT RIGHTS ON 200 AC DOUBLE DECKER ELECTRIC BUSES IN MUMBAI

Mumbai, 11th March, 2024: Mumbai's iconic double-decker buses get a modern makeover - Signpost lands exclusive ad space on 200 new electric vehicles.

Signpost India Limited, India's leading Digital Out of Home (DOOH) and integrated advertising company, is thrilled to announce a pioneering partnership with Switch Mobility Automotive Limited, an integral part of the Hinduja Group is a prominent mobility solutions provider.

Switch and Signpost have entered into an agreement whereby Switch has appointed Signpost as its exclusive partner for display of advertisements on its fleet of buses. As part of this agreement, Signpost secures exclusive ad rights on Mumbai's 200 new electric double-decker buses through a partnership with BEST. This collaboration empowers Signpost to generate revenue through strategic ad placement and management on Mumbai's new electric double-decker bus fleet.

Shripad Ashtekar, Chairman and Managing Director of Signpost India Limited stated, "This deal grants exclusive ad rights on Mumbai's 200 brand new AC double-decker electric buses, offering a high-visibility space for brands to reach a captive and on the transit audience. As this partnership with Switch and BEST allows Signpost to leverage our expertise in DOOH advertising on a grand scale, ensuring maximum visibility and engagement for brands on these iconic vehicles".

About Signpost India Ltd.

Signpost India Limited, India's leading Digital Out of Home (DOOH) and integrated advertising company, is an independent ISO-certified media enterprise. It has vast experience in implementing large scale public-oriented projects, including street furniture, transit, public bicycle sharing and internet traffic monitoring systems with over 32 Government authorities across the country. Signpost India is listed on the Indian stock exchanges: BSE (544117) and NSE (SIGNPOST).

With the vision, 'Signs of Tomorrow', it serves over 500 premier brands through its network of 7 offices. It has earned global recognition for its pioneering role in innovative and sustainable advertising solutions with 150+ awards including ABBYS, EMVIES, KYOORIUS, Dragon of Asia and Global Digital Signage Awards. With the merger with Pressman Advertising Ltd, an independent full-service advertising agency, will enable it to offer an expanded suite of



solutions in advertising, digital marketing, and public relations, in addition to their core urban infrastructure projects in DOOH.

About Switch Mobility Automotive Limited

Switch Mobility is a next-generation electric bus and light commercial vehicle company with the mission to enrich lives through green mobility. It is the electric vehicle making subsidiary of bus specialist Ashok Leyland.

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