

# MEDIA MATTERS

norm by which media owners are called upon to have all their sites certified by the structural engineer every year before the monsoon season commences. This practice has been in place since 2016.

Likewise, the South Delhi Municipal Corporation (SDMC) takes active measures to monitor the condition of sites. When Prem Shankar Jha, Deputy Commissioner of SDMC, he had taken several steps to root out illegal hoardings and designed policies that focused on the quality the sites through regular inspections and strict action taken against the defaulters.

“We had a strong monitoring system in place to ensure that the media owners construct strong structures. When any malpractice was found, the contract was suspended and the company was blacklisted,” said Prem Shankar Jha. Also, insurance for hoardings was made mandatory for the media owners as third-party involvement leaves a little room for malpractices.

However, he believes that a few more protocols need to be put in place to ensure proper safety. “SDMC asks for one-time certificate from the structural engineer before giving a go-ahead to every site. I believe, we can make a few modifications in that space, and check the hoardings every three to six months considering the damages caused by the weather to the structures,” he explained.

## Setting right standards

Leading media owners have assiduously adhered to the stringent norms set for the installation of OOH media sites, large and short formats alike. On this, Aman Nanda, Chief Strategy Officer, Times OOH, states, “Whenever we partner over an asset, it is to add value and have a strategic involvement in building it –not only monetarily but also in its overall designing. Most or all of our partnerships are for the long-term and we invest heavily, considering it as a capital



**Aman Nanda**  
Chief Strategy Officer, Times OOH

expenditure. We are able to build world-class OOH advertising infrastructure with a premium touch to them. Being exclusive rights’ holders and having media with elite audiences, a certain premium quality comes with it. Our assets have placed our media at the top of the pyramid when it comes to advertisers’ choice.”



**Atul Shrivastava, Group CEO**  
Laqshya Media Group

On the RoI front, he says, “Business is at the forefront of our investments. Thus, a detailed financial analysis is done for every media built so that we are able to achieve the RoI from the spends.”

“We have a dedicated operations team. They are the custodians, ensuring the quality and topmost performance of our properties.

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**A site fell in Pune during dismantling in 2018**

Our sites are checked and maintained as per industry standards while taking all the necessary precautions whilst mounting, de-mounting of campaigns and maintenance of them,” Aman adds.

Times OOH has its processes certified by ISO and OSHAS to deliver safe and performing media sites.

Commenting on the aesthetics of sites, Atul Shrivastava, Group CEO, Laqshya Media Group, says, “For OOH, apart from the location and size of sites, the quality of a site is critical. An aluminium-clad unipole for example exemplifies the aesthetics of a site. OOH structures are works of art that stand tall and proudly on our highways across the cities and countries.”

The media owning firm has created an outdoor media site for Jeep India on the Mumbai-Pune Expressway, which is featured in the ‘Asia Book of Records’ as India’s largest outdoor installation. “This site is well maintained and attract great attention. In fact, in a survey, 60% of the respondents had been able to correctly



**H.V. Surendra Nath  
COO, Prakash Arts**

identify the location of the installation. So, good maintenance better the chance of getting a high value campaign,” Atul adds.

Prakash Arts is another leading OOH firm that places a premium on the aesthetics and maintenance of sites. “Most of our sites are located in the coastal areas which mean that a lot of importance needs to be

given to the stability of the structures. We are responsible and answerable to society if our sites cause damage to other’s property. Moreover, we understand that brands look for premium and attractive sites. These two factors largely determine our choice of investment in OOH sites,” says H.V. Surendra Nath, COO, Prakash Arts.

The firm has an in-house team of structural engineers and fabricators. He explains, “It depends on whether the site is at ground level or on a rooftop. Our structural engineers offer a design based on the location that can withstand high-speed winds. If the site is on a rooftop, the design should not have a lot of load on the building. We prefer Tata Steel or Jindal Steel metal fittings that are able to withstand all weather conditions. Of course, they are some 30% costlier than the alternatives, but they ensure quality.”

Billboards and unipoles are conventional OOH formats, and they are highly desired by brands mostly because of the ‘larger than life’ imagery they help create. Surendra Nath asserts, “We must focus on appropriate positioning and beautifying of the structures. Otherwise a time will come where we all face a situation like in Bengaluru where large formats are not in business.”

## #SendingLove: Reaches Mumbai Airport



*Talon Outdoor, an OOH specialist agency's global campaign #SendingLove has reached at Terminal 2 of Mumbai international airport where the huge DOOH formats, installed and managed by Times OOH, have been deployed to spread love messages to unite communities all over the world during the fight against Covid19.*

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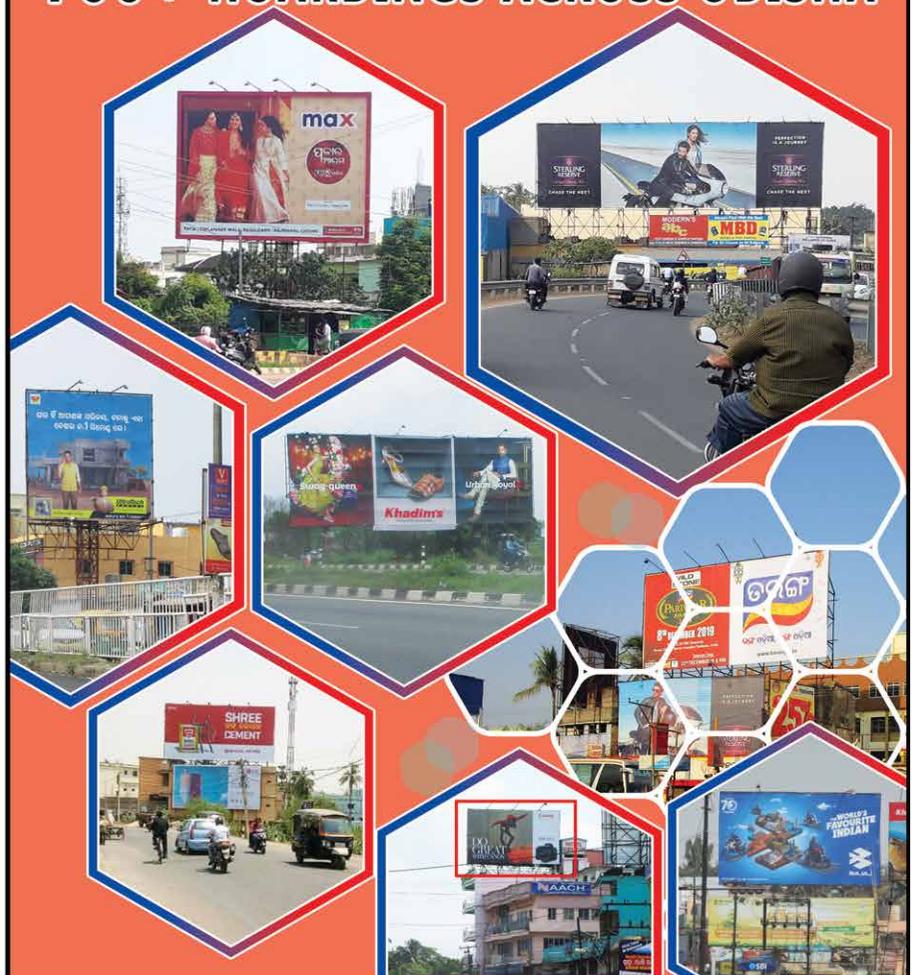
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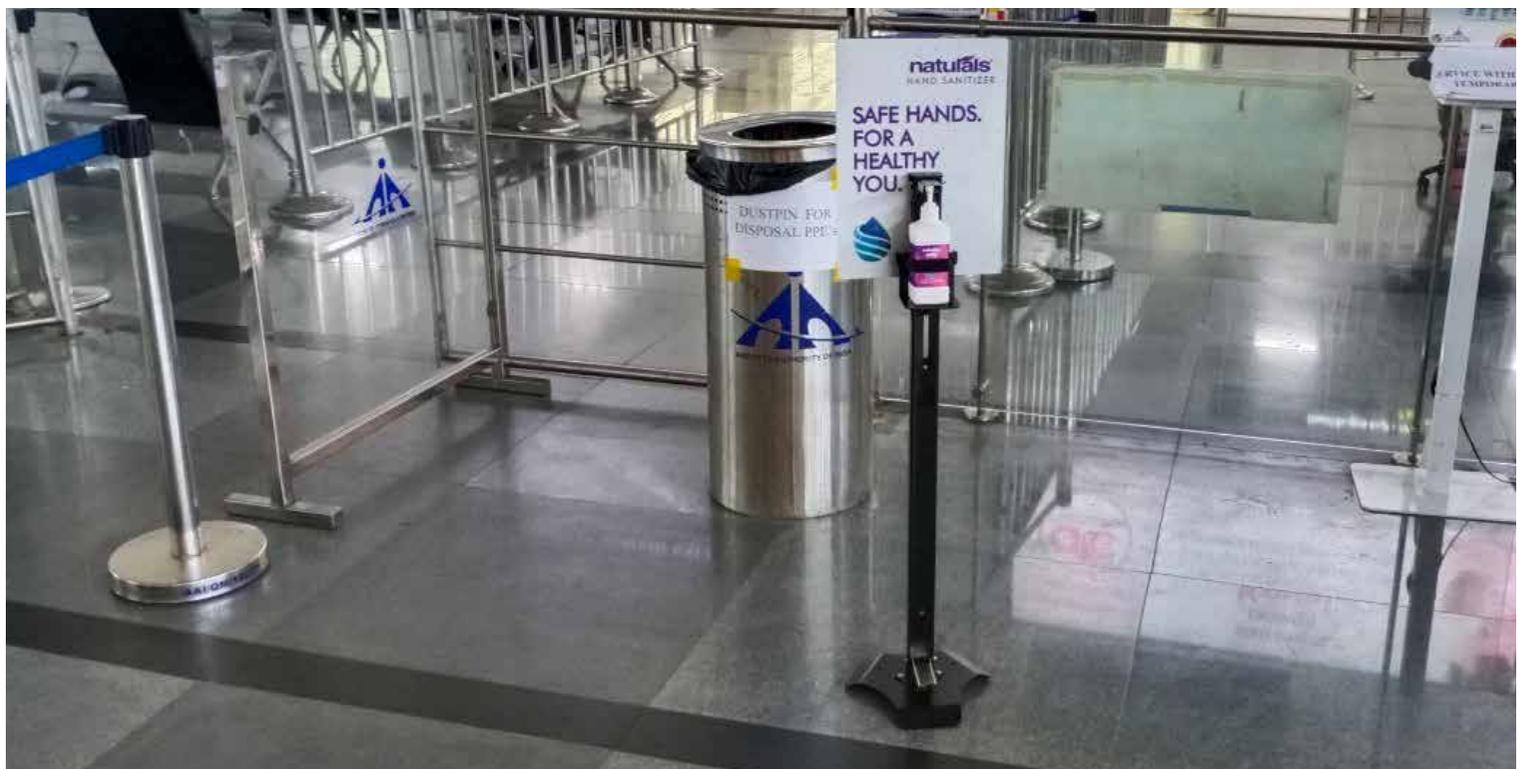
## 700+ HOARDINGS ACROSS ODISHA



Naturals: Connection through new essential



*In association with Times OOH, a popular South Indian salon brand, Naturals installs hand sanitiser units at Trichy and Coimbatore airports' arrival and departure terminals, offering an essential service to the passengers as well as building personalized connect with them.*



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