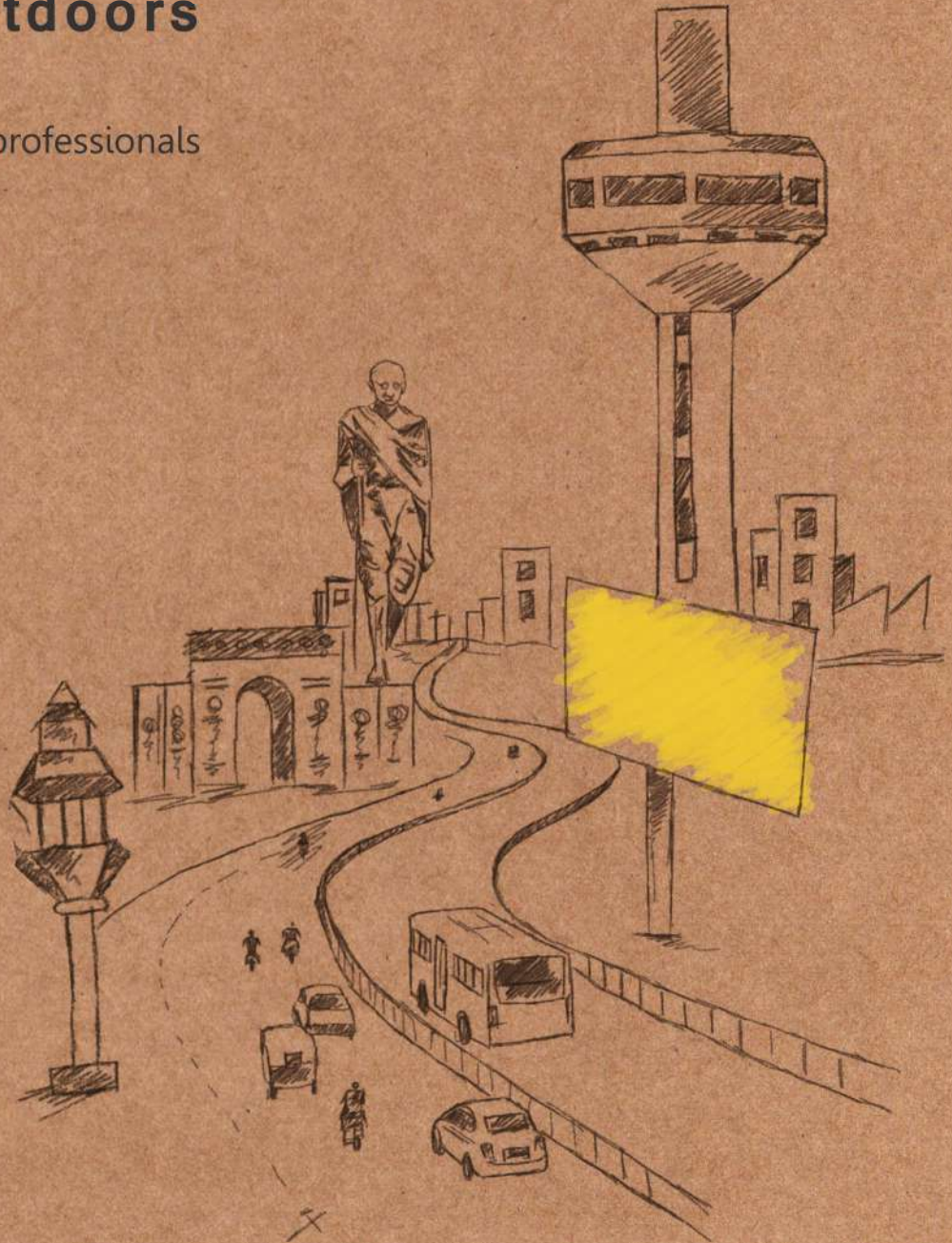


! **Kaushik**[®]
Outdoors

The outdoor publicity professionals



“ Marketing always
needs to have
an integrated
approach and various
channels together
fulfil all the marketing
communication
needs of an
organization. ”



CMD's Message

The advertising world has changed a lot since I established this company in 2001. New opportunities in advertising have come up in past few years. There has been a tremendous growth in internet marketing and advertising through various media. Even through such tremendous changes, outdoor advertising still holds a critical position in a marketer's promotional mix. In fact, billboards have been the medium of choice for other marketing channels. You will notice that television channels, internet service providers, newspapers and magazines move out of their own vertical to advertise on billboards, but rarely will you see an outdoor advertising agency advertise on other mediums. Such is the potential of outdoor advertising.

I started this company with a vision to provide this very potential to a vast variety of businesses. I envisioned enabling the marketers to reach even the remotest audiences. Marketing always needs to have

an integrated approach and various channels together fulfill all the marketing communication needs of an organization. In realization of this vision, today, we have created outdoor advertising opportunities in the entire Gujarat from bubbling urban centers to serene peaceful villages. I am proud of every member of this organization who has helped me achieve this dream.

Outdoor advertising still remains one of the most effective methods of mass marketing. The differentiation, however, is created by the location and the creative of the advertisement. Since long we understood the need of these fundamentals in effective delivery of a brand's message. We have and continuously will use our expertise to help our clients reach out to their customers.

I would like to thank all my faithful employees and my trusted clients for helping me achieve my vision.

A man with astute, instinctive and crystal clear vision of emerging markets has resulted into landmark of outdoor media 'Kaushik Outdoors'.

Mr. Kaushik Shah

CMD, Kaushik Outdoors

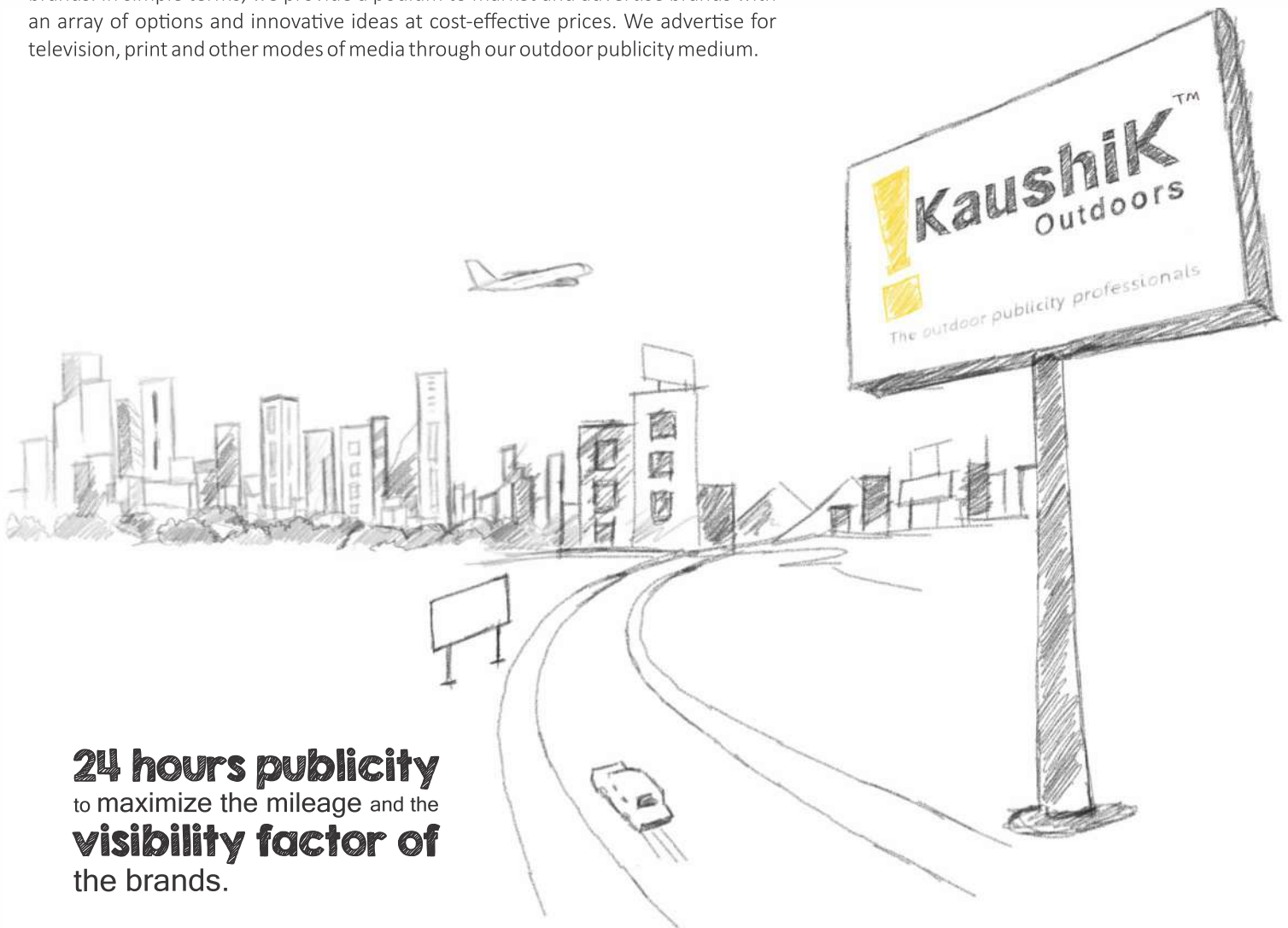
Kaushik Outdoors | 02

Introduction

Kaushik Outdoors consolidates the scope of urban advertising with different mediums and highly targeted delivery for brands and products throughout Gujarat. We set the stage for commanding high-density consumer exposure with high impact mediums for the traditional out-of-home advertising in the form of Hoardings, Railway Station Promotion, Gantries and many more.

An estimated total of 500 locations in Ahmedabad and over 1500 in Gujarat, we provide a wide range to the marketers to promote their brands..

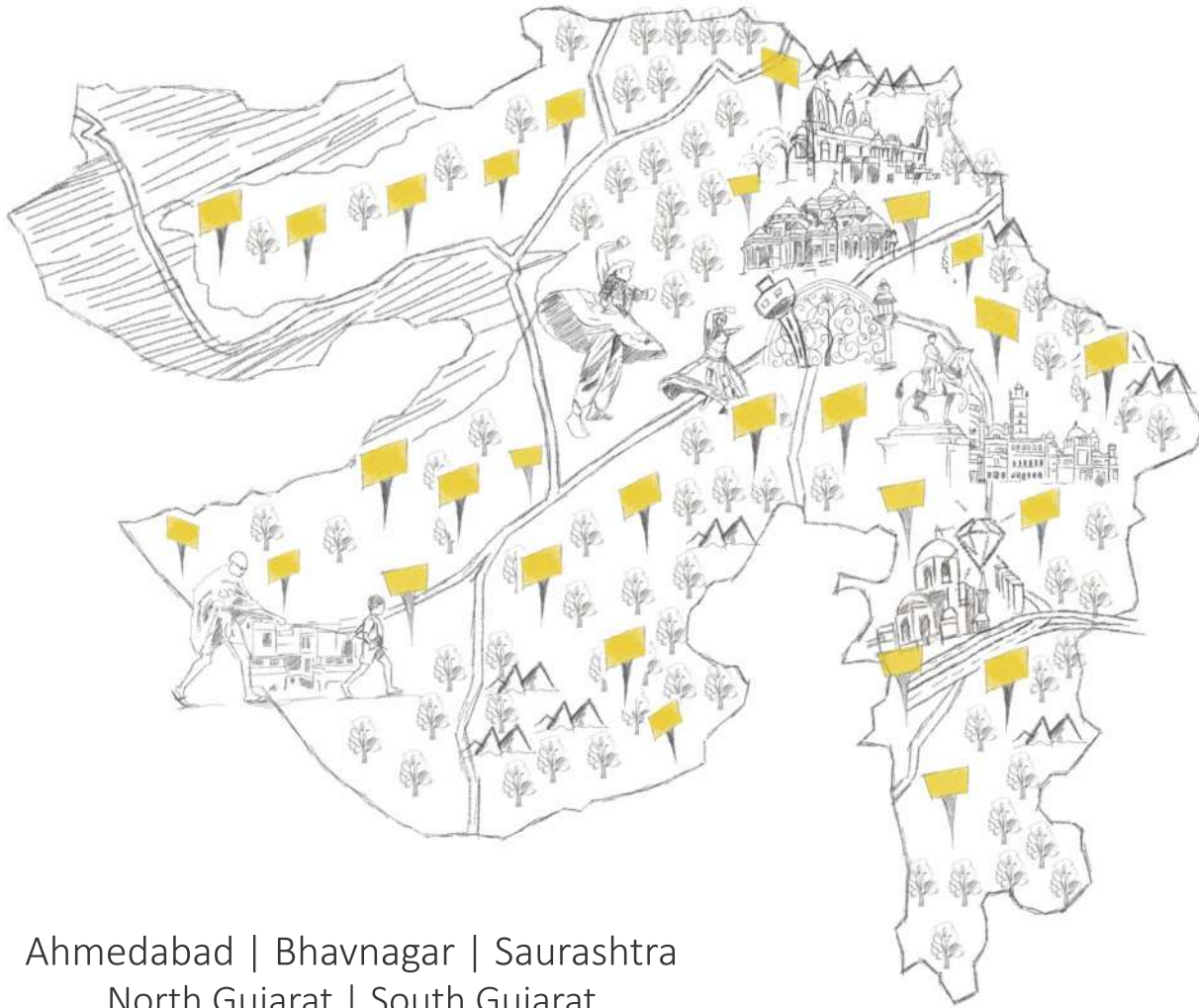
We provide 24 hours publicity to maximize the mileage and visibility factor of the brands. In simple terms, we provide a podium to market and advertise brands with an array of options and innovative ideas at cost-effective prices. We advertise for television, print and other modes of media through our outdoor publicity medium.



24 hours publicity
to maximize the mileage and the
visibility factor of
the brands.

1700

locations in Gujarat



Ahmedabad | Bhavnagar | Saurashtra
North Gujarat | South Gujarat

History

Kaushik Outdoors has a legacy of **42** years and the company was founded in 2001. We provide advertising spaces at prime locations across the city. Our association with major national and international brands has helped us build 'Kaushik' as a brand.

We strongly believe in good deeds and in the spirit of social improvement, we add social messages empty hoardings.



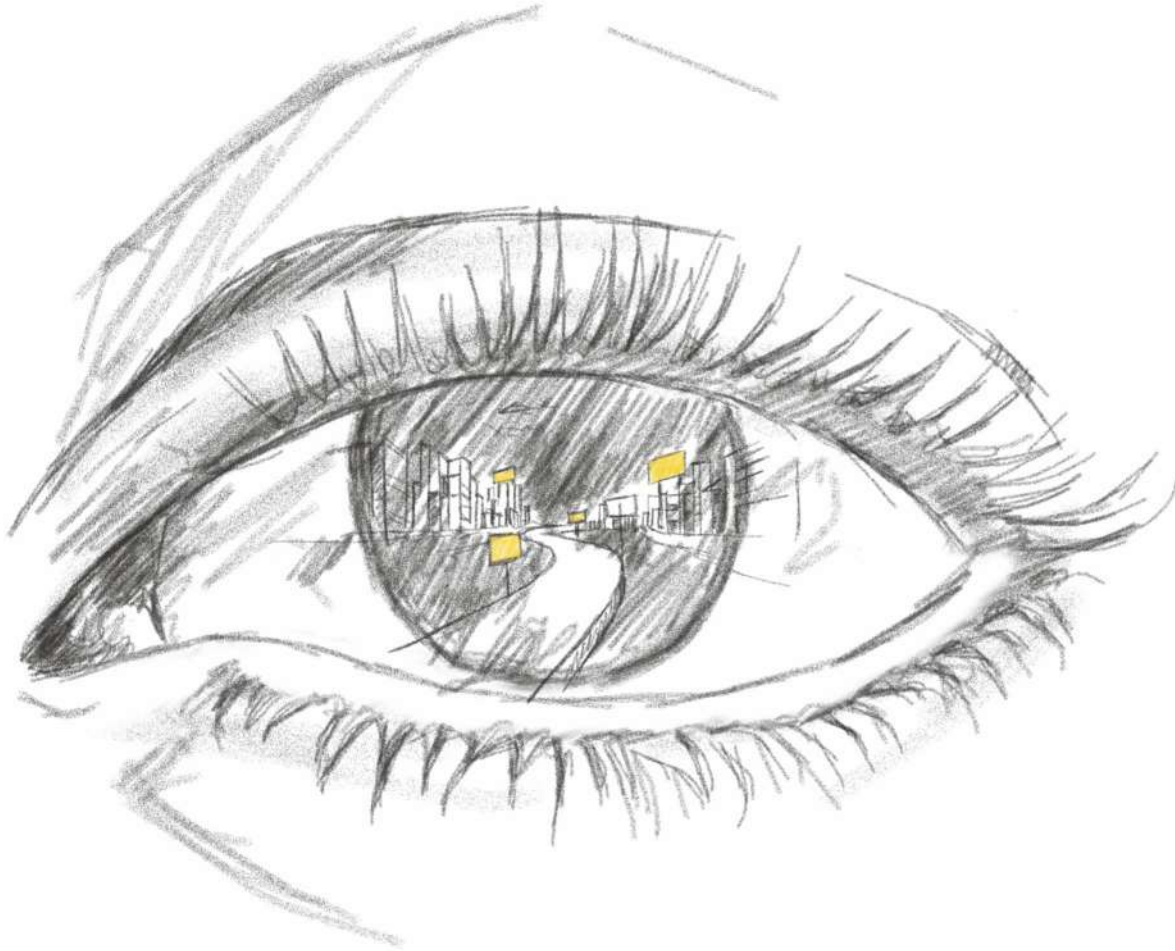
We provide
advertising spaces at
prime locations

National and international brands
have helped us build
'Kaushik' as a brand



Vision

We work to enable client satisfaction with the support of our hardworking team and not expecting awards in the process. We strive for perfection with a humble approach.



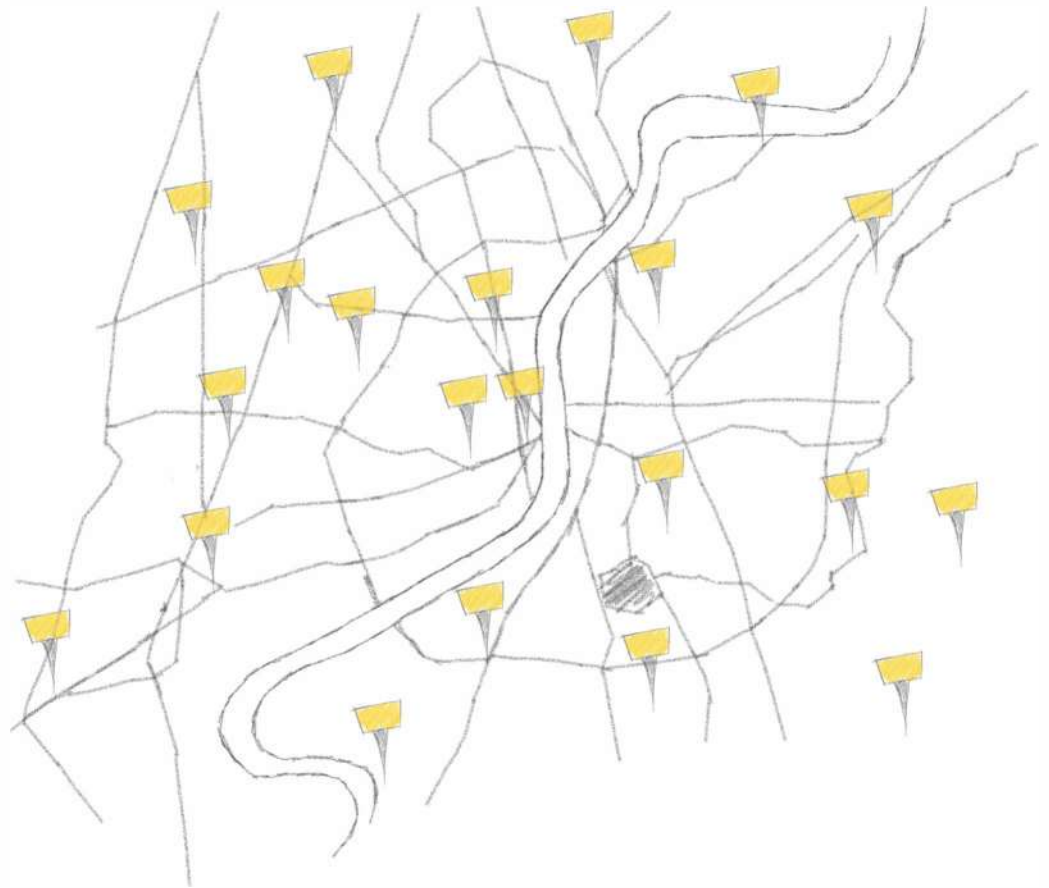
Mission

Our mission is to maximize and optimize your brands visibility to the masses in the most effective way with a range of avenues and placement in major traffic locations.

We provide best services and support to our clients, with an outlet for innovative ideas that defines products and services along with a profound presence.

Major Cities

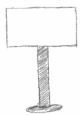
Ahmedabad | Bhavnagar | Anand | Nadiad | Gandhinagar | Baroda |
Mehsana | Rajkot



USPs



Offering good quality services
with the best team available



Eye-catching hoardings at
prime locations



Clients always come first for
Kaushik Outdoors



Well maintained
hoarding properties



More mileage at less budget



Quick and responsive team

Hoardings

Hoardings being large outdoor advertising structures present large advertisements for pedestrians and drivers alongside busy roads or traffic signals. The images and content used through the hoarding have large fonts with catchy slogans and distinctive visuals offering great visibility.

Information displayed on a large canvas is meant for reading at high speeds, leave a lasting impression with the information and making the reader think about the brand after driving past it.

We offer front lighting, back lighting and non-lit options depending on the creative impact required for the brands in particular.





Gantries

Gantries run along the width of the road, grabbing eyeballs of the commuters without shifting their attention from the road. It enhances the advertisement space on a broader range for better visibility of the brand concerned.

The advertisement is generally placed on a gantry to optimize the content into the horizontal space, the science of which determines the eye-catching factor in synchronization with branding.

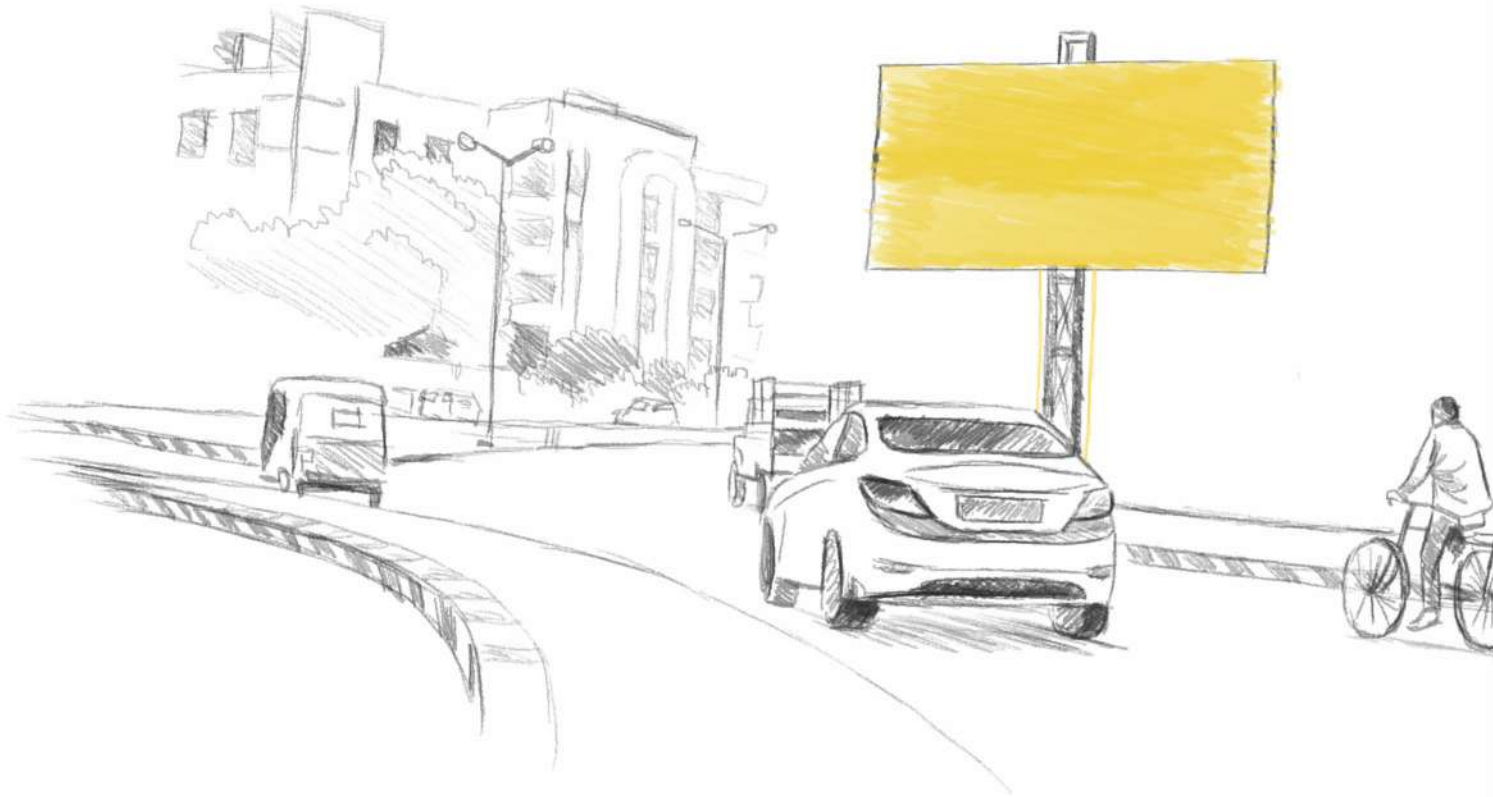


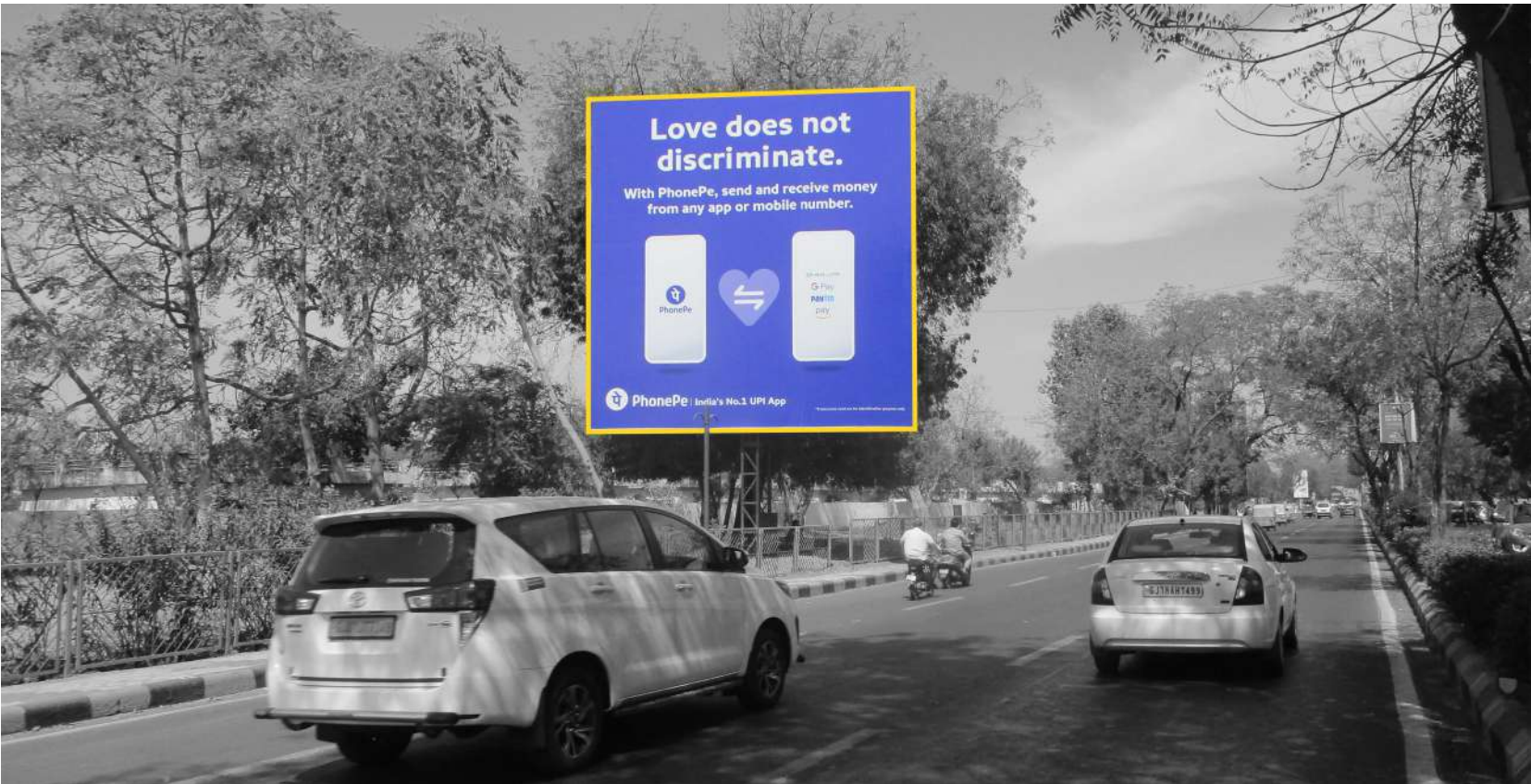


Unipoles

Unipole advertising signs have a frame structure mounted atop a single steel column. A large format billboard enhances effectiveness from long distances with two options of illumination: light box and front lighting for versatility.

Unipoles apart from being long distance effective, also focus on advertising during the night with its versatile approach of lighting inside and outside with which the message to be conveyed pops out effectively.

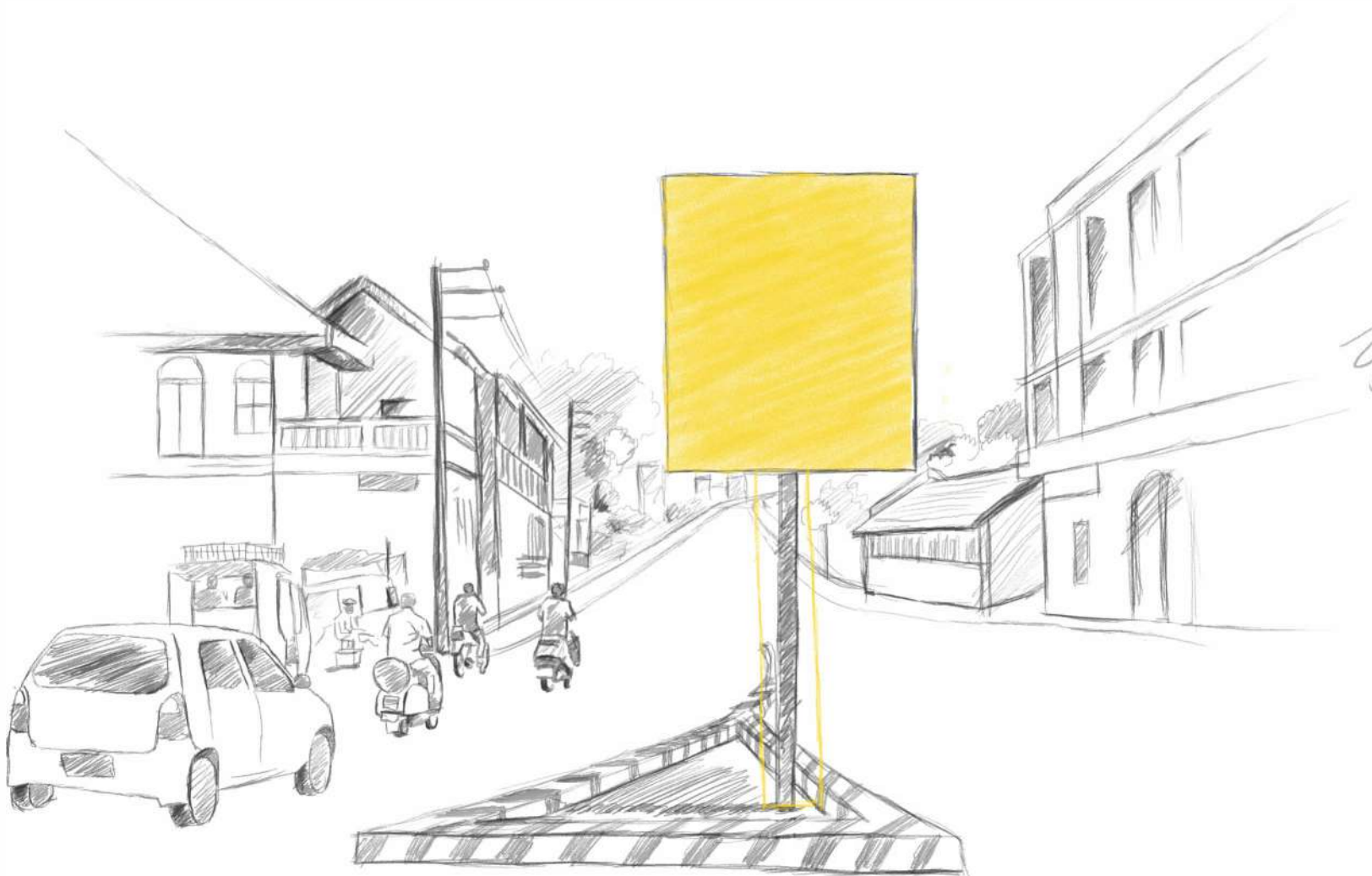




Indicators / Signages

Indicators or signages come in larger and smaller sizes to convey messages in the form of visual graphics. The signages are used widely by organizations for directions or warning signs. They induce rational decision making of the customers with the information provided.

Placing the indicators or signages in the right places or repetitive positioning helps building of the brand image with every visual contact. The content and visuals are precise in nature to grab eyeballs for a short time span but with effectiveness.





Railway Station Branding

According to the statistics of the Indian Railways, an estimated 45.94 lakh passengers visit the railway stations every day. Railway station branding increases the brand visibility because of the location and high number of commuters everyday.

Mostly brand placements and advertisements are targeted in these public places where the waiting period is managed properly with short innovative content. These branding spaces make the advertising of a brand more effective.

We have bulk advertising rights for railway stations across Gujarat:

Ahmedabad : (Gandhigram, Maninagar Foot Over Bridge, Sabarmati Foot Over Bridge, Sabarmati, Sarkhej, Vatva,Vastrapur,)

Other Railway Station :

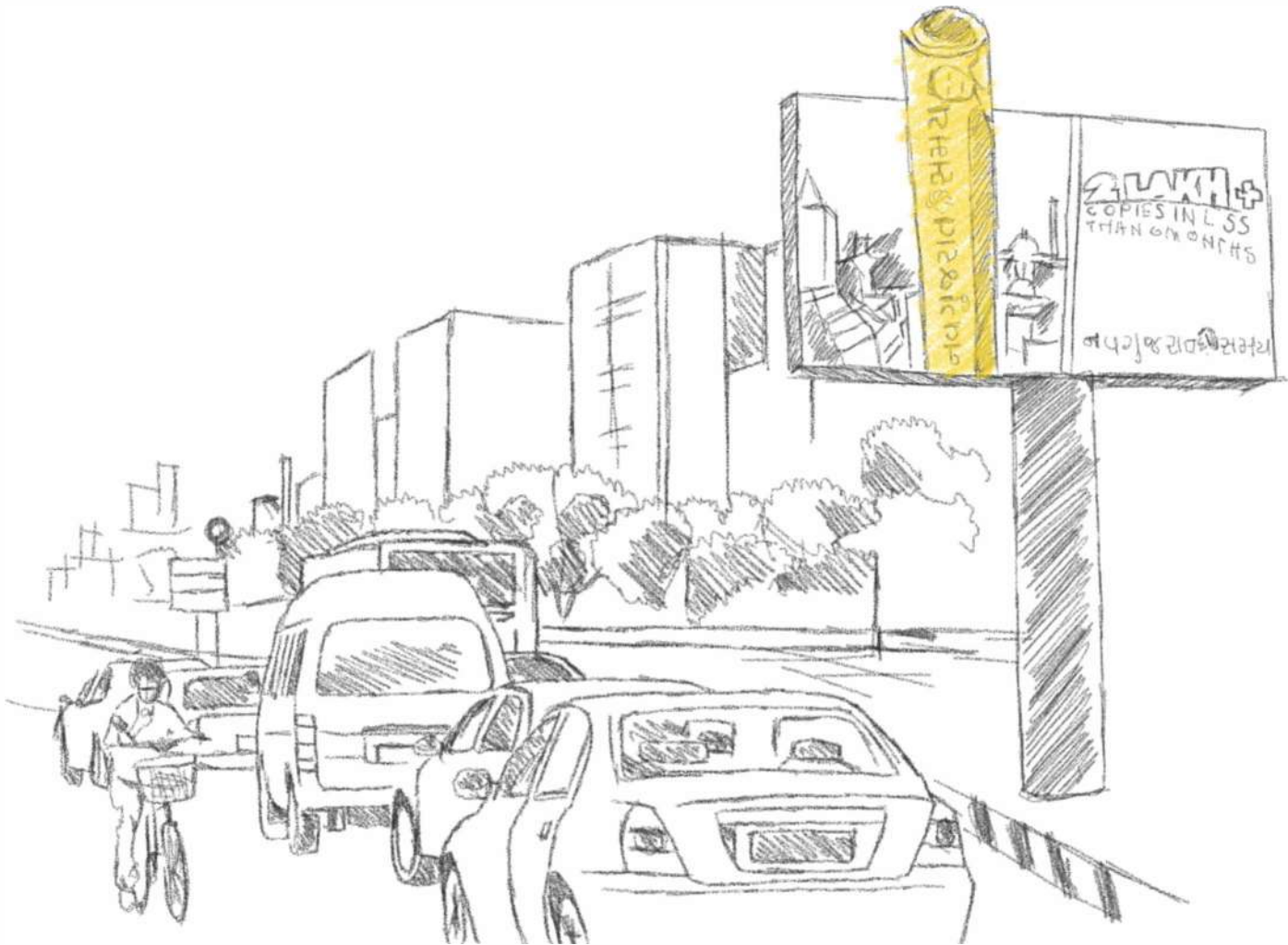
Anand, Amreli, Ankleshwar, Balva, Bhavnagar, Palitana, Bhavnagar Para, Botad, Bharuch, Dhola Jnc., Dhandhuka, Dholka, Dhasa, Dahod Jnc., Gondal, Himatnagar, Junagadh, Jetalsar, Keshod, Kodinar, Mahuva, Nadiad, Porbander, Upletha, Una, Ranvav, Talala, Shihor Jnc., Songadh, Surendranagar Gate, Savar Kundla, Vanshjaliya, Veraval, Visavadar.





Innovative Hoardings

Innovative hoardings is the next creative step in advertising and outdoor marketing. The props used for advertising the brand will be elevated from the background of the billboard to strike an impact, increase viewing experience and create higher recall value. This helps in cutting through competitors with a new approach in the advertising industry.





www.hofindia.com

OOH for the looks
AAH for the comfort

HOF

5 years warranty

100% design software & 3D production fabric, options available.

DELHI - 99043 02136
RODASKERE - 91 99043 02136
BANGALORE - 91 99043 02136
MUMBAI - 91 99043 04228

HOF

OOH AAH

BRTS BQS

According to the survey there are 150 BRTS stations in the ahmedabad city. Daily 1,32,000 people travel in the BRTS, which gives us larger audience for the advertisement visibility to connect with the people. BRTS advertisement gives a huge awareness towards the people.

Kaushik Outdoors creates gamut of branding and communication material that covers every aspect of the brand awareness.



Baroda Pillars



Government Associations

To convey messages which are issued in public interest, Kaushik hosts the government initiatives on their hoardings across the State. These hoardings are placed in the most visited areas of their respective cities so that they reach the maximum eye balls.

We are also registered with the State Government of Gujarat, Ahmedabad Municipal Corporation, DAVP and Western Railways for their outdoor publicity requirements.

Ahmedabad Traffic Police



AIDS



Cottage Industry Department



G-20



DAVP



Matikam Department & Labour



Forest



Mahiti & Labour Department



Social Justice & Empowerment



Social Justice Department



Yatradham



Bio Diversity & GSDMA



Regional Transport Office





JMD's Message

I am associated with the company since the commencement in 2001. The medium has come a long way with the passage of time. Over the years, it is proving to be among the most economical options. Also, its benefits have improved the significance of the medium in advertising. We have constantly evolved with time, welcoming new methods. To add to this, the new director with a fresh perspective has introduced new techniques and thus, we are upgrading ourselves with the changing trends.

As per our analysis, the attention span for a television commercial is approximately 10 seconds whereas for a hoarding it can be 1 month and more. Here, the visibility factor is achieved notably on a local

level, where you avail stand-alone visibility 24x7, 365 days in an year. Earlier, it took 4 to 5 days to finish paint jobs on hoardings, now with technological advantages; the job is completed in 4 to 5 hours. In the present times, clients look for new options that attract more audience. Thus, we indulge in practicing new marketing techniques. Earlier, client and our associations were relation-based. Now, they are getting more and more professional.

I believe in never looking back. With this venture, our approach has brought us to this position where we learn and improve everyday. We wish to cater to more clients to help them prosper in their businesses.

Mr. Arpit Shah
JMD, Kaushik Outdoors

Our Team

The team which works on delivering the message of brands to the mass spreads a message of its own to the mass. That's of honesty, simplicity, hard-work and all the qualities a decent human and a morally well-founded society should have. The team has maintained long and strong relationships with many brands because of their prompt, committed and enthusiastic attitude.

A team built to deliver.



Infrastructure

Located at a prime location in the heart of Ahmedabad, the spacious 3000 sq. ft. of ergonomically designed work space, supported by a state-of-the-art technological infrastructure ensures that our team can keep a continuous check on the pulse of the market to serve our clients better.

Maintaining a presence across the state, our other major offices are located in Gandhinagar and Bhavnagar among others. These offices control the operations in the State and ensure the quality of the services they are offering is always matching the organization's standards.

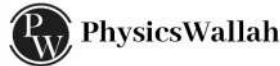


Clientele

Representing the big brands of various industries, Kaushik Outdoors has been providing brand spaces to many big names.







& Many More...



Director's Message

I have seen the vigor and passion with which my father has built this company. The strong position we hold today in the market today, is all a result of his efforts. I want to bring the same zest and vigor to this organization and then some more.

I share my father's dream and intend to continue driving the company ahead with the same business ethics that my father has upheld and the sharp business acumen that I have acquired from him as my mentor.

It's not just spaces that we are selling to our clients. We are providing them with a channel to connect with their customers. We try to not just make this process more seamless but also more creative. One of

our recent efforts were focused on introducing innovative hoardings, a concept which registered well with our clients and their customers alike. We were one of the first to extend such an offering. We will continue to bring such innovations to our clients. This is the dynamism which is going to strengthen our position in the market even further.

I have a strong belief that rather than being the jack of all trades, be the master of one. This philosophy is the reason we have maintained our dominance in the market and in ensuring that our clients have the very best locations throughout Gujarat to showcase their brands.

We are not the king, we are the kingmakers.

Mr. Saket Shah
Director, Kaushik Outdoors

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The outdoor publicity professionals

Kaushik Publicity

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Since 2001