



MEDIA PROPOSAL • JULY 2026

Premium LED Billboards at South Bengaluru's Prime Junctions

Slot-based Digital Out-of-Home advertising across the
BTM–Silk Board and Ejipura–100ft Road corridors.

3,00,000+

Daily commuters

60–90 sec

Signal dwell

22ft × 22ft

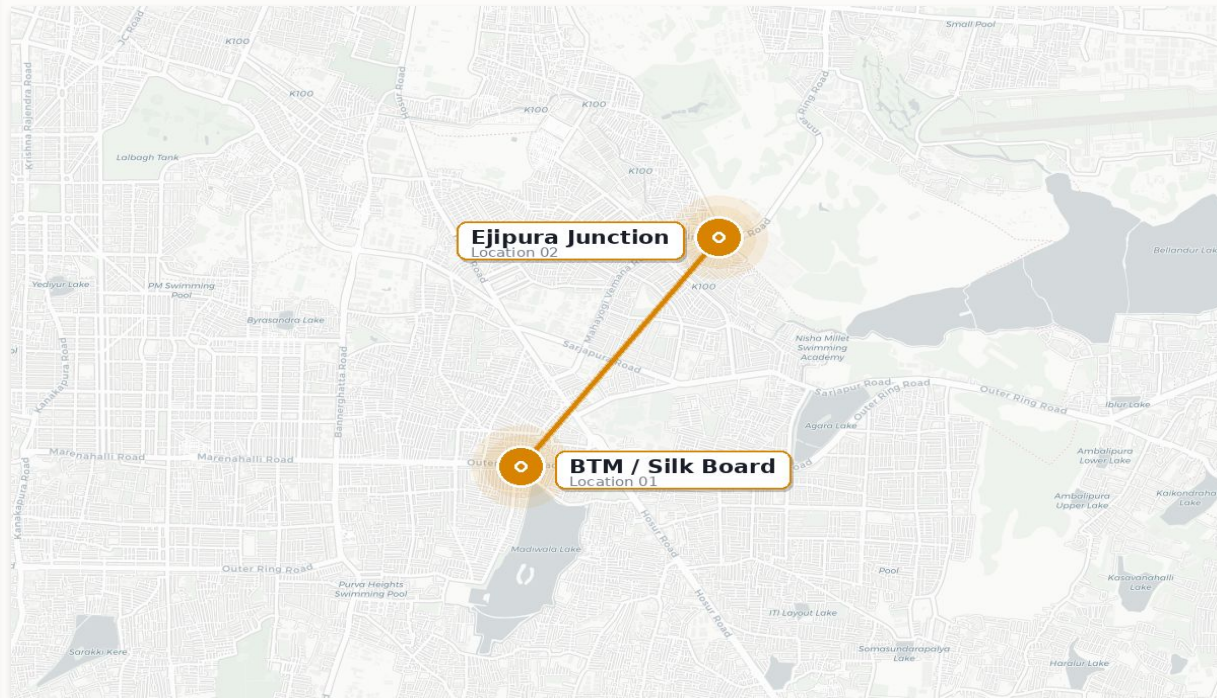
LED screens

Zero

Ad-blockers

Two Screens. One Powerful Corridor.

SOUTH BENGALURU CORRIDOR



Both screens on a single high-traffic corridor.

COMBINED REACH

3,00,000+

daily commuters across both junctions

Live LED inventory · 22ft × 22ft each

01 · BTM / Silk Board

HSR → Jayanagar

~60s dwell · Yellow Line Metro adjacent

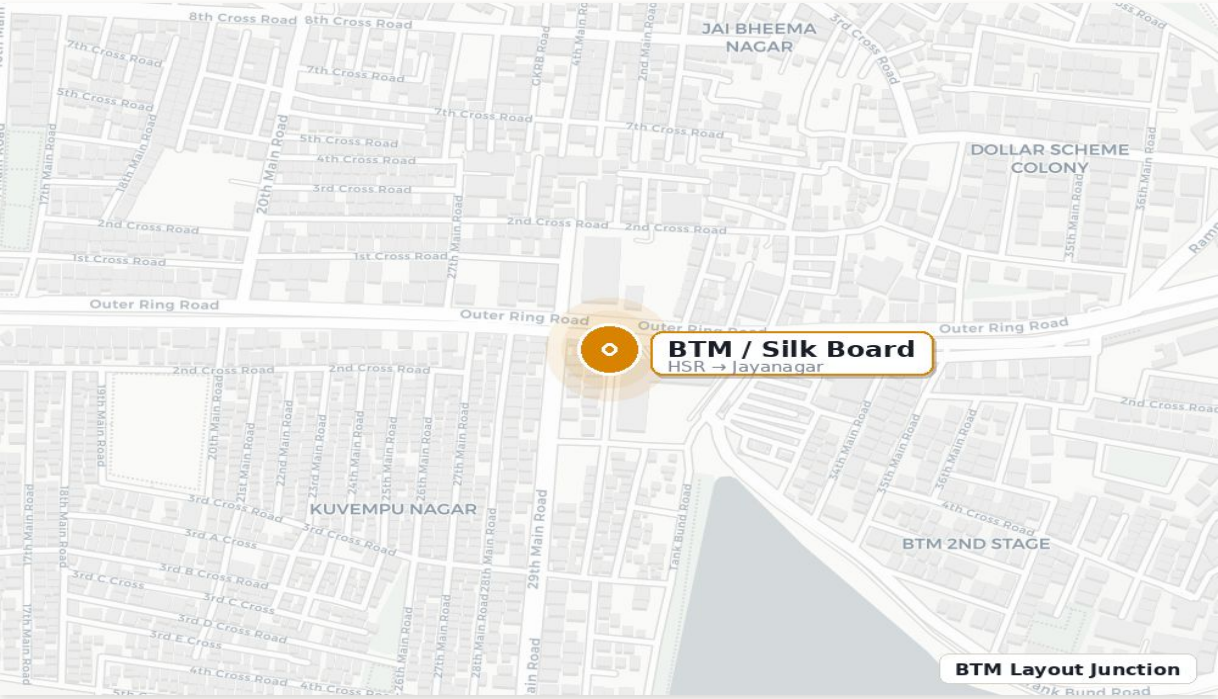
02 · Ejipura / 100ft Road

Indiranagar → Koramangala

60–90s dwell · IT / MNC corridor

HSR LAYOUT ➤ JAYANAGAR

EXACT LOCATION · BTM LAYOUT, OUTER RING ROAD



1,50,000+ daily OTS · 22ft × 22ft LED screen

KEY FACTS

Signal dwell	~60 seconds / cycle
Flyover	Eye-level from deck
Metro	Yellow Line
Peak speed	4.48 km/hr
Catchment	Electronic City, Jayanagar, HSR

STRONG FOR

- FMCG
- Jewellery
- EdTech
- Real Estate
- Healthcare

INDIRANAGAR ➤ KORAMANGALA

EXACT LOCATION · 100FT INTERMEDIATE RING ROAD



1,50,000+ daily OTS · 22ft x 22ft LED screen

KEY FACTS

Signal dwell	60–90 sec / cycle
Daily traffic	~ 180,000 PCU
MNC corridor	IBM · Dell · Bosch
Catchment	Indiranagar, Domlur, HSR

STRONG FOR

- D2C
- F&B / QSR
- Lifestyle
- Real Estate
- Startups

INVESTMENT

Rate Card & Format

SINGLE SCREEN

₹6,00,000

per slot / month

BTM / Silk Board or Ejipura / 100ft Road

BOTH SCREENS · NETWORK

₹10,00,000

per slot / month

Same slot across both — save ₹2,00,000 / slot.

DISCOUNTS — STACK VOLUME + DURATION

3+ months

10% off

6+ months

20% off

2+ slots

10% off

4+ slots

20% off

THE 60-SECOND LOOP

1

YOU

3

4

5

6

6 × 10-sec slots · plays once a minute, looping all month.

All rates + GST @ 18%. Category exclusivity on request.

CREATIVE SPECIFICATIONS

Resolution	1008 × 1008 (1:1)
Format	MP4 · JPG / PNG
Duration	10 sec
File size	≤ 25 MB



FROM BRIEF TO BROADCAST

01

Brief & confirm

Brand, audience & duration
— plan in 24 hrs.

02

Artwork

Creative per specs; we
handle install.

03

Go live

On schedule, with
proof-of-display.

04

Report

Proof-of-play + wrap report.

Let's put your brand on South Bengaluru's map.

Flexible durations · Professional proof-of-play · Licensed inventory

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Thank you for the opportunity. — Dishank Media LLP