DELHI AIRPORT

INDIA'S HIGHEST FOOTFALLS AIRPORT

ONE DESTINATION THAT CONNECTS WORLD CLASS BRANDS TO THEIR AUDIENCE

DELHI INDIRA GANDHI INTERNATIONAL AIRPORT | GMR

TIMDAA

TIMES OOH

INDIA'S BUSIEST & 9th BUSIEST AIRPORT GLOBALLY

THE LARGEST CONGREGATION OF HIGH DISPOSABLE INCOME CUSTOMERS (FLYERS) AT ANY POINT IN TIME !

6.5+ MILLION MONTHLY FOOTFALLS

Only at the Delhi Airport

EVERYONE IS HERE !

MULTI-CITY AFFLUENT CUSTOMERS

RANK	AIRPORT	TOTAL PASSENGERS*
1	ATLANTA, USA	108 067.766
2	DUBAI, UAE	92 331 506
3	DALLAS/FORT WORTH, USA	87 817 864
4	TOKYO, JAPAN	85 900 617
5	LONDON, UK	83.884 572
6	DENVER, USA	82 358 744
7	ISTANBUL, TURKEY	80 073 252
8	CHICAGO, USA	80 043 050
9	NEW DELHI, INDIA	77 820 834
10	SHANGHAI, CHINA	76 787 039

*TOTAL PASSENGERS ENPLANED AND DEPLANED, PASSENGERS IN TRANSIT COUNTED ONCE
Source: Airports Council International

DELHI AIRPORT ADVERTISING IS HIGHLY IMPACTFUL

DRIVES BRAND AWARENESS, CONSIDERATION AND INTENT AMONG A HIGHLY COVETED AUDIENCE !

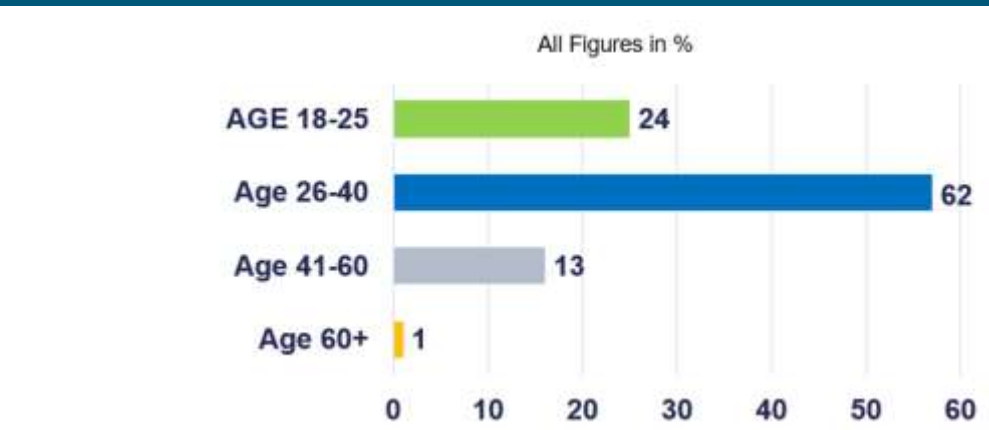
Aviation Hub of India

Maximum **Eyeballs**

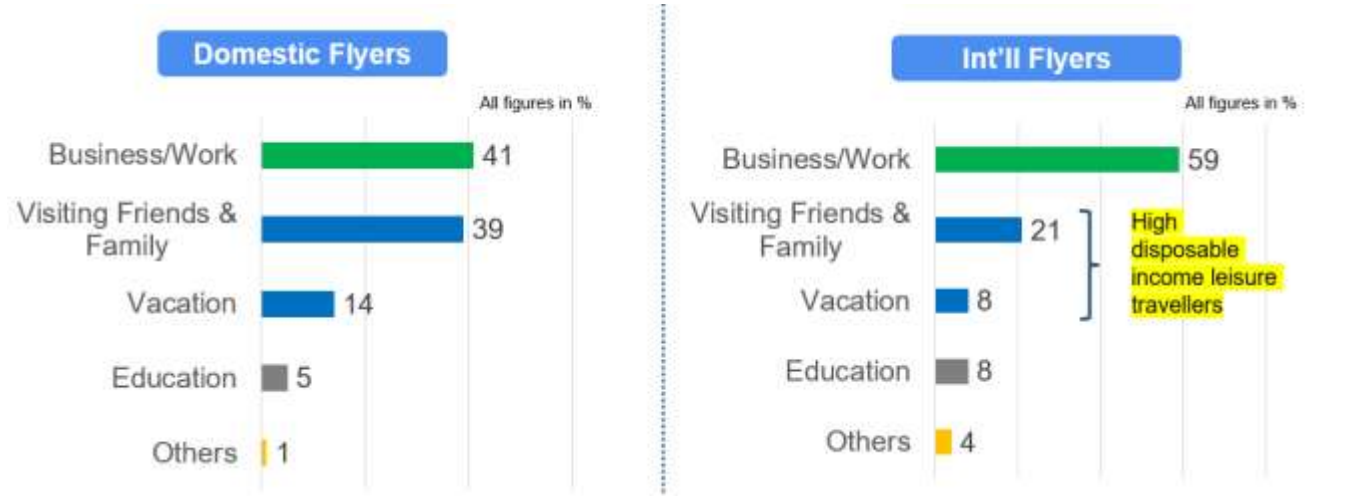
Maximum **Visibility**

AN ATTRACTIVE CONSUMER PROFILE AT DELHI AIRPORT !

YOUNG, UPWARDLY MOBILE FLYERS
MAJORITY OF FLYERS TRAVEL FOR BUSINESS/WORK , AT BOTH DOMESTIC & INT'LL TERMINALS !



86% of Flyers at Delhi Airport are < 40 years of Age



Most of the flyers are travelling for Business/Work at Domestic & Int'll Terminals

EXTENSIVE REACH THROUGH WORLD-CLASS MEDIA FORMATS

REACH YOUR TARGET AUDIENCE AT KEY TOUCHPOINTS THROUGHOUT THEIR ENTIRE JOURNEY !

HIGH IMPACT, HIGH FREQUENCY, HIGH DWELL TIME DIGITAL MEDIA

India's Most Impactful Digital Networks :

43 Videowalls Digital Arcade
48 Videowalls Digicast Gallery
75" Digital Totems
65" Classic Digital Network
Digital Pods Network
Exclusive Videowalls

1

2

HIGH VISIBILITY STATIC MEDIA

Larger than Life Formats Static Media:
Indoor & Outdoor

HIGH VISIBILITY ENGAGEMENT ZONES

High Visibility Engagement Zones:
Indoor

3

4

HIGH IMPACT INNOVATIONS

High Impact Innovations:
Indoor & Outdoor

IT'S OFFICIAL !

Delhi Airport now has India's Largest Digital Network

Certified by India Book of Records
Extraordinary feats... ...Extraordinary people

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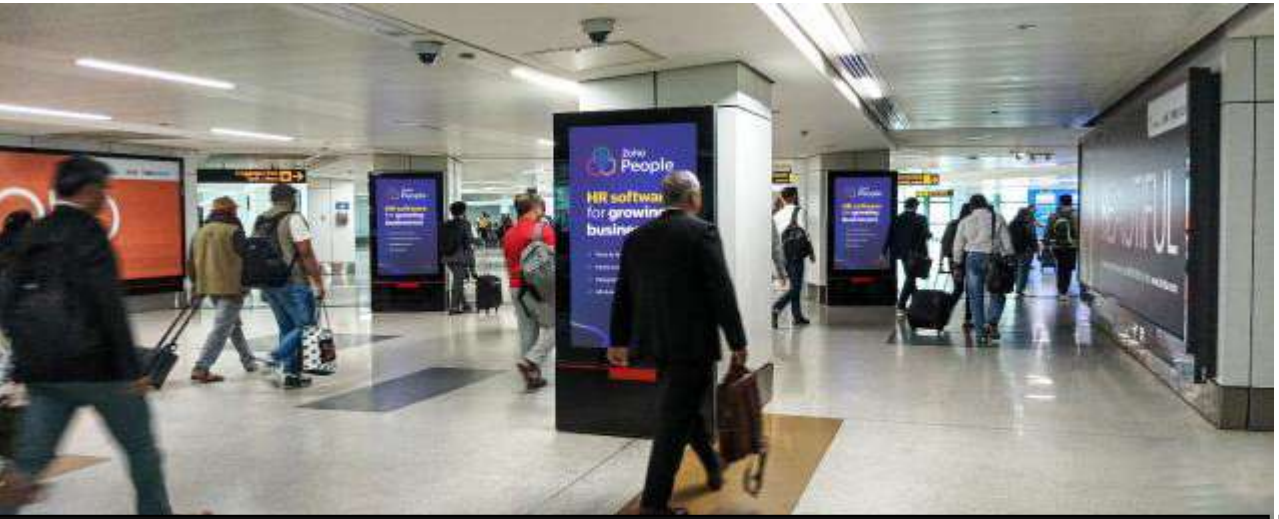
WORLD-CLASS DIGITAL NETWORKS AT DELHI AIRPORT

POSITIONED AT HIGH DWELL-TIME LOCATIONS OF THE AIRPORT, FOR MAXIMUM VISIBILTY !

43-Videowalls Digital Arcade at Boarding Gates

48-Videowalls Digital Gallery at Baggage Belts



351-Screens Classic Digital Network across multiple touch-points

Digital Pods Network across multiple touch-points

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HIGH-VISIBILITY VIDEOWALLS AT DELHI AIRPORT

DESIGNED TO PROVIDE THE HIGHEST QUALITY REPRESENTATION OF YOUR BRANDS' MESSAGING !

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LARGER-THAN-LIFE STATIC MEDIA FORMATS AT DELHI AIRPORT

LARGE CANVAS TO MAKE YOUR BRAND CAMPAIGNS BIG.BOLD.BEAUTIFUL !

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IMMERSIVE ENGAGEMENT ZONES AT DELHI AIRPORT

ACTIVATE YOUR BRAND AND DRIVE INTENT WITH EXPERIENTIAL EXHIBITS !

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IMAGINATIVE INNOVATIONS AT DELHI AIRPORT

CREATE HIGH BRAND RECALL THROUGH BUZZING INNOVATIONS !

Vistara Airlines 3D-Anamorphic Activation

Tanishq Augmented Reality 'Try & Buy' Experience

Adidas FIFA World Cup Activation

Tata Altroz Cutout at Baggage Belts

SOME OF THE 500+ BRANDS WHO HAVE LEVERAGED DELHI AIRPORT FOR THEIR MARKETING CAMPAIGNS IN LAST 12 MONTHS

HIGH IMPCT DIGITAL MEDIA OPPORTUNIES ONLY AT DELHI AIRPORT

Fusion ARCADE
ALL DOMESTIC

FUSION ALL-DOMESTIC DIGITAL ARCADE

29
ACTIVE LED
VIDEOWALLS
NETWORK

100% NEW T1 DEPARTURES

NEW T1 : INDIA'S HIGHEST DOMESTIC FOOTFALLS AIRPORT

+

100% T3 DOMESTIC DEPARTURES

T3 DOM : INDIA'S 2ND HIGHEST DOMESTIC FOOTFALLS AIRPORT

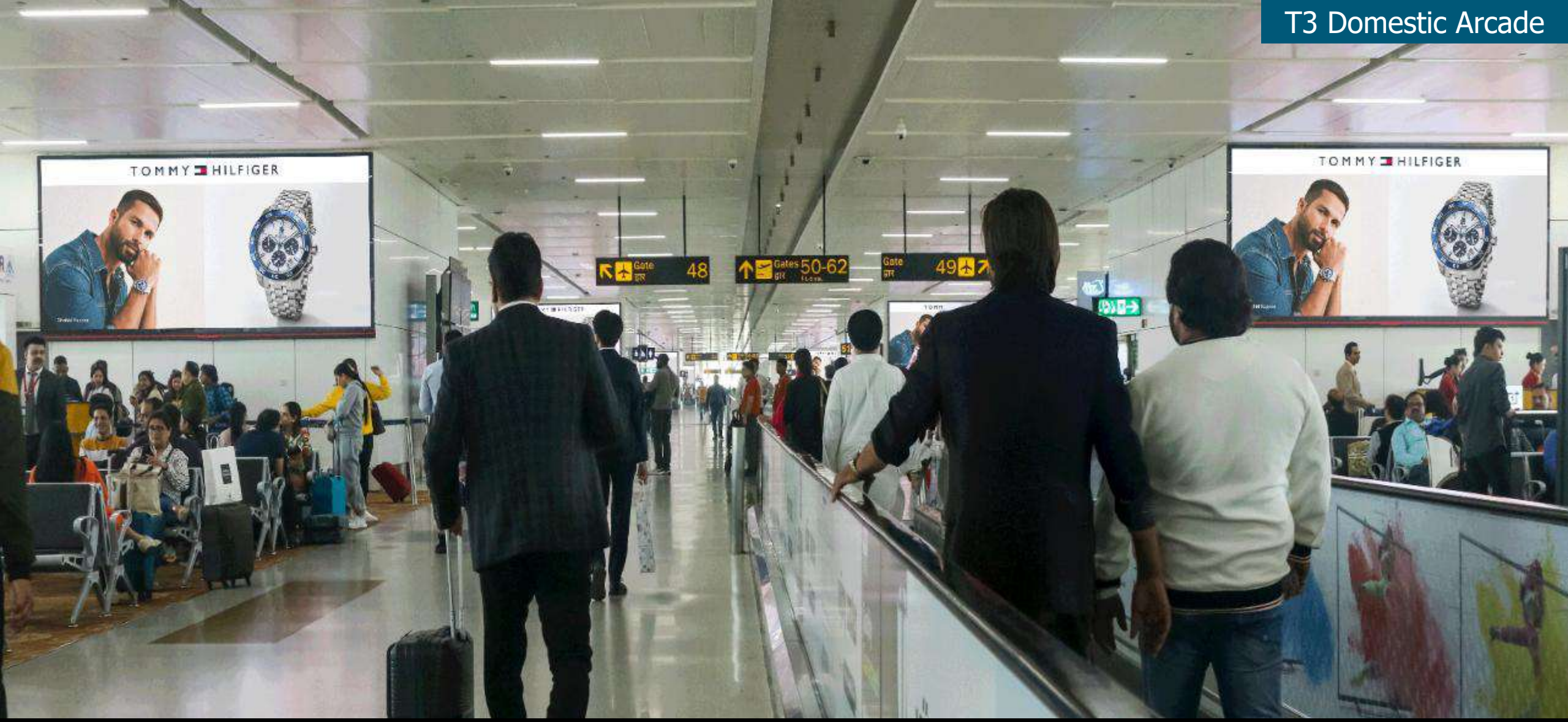
DOUBLE IMPACT

LARGE FORMAT | HIGHEST DWELL-TIME LOCATION OF BOARDING GATES

T1 Domestic Arcade

Location : New T1 Departures (Boarding Gates) , **Media** : 6+1 Videowalls Digital Arcade , **Size of each Videowall** : 20ft x 10ft
Loop Length : 15sec every 4mins , **Playouts** : 330 per videowall per day

T3 Domestic Arcade



Location : T3 Domestic Departures (Boarding Gates) , **Media** : 22-Videowalls Digital Arcade , **Size of each Videowall** : 16ft x 7ft
Loop Length : 15sec every 5mins , **Playouts** : 264 per videowall per day

'BEST OF BOTH WORLDS' ALL-T3 DIGITAL ARCADE

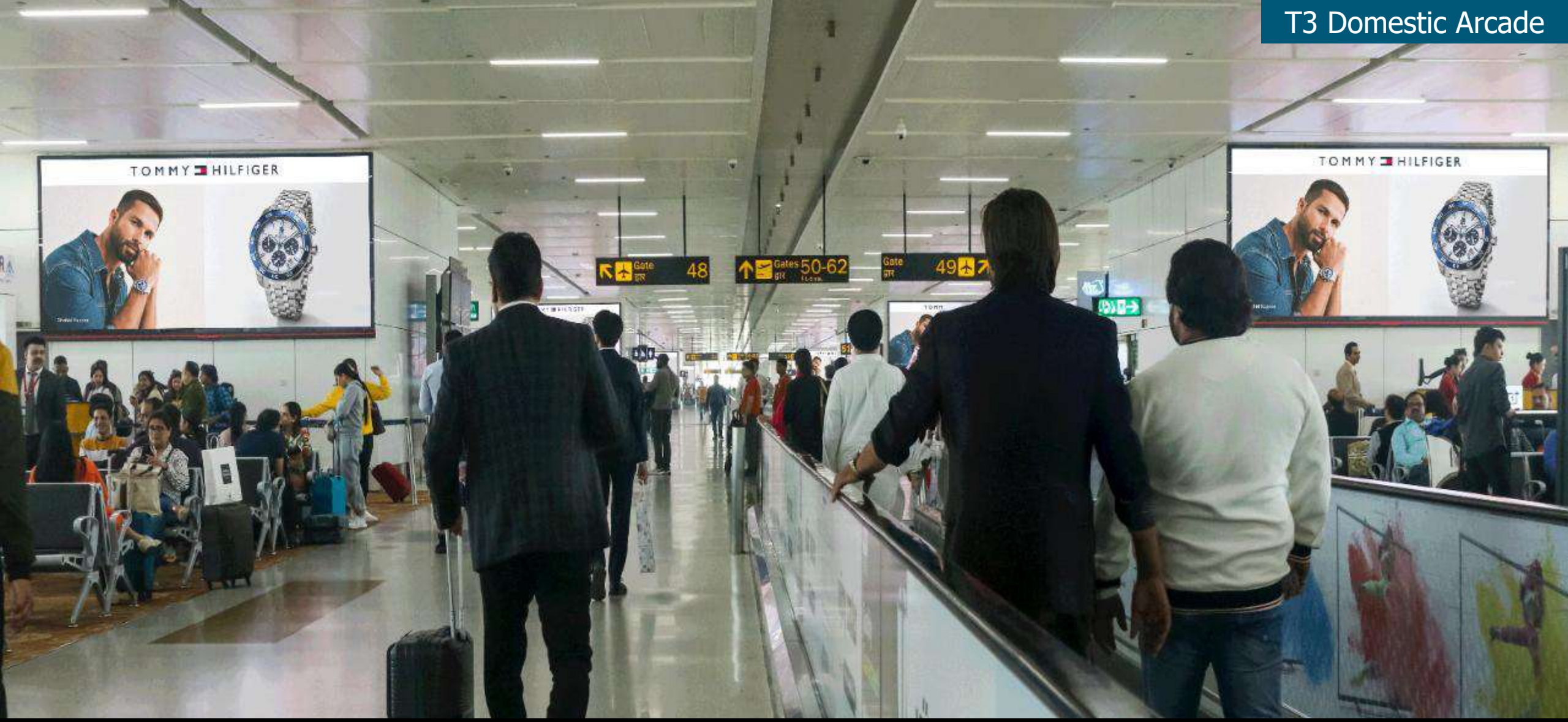
33
ACTIVE LED
VIDEOWALLS
NETWORK

100% T3 DOMESTIC DEPARTURES **+** **100%** T3 INT'LL DEPARTURES

DOUBLE IMPACT

LARGE FORMAT | HIGHEST DWELL-TIME LOCATION OF BOARDING GATES

T3 Domestic Arcade



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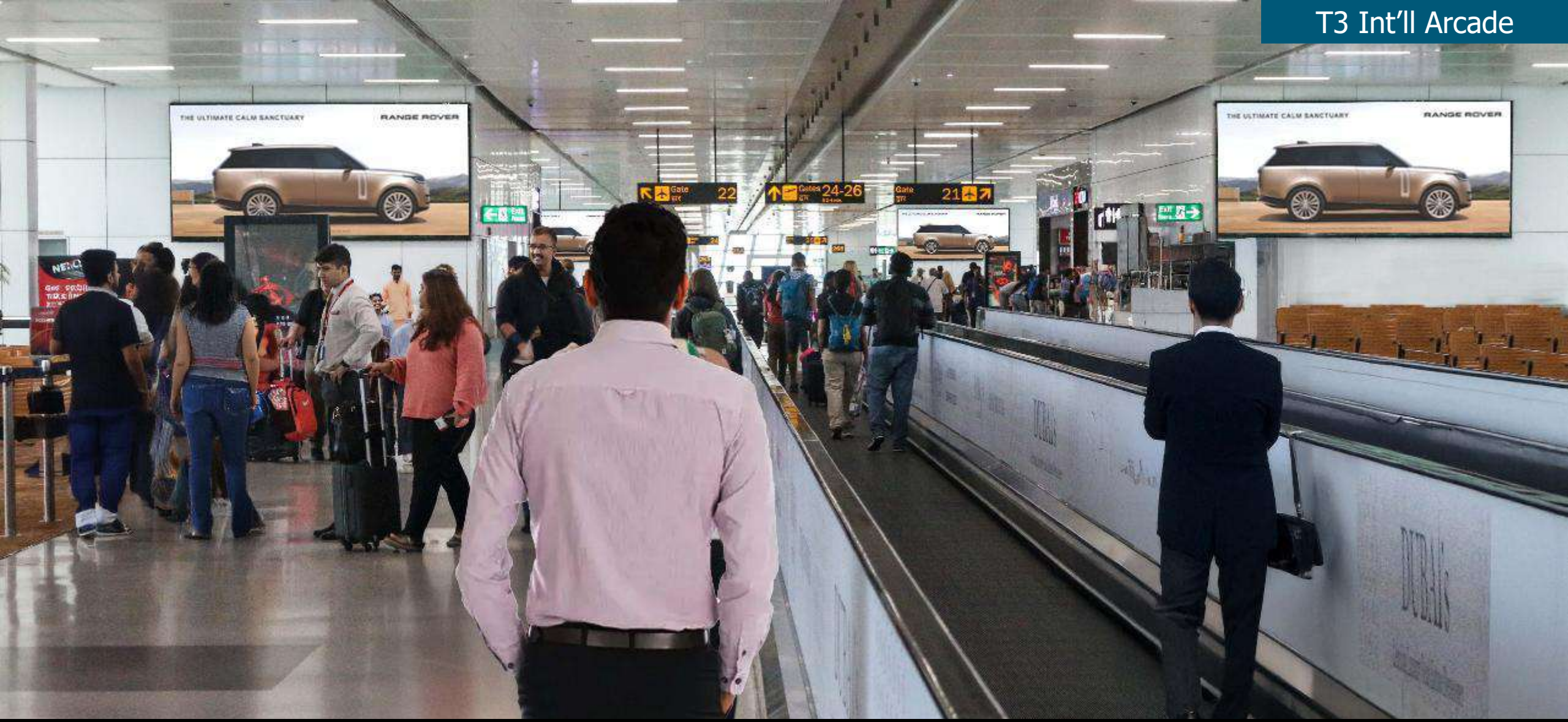
T3 Int'll Arcade



Location : T3 Int'll Departures (Boarding Gates) , **Media** : 11-Videowalls Digital Arcade , **Size of each Videowall** : 16ft X7ft
Loop Length : 15sec every 4mins , **Playouts** : 330 per videowall per day

Fusion DIGICAST
ALL DOMESTIC

FUSION ALL-DOMESTIC DIGICAST GALLERY

36
ACTIVE LED
VIDEOWALLS
NETWORK

100% NEW T1 ARRIVALS

NEW T1 : INDIA'S HIGHEST DOMESTIC FOOTFALLS AIRPORT

+

100% T3 DOMESTIC ARRIVALS

T3 DOM : INDIA'S 2ND HIGHEST DOMESTIC FOOTFALLS AIRPORT

DOUBLE IMPACT

LARGE FORMAT | HIGH DWELL-TIME LOCATION OF BAGGAGE BELTS

T1 Digicast Gallery

Location : New T1 Arrivals (Baggage Belts) , **Media** : 20-Videowalls Digicast Gallery , **Size of each Videowall** : 16ft X 4ft
Loop Length : 10sec every 2mins , **Playouts** : 660 per videowall per day

T3 Domestic Digicast Gallery

Location : T3 Domestic Arrivals (Baggage Belts) , **Media** : 16-Videowalls Digicast Gallery , **Size of each Videowall** : 16ft X4ft
Loop Length : 10sec every 2mins , **Playouts** : 660 per videowall per day

'BEST OF BOTH WORLDS' ALL-T3 DIGICAST

28
ACTIVE LED
VIDEOWALLS
NETWORK

100% T3 DOMESTIC ARRIVALS **+** **100%** T3 INT'LL ARRIVALS

DOUBLE IMPACT

LARGE FORMAT | HIGHEST DWELL-TIME LOCATION OF BAGGAGE BELTS

T3 Domestic Digicast Gallery

Location : T3 Domestic Arrivals (Baggage Belts) , **Media** : 16-Videowalls Digicast Gallery , **Size of each Videowall** : 16ft X4ft
Loop Length : 10sec every 2mins , **Playouts** : 660 per videowall per day

T3 Int'll Digicast Gallery

Location : T3 Int'll Arrivals (Baggage Belts) , **Media** : 12-Videowalls Digicast Gallery , **Size of each Videowall** : 16ft X4ft
Loop Length : 10sec every 2mins , **Playouts** : 660 per videowall per day

VERTI-NET

WALK-WAY DIGITAL NETWORK, ALL TERMINAL DEPARTURES

217
ACTIVE LED
SCREENS
NETWORK

100% NEW T1 DEPARTURES +

100% T2 DOMESTIC DEPARTURES +

100% T3 DOMESTIC DEPARTURES +

100% T3 INT'LL DEPARTURES

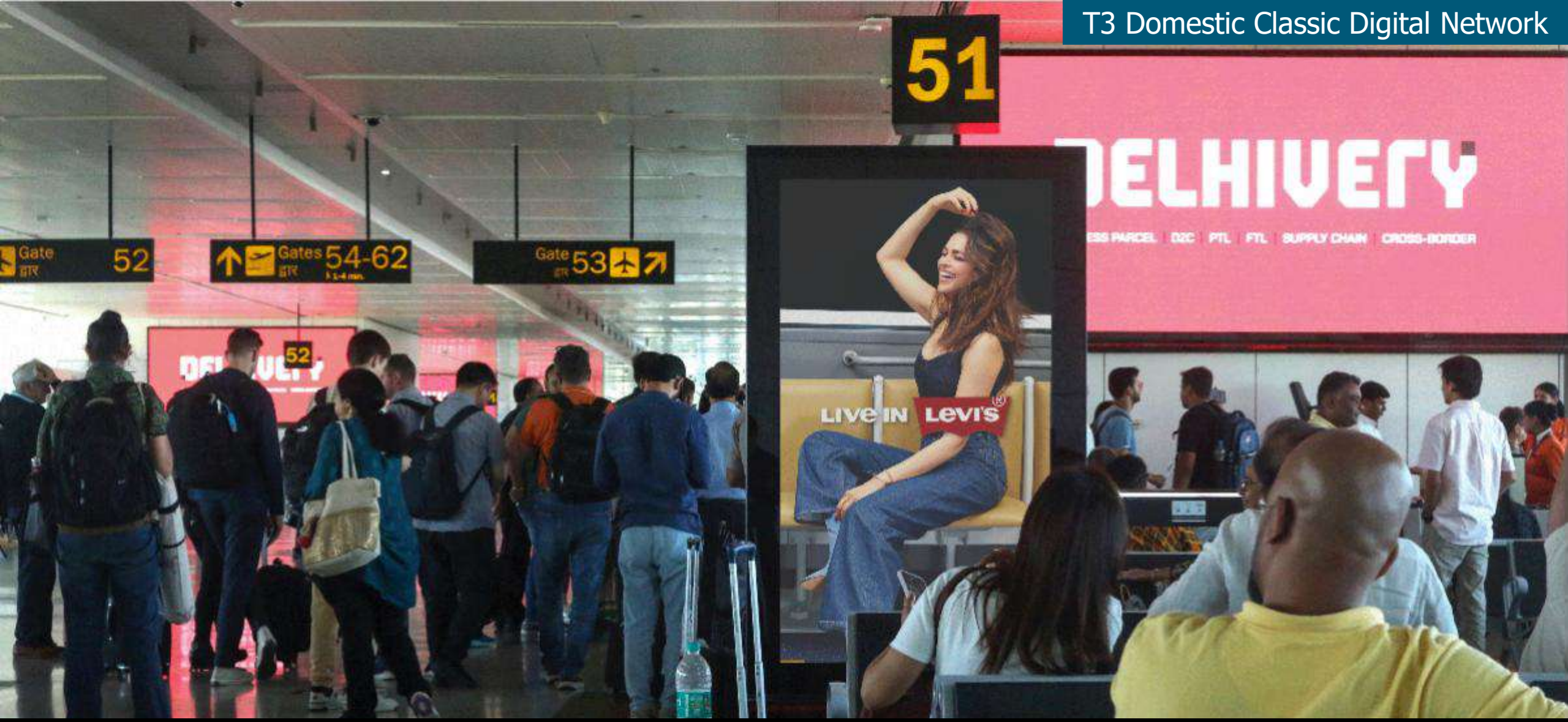
T1 Digital Totems Network

Location : New T1 Departures (Multiple touch-points) , **Media** : 78-screens Digital Totems , **Size of each screen** : 75”
Loop Length : 15sec every 4mins , **Playouts** : 330 per screen per day

T2 Classic Digital Network

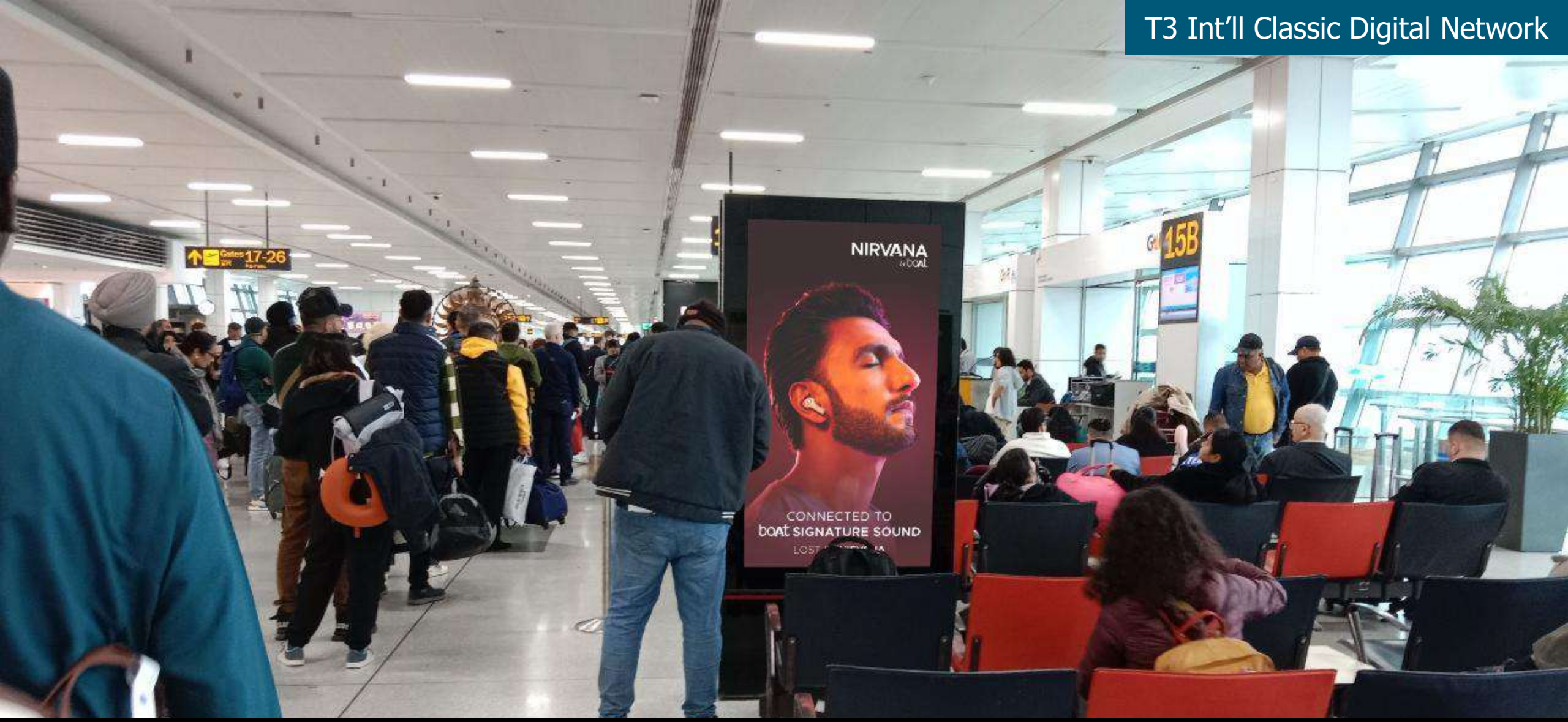
Location : New T2 Departures (Multiple touch-points) , **Media** : 27-screens Classic Digital , **Size of each screen** : 65”
Loop Length : 15sec every 4mins , **Playouts** : 330 per screen per day

T3 Domestic Classic Digital Network



Location : T3 Domestic Departures (Multiple touch-points) , **Media** : 50-screens Classic Digital , **Size of each screen** : 65”
Loop Length : 15sec every 4mins , **Playouts** : 330 per screen per day

T3 Int'll Classic Digital Network



Location : T3 Int'll Departures (Multiple touch-points) , **Media** :62-screens Classic Digital , **Size of each screen** : 65"
Loop Length : 15sec every 4mins , **Playouts** : 330 per screen per day

VERTI-NET

WALK-WAY DIGITAL NETWORK, ALL TERMINAL ARRIVALS

134 ACTIVE LED SCREENS NETWORK

100% NEW T1 ARRIVALS + **100%** T2 DOMESTIC ARRIVALS + **100%** T3 DOMESTIC ARRIVALS + **100%** T3 INT'LL ARRIVALS

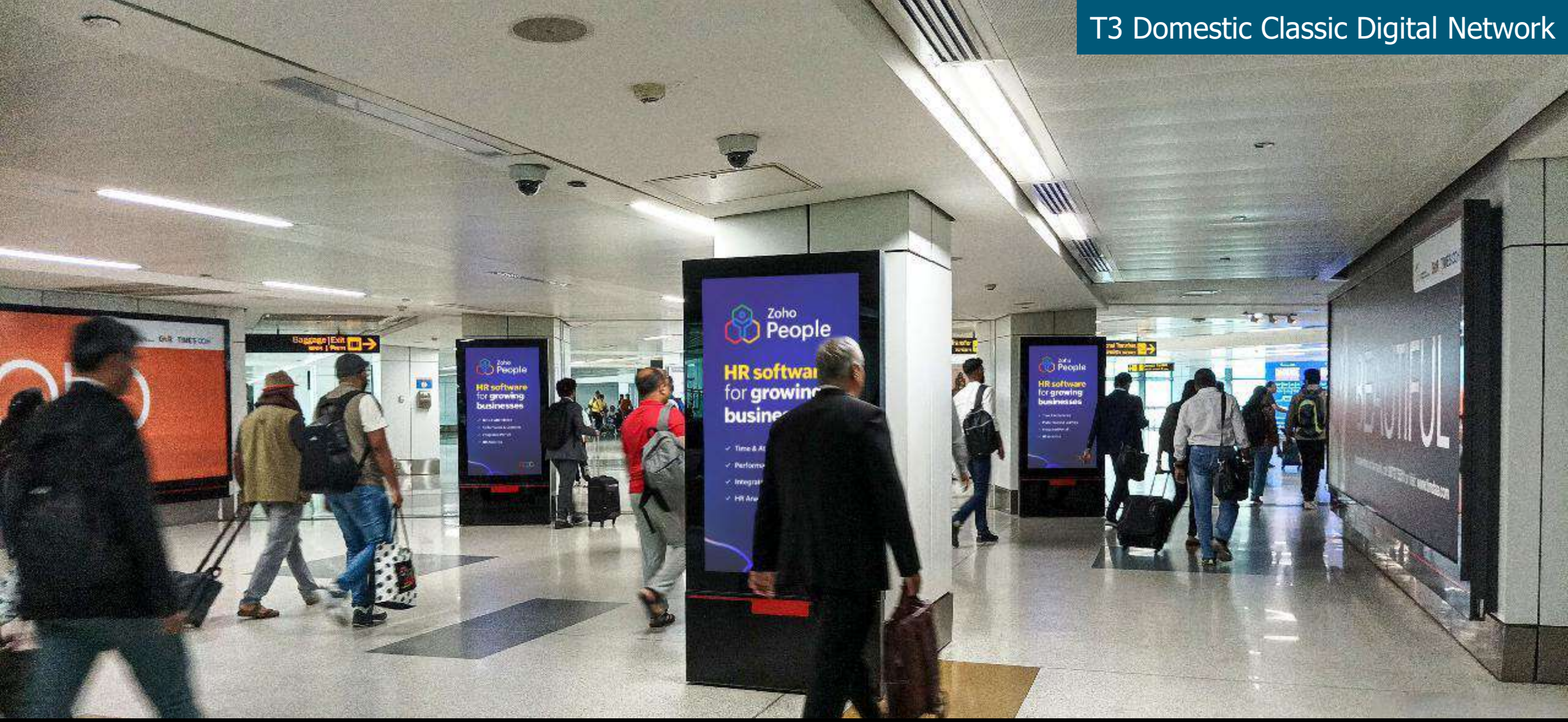
T1 Digital Totems Network

Location : New T1 Arrivals (Customer Walkways) , **Media** : 24-screens Digital Totems , **Size of each screen** : 75”
Loop Length : 15sec every 4mins , **Playouts** : 330 per screen per day

T2 Classic Digital Network

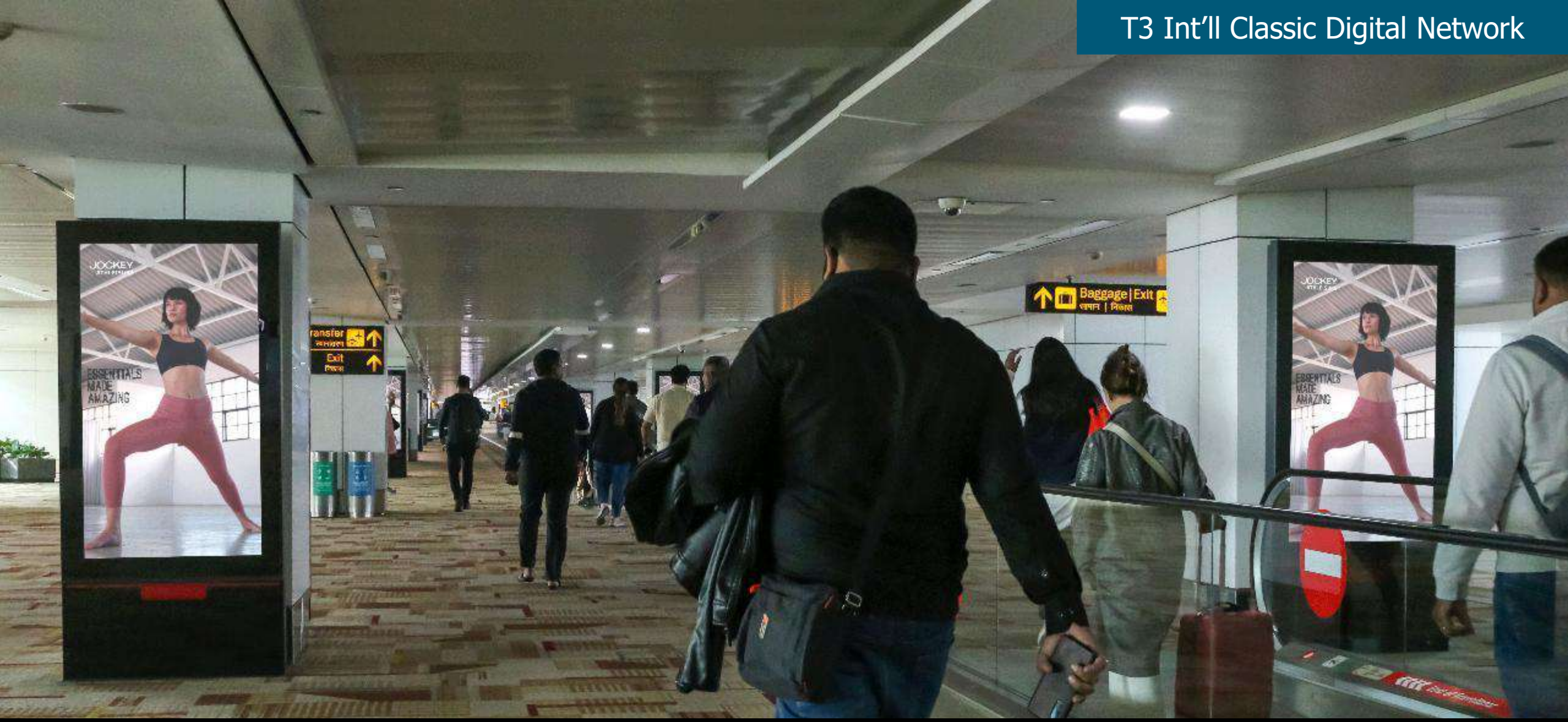
Location : New T2 Arrivals (Customer Walkways) , **Media** : 6-screens Classic Digital , **Size of each screen** : 65”
Loop Length : 15sec every 4mins , **Playouts** : 330 per screen per day

T3 Domestic Classic Digital Network



Location : T3 Domestic Arrivals (Customer walkways) , **Media** : 50-screens Classic Digital , **Size of each screen** : 65”
Loop Length : 15sec every 4mins , **Playouts** : 330 per screen per day

T3 Int'll Classic Digital Network



Location : T3 Domestic Arrivals (Customer walkways) , **Media** : 54-screens Classic Digital , **Size of each screen** : 65"
Loop Length : 15sec every 4mins , **Playouts** : 330 per screen per day

TALK TO US TODAY !

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