

Home (<http://www.media4growth.com/>) » Viewpoints (<http://www.media4growth.com/viewpoints/>) » 'We expect metro cities to have more DOOH in next 3-4 years'

## 'We expect metro cities to have more DOOH in next 3-4 years'

By Shradha Mishra (<http://www.media4growth.com/author/shradha-mishra>) - November 02, 2018

### Yogesh Panjabi, Director of Thane-based Shine Concepts talks about the current display market in India, as well as the future course of the business

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**Yogesh Panjabi,**  
*Director, Shine Concepts*

Established 17 years ago, Thane-based Shine Concepts is known for its energy efficient and environment-friendly indoor and outdoor LED lighting solutions.

#### What kind of outdoor lighting solutions do you offer?

We import and manufacture outdoor electronic LED display systems, video screens and electrical components. We supply all parts of the digital display along with the software to our clients, so that they can modify them as per need. We also provide a 5-year warranty on our digital displays from the date of purchase, and if any issue arises in the display during the guarantee period, we are there to solve those.

We manufacture 3-sided LED displays on vans. With the p6 technology for display it gives clarity of the subject played and works well in all kinds of weather conditions. Recently they were used in Hubli district in Karnataka for an

election campaign.

For traditional media like hoardings we supply Food lights.

#### What are the typical challenges that you see for DOOH media in Tier 1 markets?

I see three major constraints - awareness, investment involved, permissions from the civic bodies. Also, Flex is still economical and generally appealing to the advertisers.

#### Tell us about some of the challenges that you face in doing business in India, and what are your recommendations for addressing them?

There is a certain degree of Flexibility in using digital LED displays in cities like Pune, Hubli, and Satara, with the support of civic bodies that are efficiently granting permissions and accepting the new technologies. In Mumbai, the authorities as yet are not giving permissions for DOOH all too easily. We recommend that all the authorities in Tier I cities should look to pro-actively give permissions for DOOH media or for digitalising existing boards.

#### Tell us about new concepts being introduced in digital LED lighting?

(Pixel -p) P 2.25, P 3.25 are coming in displays, providing clearer and sharp images. Also, there are flexible displays that can be twisted, and folded. New technologies are reducing the cost of production and panelling of digital LED displays.

#### Where do you see the DOOH market as of today?

The digital outdoor market is still in its infancy. However, in the next 3-4 years we expect that all metro cities will shift from traditional outdoor media to digital outdoor media.

#### What are your key business expansion plans?

Business in the last 12 months went pretty well. We have our displays fixed in most neighbouring districts and cities of Mumbai. With a growth of 10% every year in digital LED segment there is a target to make it 15% of our total business turnover.

We are also gearing up for exports to South Africa, precisely Tier 2.