

#### **GO WHERE THE PEOPLE ARE**

**Creative & Traditional Outdoor Advertising** 

**CORPORATE BROCHURE** 



## **About Chitra Publicity**

Chitra Publicity Co. (OOH) Gujarat or Chitra OOH in common parlance – is one of the largest out-of-home and Outdoor Media Advertising Service Companies headquartered in Gujarat, India. From the only Heritage City of the country Ahmedabad, to Diamond city Surat, Culture city Baroda & Heart of Kathiawad Rajkot, our diverse media portfolio includes more than 2000 billboard displays, which are primarily located in the most iconic and high-traffic locations throughout the state.

The scope and depth of our presence provides advertisers with the ability to engage with both mass and targeted audiences at many touch-points throughout the day. With a team of 130+ employees & 5 branch offices across Gujarat, Chitra 00H has robust infrastructure to implement campaigns swiftly. With our unique knowledge base and proven delivery in the outdoor marketplace, we are well positioned to serve clients and agencies effectively dissect all the Out-Of-Home (OOH) and new-age Digital Out-Of-Home (DOOH) opportunities available as well as plan and buy a wide choice of relevant outdoor media to add extra value to their marketing mix.

Armed with an 85-year old family-business legacy and bright young minds who are always dreaming of innovative Ad display solutions, our network is impenetrable; our execution - impeccable

support@chitraooh.com

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# Chitra has **2000+** hoardings across the peak cities of gujarat

#### **NORTH GUJARAT**

Mehsana 150 Palanpur 150 Himmatnagar 100

#### **SOUTH GUJARAT**

Surat 100 Bharuch 200 Vapi 200

#### **CENTRAL GUJARAT**

Ahmedabad 250 Baroda 170 Anand & Nadiad 210

#### **EAST GUJARAT**

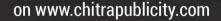
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#### **KUTCH**

Gandhidham 250

#### **SAURASHTRA**

Rajkot 200 Jamnagar 50 Junagadh 50 Morbi 35





## **Stellar Hallmarks**

Outdoor advertising has become an absolute necessity for brands doing a 360-degree campaign. Chitra has transformed itself as the most trusted brand in the field of Outdoor Advertising with its authentic offerings and outbound services.











130+ Employees

**Operates in 5 Cities** 

2000+ Hoardings

**Influencual Locations** 

**Proficient SOP** 

Single DAVP Release Orders

**Rural Electrification Corpo.** 66 lakhs (2018)

Company Name	Annual Budget
Vimal Oil	207
Adani Wilmar	89
Sanghi Cement	85
Tirupati Oil	85
Gala	54
HDFC	44
Gujarat Tourism	41

Company Name	Annual Budget
Asopalav	38
Jadeblue	37
Malabar	35
Vivo	33
Zaveri & Co	26
TVS	22
Honda	22

<sup>\*</sup>Prices are in lakhs and for the year 2017-18

# Our Offerings



#### **Hoardings**

An effectively placed hoarding has a massive impact in every kind of campaign. From product launches, brand awareness and promotional offers to long-term media campaigns, they are a must-have.



#### **Gantries**

A double-sided gantry billboard fixed to an overhead structure offers advertisers the option of advertising to either side of the traffic. They deliver high impact for an active long-term presence in the market.



#### **Kiosks**

Located on the busiest streets in high-profile areas across Gujarat, kiosks target areas where minimal advertising exists. With round-the-clock visibility to both vehicular and pedestrian traffic.



#### **Rural Branding**

More than 1000 inventories in rural areas, we can deploy your campaign within 4 days across Rural Gujarat. Offering a perfect publicity plan for your brand with a grand outreach to all strata of people.

### A Star Clientele

Founded in early 19th century, Chitra Publicity Company is a leading Outdoor Advertising Company across the state of Gujarat. Being a family owned business since 85 years, we have a legacy to consider. Our assets are our personality.

























We also work with several Global Agencies













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