

Vyoma Media wins Digital Outdoor Advertising mandate for Godrej

- The campaign will be Live across Mumbai suburban railway network-

22nd October 2018: Vyoma Media, the country's leading out of home digital solutions company, is pleased to announce that they have won the Digital Outdoor Advertising mandate for Godrej Consumer Products to promote their top selling bathing soaps.

Godrej will be promoting their leading soap variants- Lime, Aloe Vera' and Sandalwood during the upcoming festive season. Vyoma Media will aim to build on a massive affinity towards the brand by engaging consumers through their smart displays at the ticket counters across the Mumbai suburban railway network.

Godrej will be utilizing Vyoma's innovative solutions for a duration of one month by using 500+ eye level positioned smart displays to reach out to 10 lakh commuters a day across Mumbai.
