



## **Vyoma Media wins Digital Outdoor Advertising mandate for Cambridge Apparels**

- *The campaign will be live across the Mumbai Suburban Railway Network –*

**12<sup>th</sup> November 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 to promote exclusive collections from Cambridge Apparels.

Cambridge's featured collections, Aryavar, Platinia and its Cambridge Sports Collection will see some of their best-selling outfits being showcased across Vyoma's smart displays across select locations in Mumbai. Vyoma Media will aim to build on the massive affinity towards the Cambridge brand by engaging consumers at the point of transaction through their displays at ticket counters across the suburban railway network.

Cambridge Apparels will be utilizing Vyoma's innovative solutions to engage with approximately 10 lakh commuters a day in Mumbai. Cambridge plans to undertake different promotional activities over the next few months to ensure top of mind recall.

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