

Vyoma Media wins Digital Outdoor Advertising mandate for L'Oreal Paris

- The campaign will be across major railway stations within Mumbai-

15th 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 to promote L'Oreal Paris' clay shampoo.

L'Oreal Paris, India's leading personal care brand will be promoting their Deepika Padukone endorsed clay shampoo across major stations in Mumbai. 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.

The brand will be utilizing Vyoma's innovative solutions through their eye level positioned smart displays to reach out to approximately 10 lakh commuters daily.
