

## **BEST appoints exclusive partner for improving convenience and aesthetics of streets through the Bus shelter network in Mumbai**

**Mumbai, 27<sup>th</sup> August 2022:** One of the most visible and important convenience point for citizens is the bus shelter on the streets and we at Signpost India, take pride in being appointed by the city authority as the custodian of this significant public convenience, which is of immense use for facilitating travel of 1.9 million people every day.

The new shelters will consume less space, have an aesthetic design and be visually appealing. They will have a wide range of features including **tactile floor for visually impaired, leaning bar, tiered seating, video analytics camera, bilingual advisories, extended roof, retro reflective floor graphics, anti-skid floor and smart digitized display.** This 20-year contract covers the installation, upkeep, maintenance and operation of 2500+ bus shelters.

**Shripad Ashtekar, Founder & Managing Director, Signpost India Limited** said, *“Our belief has been on the strategy that is based on innovation, design, quality and sustainable development. Through these bus shelters, we seek to create added value for citizens, businesses, and authorities.”* He added *“Signpost India now has exclusive rights for leading transit media in Mumbai – iconic BEST Buses, Bus Shelters and Mumbai Metro Rail Network Lines 7 and 2A. This establishes our portfolio as the largest transit and digital out-of-home media ownership in the city of Mumbai.*

Signpost India offers comprehensive DOOH media solutions across Airports, Metro, Transit and Street furniture across India.

### **About Signpost India**

Signpost India Limited, India’s premium Digital Out of Home (DOOH) company, is an independent ISO-certified enterprise. It has vast experience in implementing large scale public-oriented projects, including street furniture, transit, public bicycle sharing and internet traffic monitoring system with over 32 Government authorities across the country.

It serves more than 100 corporates, PSUs, Tourism and MSME brands through its network of 11 offices. It has earned recognition in national and international forums with 57 gold, 43 silver and 28 bronze awards like ABBYS, EMVIES, KYOORIUS, Dragon of Asia, etc.

Signpost India’s subsidiary, EFlag Analytics Pvt Ltd, has developed a computer vision-based Artificial Intelligence-Machine Learning (AI-ML) platform to measure every traffic exposure through image analysis. The platform has been validated by the IISC Sustainable Transportation Lab of the Indian Institute of Science, Bengaluru.

Signpost India has a strategic investment in MojoBoxx, a smartphone-based wireless in-flight solution that enables the delivery of in-flight services from multimedia content to engagement services. MojoBoxx comes empowered with Artificial Intelligence-Machine Learning algorithms and is the future of travel entertainment and travel commerce on the go. It is the only Indian company to be approved by Federal Aviation Administration (FAA), USA; Experimental Aircraft Association (EAA), USA and Directorate General of Civil Aviation (DGCA), India. MojoBoxx is currently live across 102 SpiceJet aircraft and 1400 rail coaches, serving several million passengers annually.