

GVK CSIA awards advertising rights for Terminal 2 to Times OOH

Mumbai, June 17, 2013: GVK CSIA announced today, the award of the advertising rights at the “all new” Terminal 2 at CSIA to Times Innovative Media Ltd (TIM). TIM, a subsidiary of Bennett, Coleman and Co. Ltd - India’s largest media conglomerate operates its out-of-home media business under the brand, Times OOH.

GVK CSIA awarded the exclusive contract for the sites at CSIA, for the purpose of advertising and this involves designing, setting up, development and maintenance of advertising opportunities. The contract is for a period of 11 years from the commencement of Terminal 2 (T2) and covers more than 660 display sites ranging from billboards around terminals, static and digital sites within the terminal as well as sponsorship opportunities

Announcing the award of the contract, **Mr Rajeev Jain, CEO, Mumbai International Airport Pvt. Ltd.** said, "GVK CSIA is one of the busiest airports in the country and indeed an international gateway to India. This allows for the otherwise elusive opportunity for advertisers to target not just the itinerant Indian, but global audiences as well. We have been working closely with TIM over the last five years to make GVK CSIA a hot spot for advertising in India. We are confident that with their expertise, TIM will create an experience for advertisers and passengers at par with the best in the world."

Accepting the contract, Sunder Hemrajani, Managing Director, TIM remarked, “We are extremely pleased to continue our relationship with GVK CSIA and eagerly look forward to getting the advertising media at the plush new Terminal 2 up and running for advertisers. With the addition of Mumbai Terminal 2 to our bouquet of offerings we are aptly poised to target India’s premium audience in the most luxurious environment”

Once complete, T2 with an area of over 4,39,203 sq. mts is estimated to accommodate 40 million passengers per annum and will cater to both domestic and international passengers. Slated to be an iconic terminal, this will be the perfect expression of Mumbai’s achievements, its ambition and its imagination thereby creating an inspiring experience and a welcoming gateway to Mumbai and India. Moreover with its meticulous planning and state-of-the-art technology, the terminal will offer passengers a seamless journey that will be punctuated by a series of wonderful experiences. Its overall design will give passengers a distinct ‘Sense of Place’ and a clear awareness that they are in Mumbai.

About MIAL

Mumbai International Airport Pvt. Ltd. (MIAL) is a joint venture between the GVK led consortium and Airports Authority of India. MIAL was awarded the mandate of modernizing, upgrading and expanding Chhatrapati Shivaji International Airport (CSIA) in May 2006. CSIA catered to 30.75 million passengers and 657469 tonnes of cargo in FY 2012. MIAL's vision is to transform CSIA into one of the world's best airports that consistently delights customers and to be the pride of Mumbai

About GVK

GVK is a leading Indian conglomerate with presence across energy, resources, airports, transportation, hospitality and life sciences sectors. GVK set up India's first independent power plant and has around 6000 MW projects under generation and development. It is the first company in India to develop six-lane road project under PPP model and has around 3000 lane km expressway projects under operations and development. As one of India's largest private sector airport operators, GVK handles 44 mppa through India's first brownfield airport under PPP model – Chhatrapati Shivaji International Airport, Mumbai and Bengaluru International Airport, Bangalore and will develop two airports in Indonesia. Having already invested over USD 3.3 billion, GVK has projects worth over another USD 6.6 billion in the pipeline, in India. It has acquired Australian Coal Mines in Queensland with 8 bt reserves for USD 1.26 billion and envisages an investment of USD 10 billion to for setting up mines, 500 km rail project and 60 mtpa port project which will form one of the world's largest integrated coal mining operations.

For any further information, please contact:

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