



Digital Media

"Our Journey, Our Story"

For Over 14+ Years

Everything About
Who We Are



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About Us – Who We Are

“At HSdigitalmedia, We don’t just advertise — we leave a mark on the city.”

HS Digital Media is a high-performance, ROI-driven creative agency based in Mumbai. Since 2012, we’ve specialised in crafting customised digital strategies aligned with each client’s goals, to boost brand visibility, engagement, and business growth.

At HS Digital Media, our process begins with in-depth market research to understand your industry, audience, and competitors. We then move to the design and review stage, where we create strategic concepts and refine them based on your feedback. Once approved, our team develops powerful websites, apps, or marketing campaigns with a focus on functionality, scalability, and user experience. Finally, we launch your project and closely monitor its performance, making data-driven optimisations to ensure consistent growth and measurable results.



About Our Company

Started with a Vision (2012)

Since 2012, we've operated with a clear vision to transform brands through digital innovation.

HS Digital Media was founded by a first-generation entrepreneur with a mission to revolutionize digital experiences.

First-Gen Entrepreneur

HS Digital Media was founded by a first-generation entrepreneur driven to create impactful digital experiences.

Legacy of Leadership

We have built a legacy of leadership through innovative strategies and client-focused solutions.

Mission-Driven Mindset

Every project is guided by a mission-driven mindset to deliver measurable results.

Innovation-Focused

Innovation is at the core of everything we do, from creative campaigns to technological solutions.

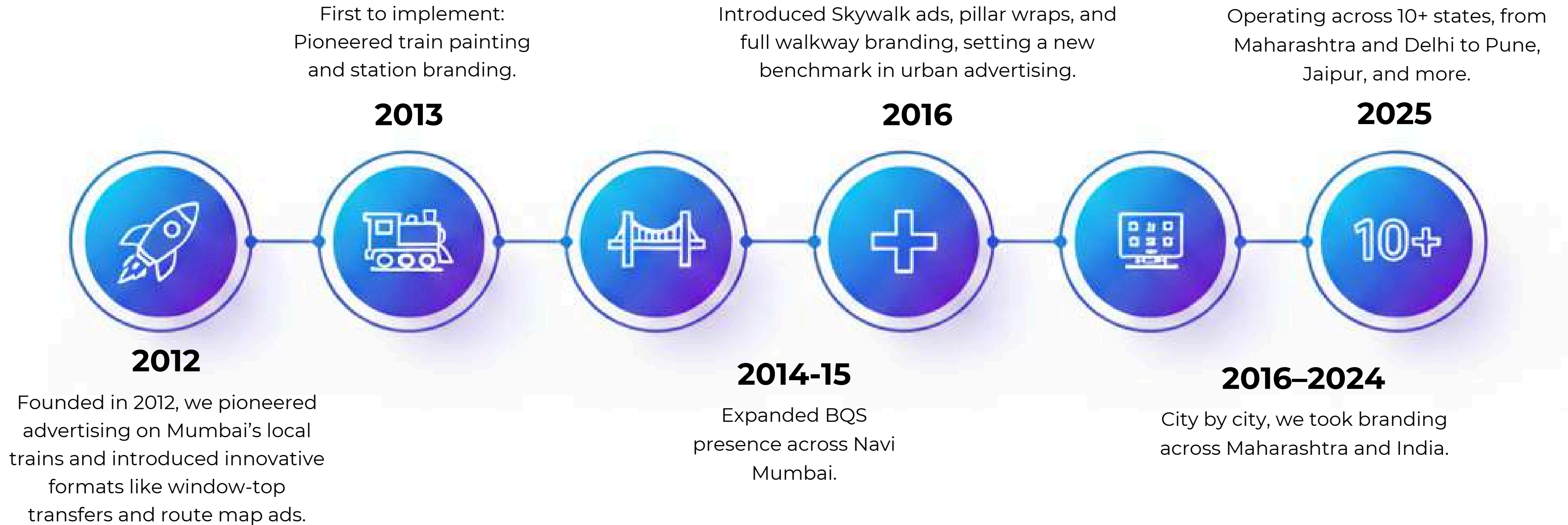
Beyond Business

At HS Digital Media, we go beyond business to create meaningful connections between brands and audiences.



HS Digital Media

Our History





Digital Media

A Note from our Founder

Our journey began with a simple vision: to create branding that truly connects with people. From our first steps to expanding across multiple cities and states, every campaign and activation has been driven by creativity, impact, and a commitment to excellence.

Branding, for us, is more than visibility—it's about telling stories, building experiences, and leaving lasting impressions. We are proud of what we've achieved so far and remain excited to continue setting new benchmarks in urban advertising.

*-Sudhakar Bhakat
Founder and Director*



Digital Media



Our Mission

Our mission is to create branding solutions that make a real impact. Every campaign we design is focused on connecting people, ideas, and cities in meaningful ways.

We strive to set new benchmarks in urban advertising by combining creativity, innovation, and strategic thinking, ensuring that every brand message resonates with its audience.



Our Vision

Our vision is to transform urban spaces into vibrant platforms for storytelling and brand experiences. We aim to redefine how people perceive and engage with brands across India.

By continually pushing the boundaries of creativity and innovation, we aspire to inspire experiences that leave lasting impressions and strengthen connections between brands and their audiences.

Our Goals

01

Industry Leadership: Aim to be the frontrunner in India's out-of-home advertising space.

02

Creative Excellence: Deliver innovative, high-impact campaigns that leave a lasting impression.

03

Urban & Transit Enhancement: Smart media for better cities and transit.

04

Commitment to Quality: Maintain the highest standards in execution, service, and client satisfaction.

05

Integrity First: Conduct business with transparency, honesty, and trust at the core.

06

Eco-Friendly Focus: Champion sustainability and responsible advertising practices.

07

Innovation-Driven: Set new benchmarks through technology, creativity, and forward-thinking solutions.

08

Brand-Audience Connection: Foster meaningful engagement between brands and their audiences.

09

Growth-Oriented: Drive progress for clients, the industry, and urban India as a whole.

10

Vision for Tomorrow: Redefine outdoor media through purpose, creativity, and measurable impact.



BIG TREE

NEW

**MAGNUM
MINI**

THE ORIGINAL

THE NEW

THE BEST

The billboard features three Magnum Mini chocolate bars in the center, set against a warm, glowing background. Above the bars, the text 'MAGNUM MINI' is prominently displayed, with 'THE ORIGINAL' and 'THE NEW' on either side. A gold seal in the top right corner of the ad reads 'THE ORIGINAL'. The word 'NEW' is written in the top left corner. The entire advertisement is framed by a black border.





Digital Media



Positioned in high-footfall, high-traffic locations for maximum visibility



Ideal for brand awareness and immersive storytelling



Longer dwell time ensures better message retention



Captive and engaged audience — people spend time interacting with surroundings



Effectively reaches commuters, pedestrians, and passing traffic

Bus Queue Shelter (BQS)



Digital Media

boAt



Sound That Moves You
HS Digital Media



State Buses



Reach large audiences effectively with mobile advertising



Exclusive rights for advertising across Maharashtra



Engage both urban and semi-urban communities



Extensive coverage across cities and towns nationwide



Continuous presence throughout the day on multiple routes for maximum impact



Digital Media





Digital Media

Mumbai Local Trains



**High footfall: thousands
of commuters daily**



**Repeated exposure via
daily travel routines**



**Multiple format options: train
wraps, inside panels**



**Strong recall among
regular passengers**



**Best for immersive, long-duration
campaigns in motion**



Digital Media



Pole Kiosk



Strategically positioned on busy streets and intersections



Highly visible to both pedestrians and drivers



Helps brands stay top-of-mind on daily commutes



Effective for hyperlocal targeting and repeated engagement



Daily exposure strengthens brand recall and recognition



Digital Media

Gantry



Located at key junctions and highways for maximum exposure



Builds a strong, city-wide brand presence



Elevated placement ensures high visibility and impact



Ideal for bold, large-format messaging



Visible to both oncoming and crossing traffic



®

Digital Media



Metro



Captive environment ensures better attention and brand focus



Reaches busy, high-density urban commuter routes



Covers major lines in Delhi (Lines 7 & 8) and Navi Mumbai



Perfect for brands aiming at urban working audiences

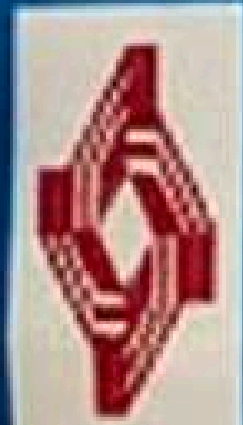


High footfall includes professionals, students, and daily travelers



®

Digital Media



सेन्ट्रल बैंक ऑफ़ इंडिया
Central Bank of India



Digital Media





Digital Media



Mumbai



01

Striking day-to-night presence

with illuminated crowns and elevated ad visibility

02

Strategic highway positioning

Ensures repeated impressions among high-volume traffic

03

Engineered for recall,

Impact, and seamless brand storytelling across long stretches



Digital Media



Metro Pillars

01

Tourist hotspot visibility Catch the eyes of thousands exploring mumbai every day

02

Pillar placements along metro routes maximising engagement in upcoming zones

03

Unskippable & scenic integration, blending brand messaging with mumbai's iconic charm

The Power of Transit Advertising

01

Captive Attention

Engage commuters directly in real-world environments with uninterrupted visibility.

02

City-Wide Reach

Ensure your brand is seen across high-traffic routes every day.

03

Flexible & Scalable

Adaptable formats designed to fit your campaign objectives.



04

Non-Intrusive Messaging

Make an impact without disrupting people's routines

05

Non-Intrusive Messaging

Make an impact without disrupting people's routines

06

Your Brand Moves Across the City

Reach audiences wherever they go, every day.

Our Brand Collaborations





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Why Brands Trust Us

Strong, long-term collaborations with government agencies and municipalities

Trusted by leading national and international brands



Consistently delivering flawless execution on every campaign

Fast, scalable, and reliable operations across 100+ cities

Planning driven by insights, customized to each campaign's goals

Sustainability Focus

Sustainable materials and environmentally responsible printing practices

Routine maintenance keeps urban visuals clean and uncluttered

Promoting mindful advertising, one display at a time



Energy-efficient lighting, compatible with solar solutions

Eco-conscious approach integrated into every campaign

Future-Ready OOH



Driving a forward-looking, technology-enabled vision for outdoor media



Dedicated to leading in a fast-evolving media landscape



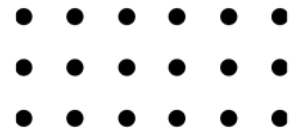
Agile infrastructure to adapt to brand needs



Integrated with smart city future urban plans

Client Requirements

- 1** **What is the planned duration of the campaign?**
(e.g., Awareness, footfall, engagement, launch) > _____
- 2** **Any creative guidelines or key priorities to follow?**
(Specify locations, zones, or transit routes) > _____
- 3** **What is the primary objective of this campaign?**
(Start/end dates or time-bound needs) > _____
- 4** **Preferred media formats and budget?**
(BQS, gantries, metro, train wraps, etc.) > _____
- 5** **Key creative directions or target goals?**
(Target audience, campaign KPIs, goals) > _____




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Portfolio




Thank You!


Outdoor Advertising made easy Get in touch to discuss your vision!

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