

# JCDecaux India signs 12-year contract with Bengaluru Kempegowda Airport



JCDecaux India has signed an exclusive 12-year contract to advertise inside and outside BLR Airport

Following a competitive tender, JCDecaux India – a subsidiary of outdoor advertising company JCDecaux – has signed an exclusive 12-year contract to advertise inside and outside Bengaluru's Kempegowda International Airport (BLR Airport/BIAL Airport).

JCDecaux has operated the advertising space in Terminal 1 at BLR Airport since its opening in 2008, pioneering the first-ever use of digital screens at an Indian airport. This new contract extends JCDecaux's footprint to the newly opened Terminal 2 (T2).

Establishing its position as a global airport hub, market studies estimate the airport will reach 80 million passengers per year within the decade (vs. 33.7 million in 2019 and 10 million in 2008).

With T2 now open for business, JCDecaux has committed to deliver a wide-ranging advertising portfolio including uniquely designed new displays and iconic digital furniture.

"The Group will deploy a range of new services and innovative technologies such as Airport Audience Measurement, the first international audience system for the airport industry, as well as programmatic sales. This will enable advertisers to blend the precision targeting and flexibility of programmatic buying with the effectiveness of Digital Out-of-Home," reads the press release.

Against the backdrop of JCDecaux's new 2030 ESG roadmap announcement, the Group will provide BLR Airport with "its full expertise," supporting its ambition to become a more sustainable airport, notably via T2, which was built within a garden setting and created to complement the terminal's sustainability program.

These efforts will focus on the eco-design of JCDecaux's furniture, including the use of recycled materials, reduced electricity consumption, optimized water consumption, the deployment of electric vehicles for operations and a dedicated health and safety team.

BLR Airport is India's third largest airport behind Delhi and Mumbai; it reports a sustained increase in passenger traffic (an average annual growth of +13% pre-COVID-19, and the highest global growth in 2018 with a +29% increase).

Thanks to its sharp increase in domestic traffic, BLR Airport is expected to welcome more than 50 million annual passengers within five years and 70 million within the next decade.

JCDecaux, which entered the Indian market in 2006 with the iconic bus shelter concession in New Delhi, now operates in the country's four main cities (Delhi, Mumbai, Bengaluru and Chennai) across several segments (street furniture, airports, metros and shopping centers).

"We are pleased to continue our partnership with JCDecaux who have emerged as a successful bidder, with their capability to deliver world-class advertising through the use of innovation and sustainability which complements BIAL's 4 key pillars on which T2 is being developed. With this new partnership, we look forward to collaborating further to improve the passenger experience by offering them new, reimagined experiences at our airport at world class standards," said Kenneth Guldbjerg, Chief Commercial Officer, Bangalore International Airport.

"As travel picks up significantly, we are pleased to have been chosen once again by Bangalore International Airport Limited, continuing our partnership of almost 15 years. This contract illustrates our ability to deliver innovative advertising solutions and services, including premium digital displays, which not only enhance the passenger experience, but also maximize visibility for advertisers and their brands. It also reflects our ambition to contribute toward BLR Airport's sustainable development goals, particularly in the new Terminal 2. As the number one worldwide in airport advertising, JCDecaux will leverage its expertise to ensure the success of this partnership," added Jean-Charles Decaux, Chairman of the Executive Board and Co-Chief Executive Officer at JCDecaux.