



# Jyoti Global Plast Limited

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To,  
National Stock Exchange of India Limited  
Exchange Plaza, Plot No. C/1, G Block,  
Bandra-Kurla Complex, Bandra (East), Mumbai 400 051

Trading Symbol: JYOTIGLOBL

Dear Sir/Ma'am,

**Subject: Media Release**

Please find attached the media release issued by the Company titled "Jyoti Global Plast forays into aerial media through JV to introduce Aerial Out-of-Home (AOOH) advertising in Maharashtra."

This is for your information and records.

Thanking you,

**Yours faithfully**  
**For Jyoti Global Plast Limited**

**Hiren Bhawanji Shah**  
**Managing Director**  
**DIN: 00467575**



## Jyoti Global Plast forays into aerial media through JV to introduce Aerial Out-of-Home (AOOH) advertising in Maharashtra

- Jyoti Global Plast enters aerial media through DAAS JV
- Launches Aerial Out-of-Home (AOOH) advertising in Maharashtra
- Targets India's growing experiential and outdoor advertising opportunity

### Mumbai, May 25, 2026:

Jyoti Aeronext, a joint venture between Jyoti Global Plast and Drone IQ Aeronext LLP, is set to enter the emerging aerial media segment and introduce **Aerial Out-of-Home (AOOH) advertising** in Maharashtra through a managed **Drone Advertising-as-a-Service (DAAS)** model.

The venture aims to establish a new media layer within India's evolving out-of-home (OOH) ecosystem by enabling brands to execute high-visibility, experience-led and digitally amplifiable campaigns through aerial display formats.

As brands increasingly compete for consumer attention in cluttered urban environments, media investments are shifting towards immersive formats that combine visibility, engagement and shareability. AOOH seeks to respond to this shift by introducing an event-led and location-responsive advertising format that extends beyond conventional static outdoor inventory.

Structured as a managed services platform rather than a standalone drone deployment offering, the business will offer end-to-end campaign execution spanning design, aerial display operations, content management, flight planning, permissions support, event execution and campaign reporting.

The platform is expected to support automotive launches, premium real estate showcases, retail activations, public events, entertainment experiences and large-format brand campaigns. The concept material outlines an aerial LED display format designed for event-led activations and end-to-end managed execution.

Unlike conventional outdoor formats, AOOH enables temporary, location-responsive and experience-led campaign execution – offering brands an additional layer of engagement for premium activations and high-attention environments.

**Karan Shah, Chief Financial Officer, Jyoti Global Plast, said:** *“Outdoor advertising is undergoing a visible shift towards more immersive and outcome-oriented formats. Through this venture, we aim to introduce aerial media as a structured and accessible category for brands while combining technology, managed execution and experiential engagement. We believe AOOH can complement India's evolving media mix.”*

The venture will initially focus on Maharashtra with deployments targeted across premium event environments and high-impact commercial use cases.

India's advertising ecosystem continues to evolve towards immersive and experience-led formats as brands seek differentiated audience engagement beyond traditional channels. The market opportunity for the venture sits at the intersection of advertising, outdoor media and emerging experiential formats.

India's advertising market is projected to reach approximately **₹2.02 lakh crore in 2026**, reflecting continued investment into new engagement formats and premium media channels. Within this, outdoor and location-based media continue to present opportunities for differentiated visibility, while India's **₹13,000 crore live events market** is increasingly emerging as a high-intent environment for immersive and activation-led brand engagement. The venture's initial focus sectors represent high-visibility and

activation-led categories where premium outdoor engagement formats continue to gain traction.

The operating model has been designed around campaign-specific approvals, deployment protocols and safety-led execution standards and will operate subject to applicable permissions and location-specific requirements.

The venture will initially be launched in **Maharashtra**. Operating through a managed **Drone Advertising-as-a-Service (DAAS)** model, the business is expected to deliver end-to-end campaign execution while enabling brands to access aerial media without asset ownership or operational complexity.

**About Jyoti Global Plast Limited:**

Jyoti Global Plast Limited is a leading manufacturer of precision plastic and composite moulded products, serving industries including packaging, automotive, electronics, consumer goods, defence and aerospace. Headquartered in Navi Mumbai, the company is ranked among the top three in Maharashtra in packaging. It operates four advanced facilities across the state, offering blow moulding, injection moulding and automated production capabilities. With strong in-house R&D and engineering, the company produces high-performance components such as fiber reinforced polymer (FRP) cable connectors, lightweight drone structures and rugged enclosures for defence and aerospace applications. Backed by ISO-certified quality systems and sustainable practices, Jyoti Global Plast delivers customised, high-quality solutions to a diverse client base. Founded in 1990, it recently marked a key milestone with a successful IPO and strategic entry into the defence and aerospace sector. The company is well-positioned to tap into the growing opportunities across both domestic and global markets.