

Latest Trends and Current state of Outdoor Advertising Industry in Maharashtra - Shubindia

Comprehensive OOH solutions for all your outdoor marketing requirements. We provide services like hoardings, billboards, and ad spaces all over Maharashtra, providing maximum outreach to the specified target audience.



Pune, Maharashtra Jun 4, 2023 ([Issuewire.com](https://www.issuewire.com)) - The outdoor advertising industry is facing a number of challenges, including the recent spate of hoardings falling and the actions taken by the PMC and BMC against [advertising agencies](#). However, there are also a number of opportunities for growth in the industry, including the rise of digital outdoor advertising and the increasing popularity of experiential marketing.

One of the biggest challenges facing the outdoor advertising industry is the recent spate of hoardings falling. In the past year, there have been a number of incidents in which hoardings have collapsed, causing injuries and even death. This has led to calls for stricter regulations on the outdoor advertising industry.

The PMC and BMC have taken steps to address the issue of falling hoardings. In February 2023, the

PMC passed a new ordinance that requires all hoardings to be inspected and certified by a licensed engineer. The BMC has also implemented a number of new regulations, including a ban on the use of bamboo poles to support hoardings.

Despite the challenges, there are also a number of opportunities for growth in the outdoor advertising industry. One of the most promising trends is the rise of digital outdoor advertising. Digital billboards and LED screens are becoming increasingly popular, as they offer advertisers a more dynamic and interactive way to reach their target audience.

Another trend that is driving growth in the outdoor advertising industry is the increasing popularity of experiential marketing. [Experiential marketing](#) is a type of marketing that creates a memorable and engaging experience for the customer. This can be done through a variety of channels, such as pop-up shops, street performances, and interactive exhibits.

The future of the [outdoor advertising](#) industry is bright. Despite the challenges, there are a number of opportunities for growth in the industry. By embracing new technologies and trends, [outdoor advertisers](#) can reach their target audience in new and innovative ways.

Quote from Mr. Shubham Jain, Marketing Head, Shubindia Ad Works

“The outdoor advertising industry is facing a number of challenges, but there are also a number of opportunities for growth. By embracing new technologies and trends, outdoor advertisers can reach their target audience in new and innovative ways. We are confident that the outdoor advertising industry will continue to grow in the years to come.”

About Shubindia Ad Works

Shubindia Ad Works is a leading provider of [outdoor advertising services in India](#). The company offers a wide range of services, including [hoardings](#), bus branding, bus shelter advertising, [metro station advertising](#), [airport advertising](#), [Google Ads](#) and more. Shubindia Ad Works is committed to providing its customers with the highest quality services and the most effective advertising solutions.



Media Contact

Shubindia Ad Works

shubindiaofficial@gmail.com

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