

## Noida International Airport Awards Laqshya Media Group Exclusive Advertising Contract

**New Delhi / NCR, March 01, 2024: Noida International Airport (NIA)** has selected **Laqshya Media Group** for an **advertising contract**, which grants exclusive rights for advertising placements both inside the terminal and on the landside. Under the agreement, the airport will feature a wide array of **advertising formats**, including **static media, digital media, interactive displays, and innovative advertising formats**.

This blend of modern advertising mediums with traditional themes will create a vibrant and cohesive environment where diverse brands converge under a unified design philosophy. The collaboration will provide innovative advertising solutions to brands while ensuring a seamless travel experience for travellers.

Speaking on the occasion, **Christoph Schnellmann, Chief Executive Officer, Noida International Airport** said, *“With this partnership with Laqshya Media Group, we’re embracing the opportunity to curate an engaging and immersive environment that captivates and engages travelers. Laqshya Media Group brings a wealth of experience in innovative and interactive advertising mediums, and together, we strive to evoke emotions, spark curiosity, and enhance the overall travel experience at Noida International Airport.*

*“Our partnership with Noida International Airport underscores our commitment to delivering innovative advertising solutions that resonate with passengers and enhance their airport experience. We are well-equipped to create impactful and innovative advertising infrastructure that drives results and elevates brand visibility; Laqshya Media Group is dedicated to optimising brand visibility and engagement among premium international and domestic passengers as they navigate the airport from arrival to departure. By strategically placing advertisements along passengers’ journey paths, Laqshya ensures maximum exposure and impact for its clients’ brands, effectively capturing the attention of the airport’s discerning audience.”* said **Mr Alok Jalan, Managing Director, Laqshya Media Group**.

He further added, *“With this latest advancement, Laqshya Media now possesses advertising rights at three prominent airports: Noida International Airport in the NCR region, Rajiv Gandhi International Airport in Hyderabad and Cochin International Airport. We also maintain a widespread presence nationwide across traditional and innovative media platforms.”*

Noida International Airport will combine Indian culture and hospitality with Swiss technology and efficiency to develop a modern, user-friendly design, inspired by India. The first phase of the airport, featuring one runway and one terminal, will have the capacity to handle traffic of 12 million passengers annually. Upon completion of all four development phases, the airport will be able to cater to 70 million passengers per year.

### **About Noida International Airport**

Noida International Airport (IATA code - DXN) will connect the greater Delhi area and Western Uttar Pradesh with other cities in India and the world. This world-class airport will combine Swiss efficiency and Indian hospitality to offer rich experiences and comprehensive commercial attractions and services to its passengers. NIA will be the first airport in its class in India to achieve net zero emissions, setting a new standard for sustainable airport operations.

**About Yamuna International Airport Private Limited (YIAPL)**

Yamuna International Airport Private Limited (YIAPL) was established for the development, construction and operation of the greenfield project - the Noida International Airport. The company, a 100% subsidiary of Zurich Airport International AG, is responsible for the implementation of the public-private partnership project in close partnership with the Government of Uttar Pradesh and the Government of India. The concession period for Noida International Airport commenced on October 01, 2021 and will run for 40 years. At its opening, the airport will feature one runway and one terminal and handle a capacity of 12 million passengers – with the potential for further development in additional construction phases.

For more information, please visit [www.niaairport.in](http://www.niaairport.in).

Connect with us on [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#).

**About Laqshya Media Group:**

Laqshya Media Group stands at the forefront of the advertising industry, specialising in airports, outdoor, events, PR, and digital ecosystems. Driven by a commitment to creativity, innovation, and excellence, we craft impactful advertising strategies that enable brands to engage with their target audience effectively. Since our inception in 1997, Laqshya has consistently garnered recognition as an award-winning advertising agency in India. Our enduring legacy lies in revolutionising the 'Out of Home' advertising landscape, offering diverse and pioneering media solutions for over two and a half decades. Our esteemed clientele includes Tanishq, IndianOil, Diageo, Nissan, Hyundai, Toyota, Jeep India, Wipro Consumer Care, Marriott Bonvoy, Maruti Suzuki, Zee TV, Vivo, ICICI Bank, Pepsi India, MG Motor India, Honda Motorcycle and Scooter India etc. and many more. For further insights into Laqshya Media Group and our comprehensive advertising services, please visit [www.laqshyamedia.com](http://www.laqshyamedia.com).

\*\*\*