



For Immediate Release

RC&M powered with Tykod Media Deploys Digital Signages across 5 Locations of DMRC
Becomes First ever Niche-casting channel in India

New Delhi, September 12, 2011 : Tykod Media, a sister concern of RC&M an experiential marketing company which bagged the Tender of deployment of digital signage network solution in Delhi Metro Digital Signages from DMRC India has completed the first phase of deployment across 5 Delhi metro Stations

Running in the veins of Delhi, it has also become the First ever Niche-casting channel in India. Remotely managed and networked via internet, this channel is a dedicated platform for advertising, brand promos and statutory information delivery system for DMRC.

The DMRC contract will involve the installation, operation and maintenance of LCD screens at metro stations like Central Secretariat, Chandni Chowk, Patel Chowk, Chawri Bazar, and New Delhi.

“We are looking at 10 screens per station to start with but can support more if the future demand escalates” said Mrs. Priya Monga, Business Head, RC&M.

“These LCD screens will not only give information related to DMRC but also run commercials and brand promos. It is accepted worldwide that the customer attention increases 10 folds on a moving media as compared to a static media and if presented dynamically, the attention span shoots up dramatically” further added by Mrs. Monga.

Tykod plans to install 46’ LCD screens, the large-format displays that are ideal for public-facing applications to deliver more impactful solutions. The recce for those stations (with commuter footfall of more than 2 lakhs per day—Source DMRC) has already been done and the deployment will go air by September 15, 2011.

“Further, the dynamic display is not about the right portrayal of the intended message i.e. USP (unique selling proposition) but also the generation of Unique Buying Impulse (UBI). It is a way of attracting the viewer’s attention leading to Top of mind (TOM) recall” added Mr. Rajesh Monga, MD

Primarily the group’s in-house wings namely Truknox Technologies Pvt. Ltd. along with Anitribe Productions will take charge of this project to provide innovative solutions for DMRC.

About RC&M

With more than 20 years of expertise in experiential marketing and deployment experience of more than 200 screens for its clients across the country, RC&M has been successful in providing effective solutions to its clients for an enriching experience. RC&M's experiential marketing programmes are driven by interactive campaigns that attempt to engage customers and initiate dialogues, enticing them to draw closer to the brand and build long term associations. For further details please visit www.rcmindia.com.

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