



**Press Release**

*For immediate release*

**SAM BALSARA STARTS SECOND OUTDOOR AGENCY – PLATINUM  
Arminio Ribeiro appointed CEO of PLATINUM**

**Mumbai, January 30, 2007:** Sam Balsara, Chairman of one of India's largest diversified Communication Group, has launched a second outdoor agency - **Platinum Outdoor.**

Platinum Outdoor will be an independent agency, headed by Mr. Arminio Ribeiro as Chief Executive Officer. The new Agency was launched on January 12, 2007.

Says **Mr. Sam Balsara**, on the reason for starting Platinum Outdoor, *"I see Outdoor as playing a more important role in the Advertisers' marketing plans in the near future, given the clutter in established mass media like Print and TV. Whilst some sectors like Telecom, Financial and Media Sectors have used Outdoor to their advantage, many others haven't, because Media Agencies are not convinced or are not alive to the opportunities that Outdoor can offer. We need an Agency that can evangelise the medium and exploit every out-of-home opportunity. I am confident that Arminio with his wealth of experience in Advertising and Out-of-Home will do just that. We are looking to making Platinum our second network with its own repertoire of specialist units including Media."*

Says **Mr. Arminio Ribeiro, CEO Platinum Outdoor**, (formerly Vice President at JWT and President Portland India) on being asked what will be different about the offering of the new outdoor agency, *"At Platinum Outdoor, we will deliver a market advantage to potential clients' OOH needs - one that moves beyond a business-as-usual approach to delivering the right OOH solution and demonstrates the value in a confident manner. The focus will be on creative and innovative planning and*



*spending, adding value and ensuring clients are delighted with their Return on Investment. We believe that if we want to be a significant player in developing the brand activation market and get into the new consumer congregation points we then need to build those capabilities’.*

To achieve this offering, a paradigm shift in talent base has been planned; a team consisting of brand and idea – thinking and experienced individuals with a culture of partnering clients is being put together. “ *Platinum Outdoor will make every effort to lift the bar in all out-of-home activities and from traditional formats to new formats coupled with accountability and measurability*” says Gour Gupta, COO Platinum Outdoor (formerly VP Primesite).

*“The specialist OOH agency that adapts effectively to the increasingly changing outdoor environment and societal trends and invests in people and productivity tools will succeed in the near future.” Says Lokesh Kumar VP- Business Director Platinum Outdoor (formerly GM, Poster Publicity)*

Continues Arminio, who joins Platinum in early April 2007, “ *I am delighted to lead this exciting challenge and confident that our specialist skills and processes will go a long way towards building our clients’ brands.*”

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