

Yogesh Lakhani is a name synonymous to a talent powerhouse and one who embodies profound dedication and commitment to his work. He is an epitome of rags to riches story and somebody who we can always look up to.

His remarkable journey stretches from the day after he completed giving his SSC exams when he started working as a mere slide delivery boy to today where he is regarded as the godfather of the Outdoor Media Industry of Mumbai. In the early days of his career he did all kinds of jobs in Banner fixing, Cinema slides, Railway Boards, etc. He spent many sleepless nights to complete work such as installing boards at Railways station in the suburbs of Mumbai. In 1990, he took up a small table space with just one office staff. Things started developing rapidly. He acquired the monopoly of all the hoarding sites at the railway stations of one of the prime suburbs of Mumbai. By 1995, he developed around 200 hoarding sites, ventured into the road sites and took a large office space at Borivali suburb of Mumbai thereby kick starting the real journey of what we today call as Bright Outdoor Media Pvt. Ltd. (previously known as Bright Advertising Agency). Soon he cultivated a professional team of 25 members who have always stood by him and helped him in making Bright the brand that it is today. Bright has its office at the plush commercial area of Andheri alongside offices of famous production houses like Yashraj films, T-Series, Balaji Motion Pictures, etc. Bright has also expanded its operations to other cities of India like Pune, Bangalore, Hyderabad, etc.

It was just pure conviction and commitment to his work that he kept in his mind which made him work relentlessly 14 hours a day, sacrificing his personal and family life to make his dream possible. Today Bright is at the pinnacle of its glory mainly because of the superhuman efforts of one man Yogesh Lakhani.

KEY ATTRIBUTES THAT MAKE HIM A LEADER

- He foresees any business opportunities and is always ready to grab an opportunity with both hands.
- Excellent Motivator. He is an excellent motivator and keeps his team motivated and on their toes all the time.
- He is ideal example of rags to riches story. Therefore he is well versed with the technicalities and the specifics of his work.
- He is a risk taker and is never hesitant to try out new things or ventures.
- Rises to the occasion. In times of difficulty, he is known to give his best to restore things to normalcy.

YOGESH LAKHANI

Chairman & Managing Director — Bright Outdoor Media Pvt. Ltd.

