

September 29, 2016

**Toshiba introduces the new look of the Landmark Billboard
at IGI Airport, New Delhi**

Since October 2014, Toshiba brand has occupied the prized location of the first large size billboard (Gantry) on the Arrival road at Indira Gandhi International Airport, New Delhi. The location of the billboard is one of the most prominent outdoor advertising sites not just in Delhi but across India. As per the latest data, over 30 million visitors travel the road leading from the Arrival gates at IGI every year.

Toshiba has identified India not just as an important market but also a strategic manufacturing base for its B2B businesses including Power and Infrastructure. To reinforce the strategic intent of its business operations in India, Toshiba is currently running a mega advertising and communication campaign reiterating Toshiba's Indian advertising tagline FOR THE NEXT INDIA. This campaign entails a host of PR and Advertising activities including TV commercials, Vignettes, Print Advertisements, Advertorials, Online campaign and a very strong PR activity base.

The new billboard graphic at IGI airport, Delhi is a part of the holistic FOR THE NEXT INDIA campaign and is a testimony to Toshiba's strong commitment to channelize its business operation FOR THE NEXT INDIA. The new billboard site with the key brand message of FOR THE NEXT INDIA was unveiled on September 2016.

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