



## Future Media and BPCL to Give India 'Gas Pump TV'

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Indian Oil major - Bharat Petroleum Corporation (BPCL) has formed an alliance with Future Media to roll out a network of digital screens at petrol stations across India. An initial trial has been successfully completed and a phased roll out across BPCL's 7500 outlets across the country is now in the planning stage.

Sanjay Krishnamurti, executive director, BPCL, said: "At BPCL we strive to introduce innovations that attract customers and make the buying experience at petrol stations more enjoyable. The screens will increase footfalls both at the forecourt of the retail outlets".

Hi-tech looking 65" screens will be placed in prominent positions at the outlets and further screens will be installed within the IN&OUT stores. The medium will be used to communicate information to the public on oil conservation, safe driving habits and other public service messages.

Future Media will manage both content and advertising for the network - using its Future TV Fuel channel. BPCL will run its own network operating centre.

Future Media is part of the Future Group Network - and is working on a number of concepts in the digital signage arena - such as Future Theatre that provides media solutions across INOX chain of multiplexes.