



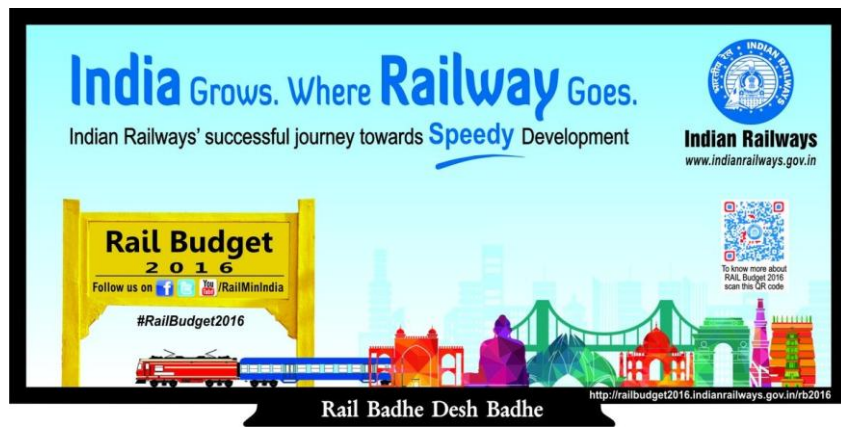
Joins



Indian Railways
Lifeline to the nation...

Lighting up 100000+ digitally connected displays at 2175 railway stations across India

Indian Railways announced the Railway Display Network (RDN) initiative in railway stations across the country which envisages more than 100000 connected smart screens across 2175 railway stations making it the largest DOOH network in the world.



The prime purpose of RDN is to disseminate information related to passenger amenities, comfort, convenience and safety. Display infrastructure will also be utilized for social messages, commercial advertising and emergency alerts to over 10 billion passengers annually.

The consortium consisting of Gaian Solutions India Pvt. Ltd., iTV Network India Ltd, and Cloudatix Network Private Ltd won the tender to partner with Ministry of Railways to setup and maintain RDN with its Content Display platform solution despite the tough competition.

The consortium has started implementing the RDN solution at Mumbai Central, Dadar, Bandra Terminus (WR), Shankargarh and Manikpur (NCR).



Today, GAIATV platform serves businesses as diverse as billion dollar enterprises with their corporate communication needs, federal emergency warning centers with real-time alert dissemination requirements, public transport networks broadcasting live streams of information, Retail chains looking for sales closures from impactful content experiences as well as entertainment service providers with a constant need to delight consumers.

This speaks volumes about the versatility of the GAIATV platform and its treatment of unique content delivery challenges in all ecosystems.

After being selected for the RDN initiative, Gaian's CEO, Mr. Chandra Kotaru, said "Hi-impact, real-time, & contextual content delivery takes a whole new meaning in this age of content overload and short attention span. Our platform and approach is set to transform passengers' content consumption experience and create a new advertising category. GAIATV platform will be operating the world's largest contextual programmatic ad exchange as a part of this initiative by the Indian Govt."

iTV Network's Chairman and MD, Mr. Karthikeya Sharma, said "We are grateful to get an opportunity to partner with the Ministry of Railways and engage passengers with our TV content. The sophistication this solution brings to Indian railways is sure to raise the standards of communication."

Cloudatix's CEO, Mr. Sanjay Sharma, said "It is exciting to be a part of this challenging initiative taken up by Indian railways. We hope to employ all our expertise in cloud integrations & platform deployments to make this a success."