

Media Kit 2026

# Own the street. Every screen, every route.

Outdoor, transit and DOOH media across India. HQ in Kolkata.

**taxitop** media



# Born in Mumbai's cabs. Run from Kolkata.

TaxiTop Media is a full-stack outdoor partner: planning, buying, production, installation and proof-of-display across every outdoor format.

## JustTap Media • Mumbai, 2015

10.1-inch in-cab tablet screens in about 1,000 Mumbai taxis, the first media assets on ride-hailing cabs.

## TaxiTop Media • 2018

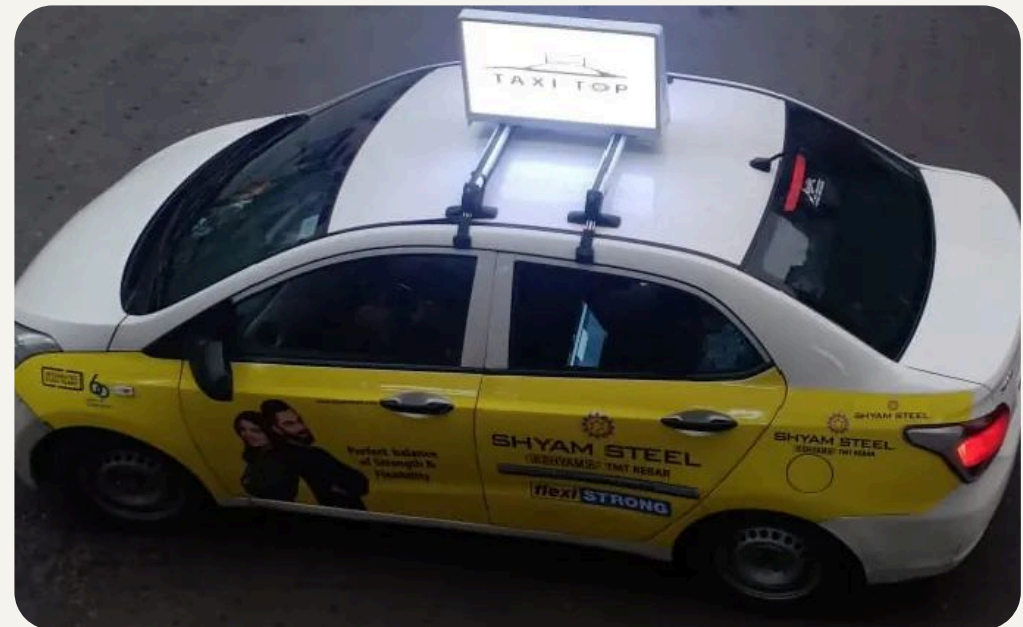
Founded in August 2018 by Harsh Vardhan Mahipal.

## Taxi-top screens

Uber's first global taxi-top screen pilot. Hardware was sent to Uber's San Francisco HQ.

## Today

A pan-India outdoor partner with HQ in Kolkata. Car branding, metro, hoardings, DOOH and ATL/BTL.



/ reach

# 100+ cities and towns. Pan-India.

# 100+

cities and towns where we have run campaigns.

## METROS

Kolkata

Mumbai

Delhi

Bangalore

Hyderabad

## TIER 2 & TIER 3

Jaipur

Patna

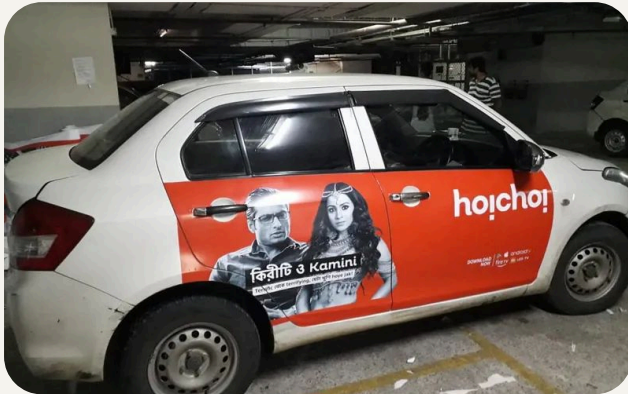
Katihar

and many more

Offices in Kolkata, Mumbai and Delhi. Global exposure through our taxi-top screen work.



# Every format on the street.



Car wraps & branding



Metro branding



Hoardings



Billboards



DOOH screens



ATL / BTL activations

# Screens at the point of sale.

~100

in-store screens across 15+ Spencer's stores in Kolkata.

- Reach shoppers in the aisle, at the moment of purchase
- Day-part and store-level targeting
- Creative adapted for screens



/ case study · Patanjali

# Tridhara Durga Puja, Kolkata.

**10,000** sq ft LED

The first large-scale LED wall at Kolkata's Durga Puja, plus digital gates, at Tridhara, Gariahat in 2024.



# Repeat cab campaigns in Delhi & Kolkata.

**100-150** cabs per  
run

Repeat cab branding campaigns of 2-3 months each, in Delhi and Kolkata.



/ case study · Jewelbox

# Delhi Metro platform branding.

18

platform-door panels

Across 5 Delhi Metro stations, 18 April to 3 May 2025.



/ case study · Hoichoi

# A wrapped cab fleet in Kolkata.

112

cabs

Kolkata cabs branded for Hoichoi, October to November 2018.



## Brands we have put on the street.

**ITC**

**Berger Paints**

**Asian Paints**

**SVF**

**Hoichoi**

**Signature Mineral  
Water**

**Flipkart Minutes**

**Zepto**

**Amazon Now**

**Jewelbox**

**Patanjali**

**SastaSundar**

# One partner, every format.

01

## Pioneers

From in-cab screens in Mumbai to Uber's first global taxi-top pilot.

02

## Pan-India

100+ cities and towns, from metros to tier-3 towns.

03

## Full stack

Planning, buying, production, installation and proof-of-display.

04

## Every format

Cabs, metro, hoardings, billboards, DOOH and ATL/BTL.

/ contact

# Let's put your brand on the street.

WHATSAPP / PHONE

+91 86976 80471

EMAIL

harshvardhan@taxitopmedia.in

WEB

taxitopmedia.in

LINKEDIN

linkedin.com/company/taxitopmedia

OFFICES

Kolkata · Mumbai · Delhi

**taxitop** media



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