

Digitising Electrical Operations of Outdoor Media with Net Zero Investment

Growth means scale and scale comes with Technology. The success story Ronak Advertising and Marketing Private Limited has proven this right.

Customer Background

Client - Ronak Advertising and Marketing Pvt. Ltd.

Industry - OOH Advertising

Location - Pan India

Key Person - Amardeep Singh, Director

Clients - 1000+

Operating Since - 25 years

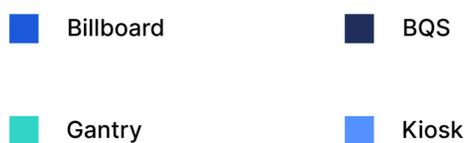
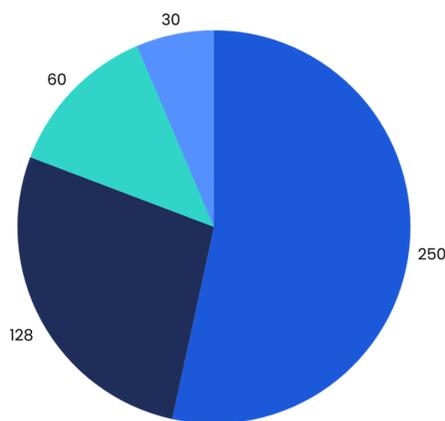
Leadership - Among top players in the OOH Advertising Industry

Annual Electricity Spend - ₹2.5 Cr+



Media Asset Details

Number of LIT OOH Media Assets : 450+ | Total Lighting Load : 1.39 MW



Media Asset	Typical Average Load
Bill Board	3 kW
BQS	0.7 kW
Gantry	5 kW
Kiosk	6 kW

How were electrical operations carried out?



Lighting control

Traditional Mechanical or Digital Time Switches were used



Daily Operations

A technician was sent to site for turning off lights of media assets which has no live campaigns



Fault Identification

A person visits each site to verify if all lights are working properly. At times customers also complained if lights are not lit.

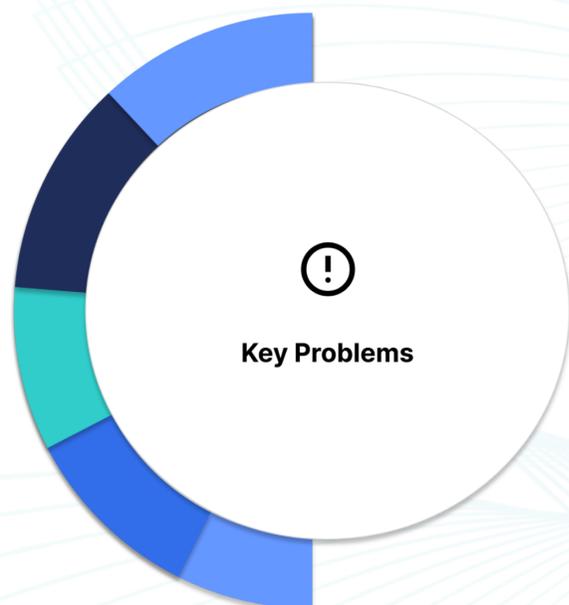


Repair & Maintenance

Repairing & installation work of lighting and meter box is outsourced & managed by client's operations team.



What are the Key Problems?



Lights Remain ON when not needed

Conventional time switches operate at fix time so seasonal variation in sunset is not considered. Also, failure in time switch causes light to remain ON continuously.

Customer complaints

Client's customer sends photo of site showing lights are OFF and client's operational team is not aware about it. There are many reasons for such situation like Power down, MCB Trip, Wrong Time Setting, Time Switch failure.

Frequent Manual Intervention

For basic lighting operation such as ON/OFF and time settings, client is dependent on vendor who does maintenance of sites.

Excess Electricity Consumption

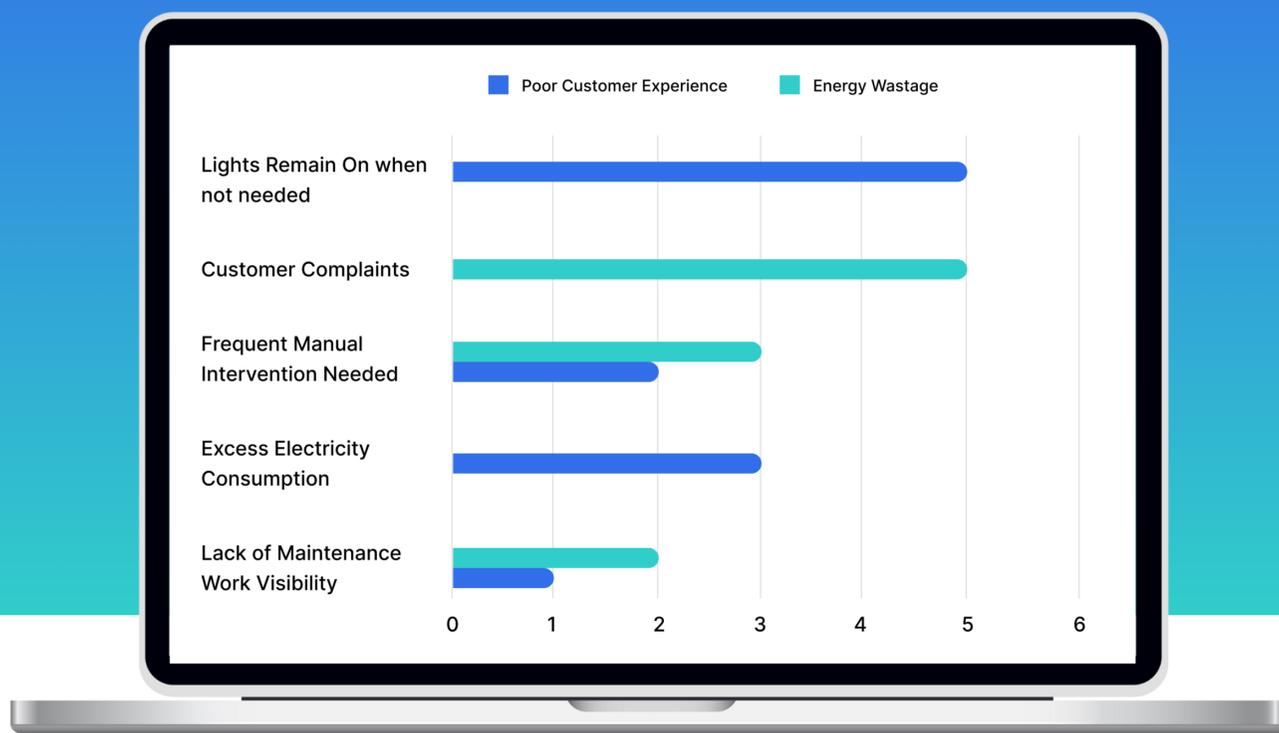
Many times, energy theft and over consumption incidents occur but operations team is unable to trace these kinds of leakages.

Lack of maintenance work visibility

At client end, operations team has no visibility on vendor's work so they have to rely on photographs. There were many cases where even after taking photograph, problems were found at sites.



Key Problem Impact



How did we solve?

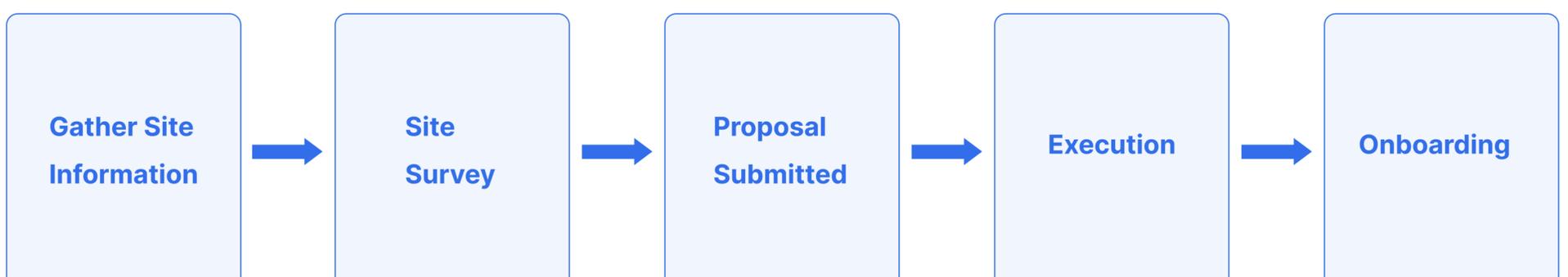
EazyIoT implemented an IoT enabled electrical asset management solution to with a clear objective of simplifying operations and reducing electricity bills.

Our solution consists of an IoT enabled device, Smart Time Switch. It was retrofitted in existing junction box without any changes. Another aspect of the solution is cloud based software & mobile app that can be accessed from any internet enabled device such as Desktop, Laptop, Mobile Phone.

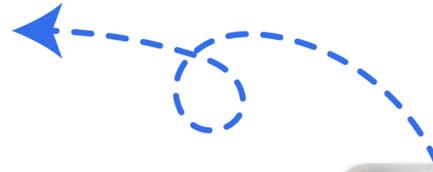
Net Zero Investment

The complete solution was implemented through annual subscription model which eliminated need for huge Capex Investment. Electricity saving from this solution is more than subscription amount.

We have followed step for implementation of our solution



Smart Control Meets Real Time Insights



Powerful Benefits You'll See From Day One

Designed to cut costs, boost efficiency and give you complete control, all without expensive upgrades or complex setups



Simplification in Operations

Client is now able to manage, monitor & control all sites from a software. Dependence on maintenance vendor is reduced and all onsite operations are planned properly.



Quick Response

Client has very smoothly managed to turn off all hoarding and shelters in Janta Curfew and Lock down period due to COVID 19 pandemic.



Energy Savings

Timely On-Off & Fault Alerts had resulted into more than 12% electricity saving.



Proactive Maintenance

With real time alerts, repairing work is carried out proactively compared to earlier reactive approach.

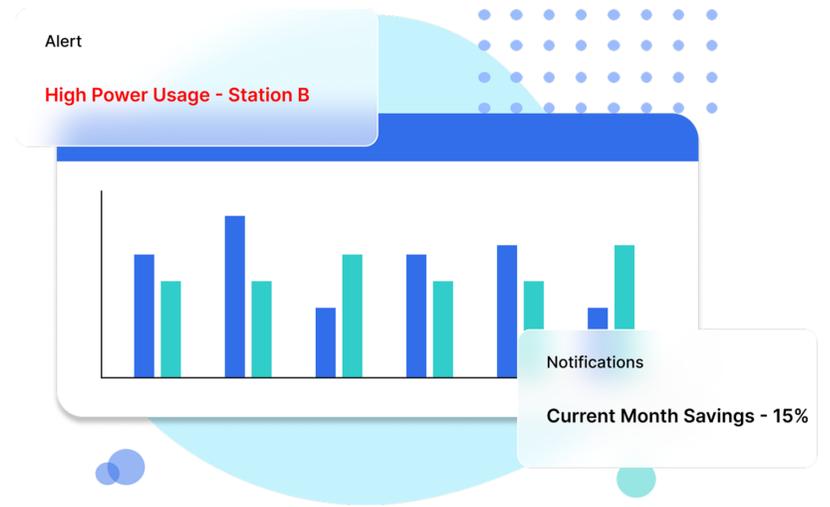


Visibility

Visibility to top management on performance of operations team & Media Asset health.

Energy Saving Impact

Media Asset	Typical Average Load
Site	RA1789 (Gantry)
Load	26 KW
Annual Energy Saving	₹ 63,875

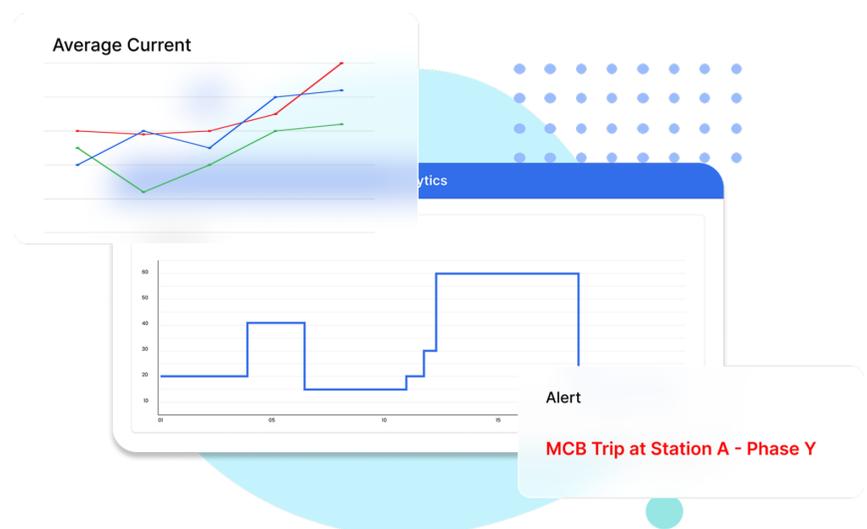


Accurate On-Off Timing

Leverage intelligent time-switching to ensure lights operate only when truly needed, reducing waste, extending equipment life, and delivering consistent energy efficiency in every season.

MCB Trip Monitoring

Receive instant, data-driven insights on MCB trips, enabling quick diagnosis, prevention of downtime, and improved operational safety across your electrical systems.





Over-Voltage

Stay protected with precise monitoring of voltage spikes, helping you safeguard assets, reduce wear, and maintain compliance with electrical safety standards.

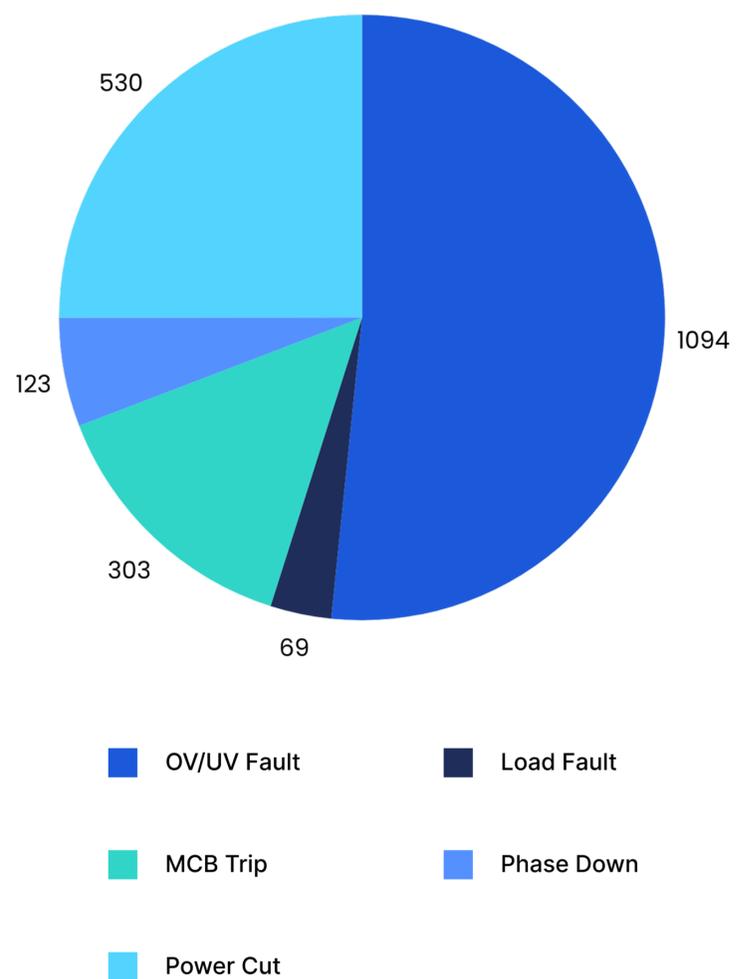
Load Fault

Track and respond to sudden load drops in real time, preventing disruptions and ensuring operational stability for critical equipment.



Factual Data

Metric	Value Achieved
Electricity Savings	40 Lakh+ (12%)
No. of Faults Detected	2000+
UV/ OV Fault	1094
Load Fault	69
MCB Trip	202
Phase Down	123
Power Cut	530
Lighting ON/OFF operations done through EazyLIT	1500+



Ready to Transform Your Operations?

Contact our team to explore how we can help.

Get in Touch



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