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Innovative services is the key to success

One of the largest retail chains in the country, Subhiksha, will deploy vJive Networks, India's first and the largest broadband out-of-home media and digital signage networks, integrated out-of-home media solutions for their retail stores across the country. As per the terms of the agreement, vJive will equip each Subhiksha store with cutting-edge audio-visual banners that will constantly display valuable advertorial content to shoppers. vJive's Internet-based media streaming engine will transport advertorial content in real time to digital screens across stores.

Implementation for the 650 active stores will be carried out in two phases. Subsequently, vJive will work in conjunction with Subhiksha for additional nationwide store rollouts.

In another development, Subhiksha in association with ICICI Bank, has launched the Food Card. It will be



a pre-paid card, targeted as an alternate to meal allowances given to employees by companies. Instead of cash allowances or meal vouchers, the Food Card will allow corporates to ease out administrative issues for employers and also make it convenient for employees to carry and use. ■