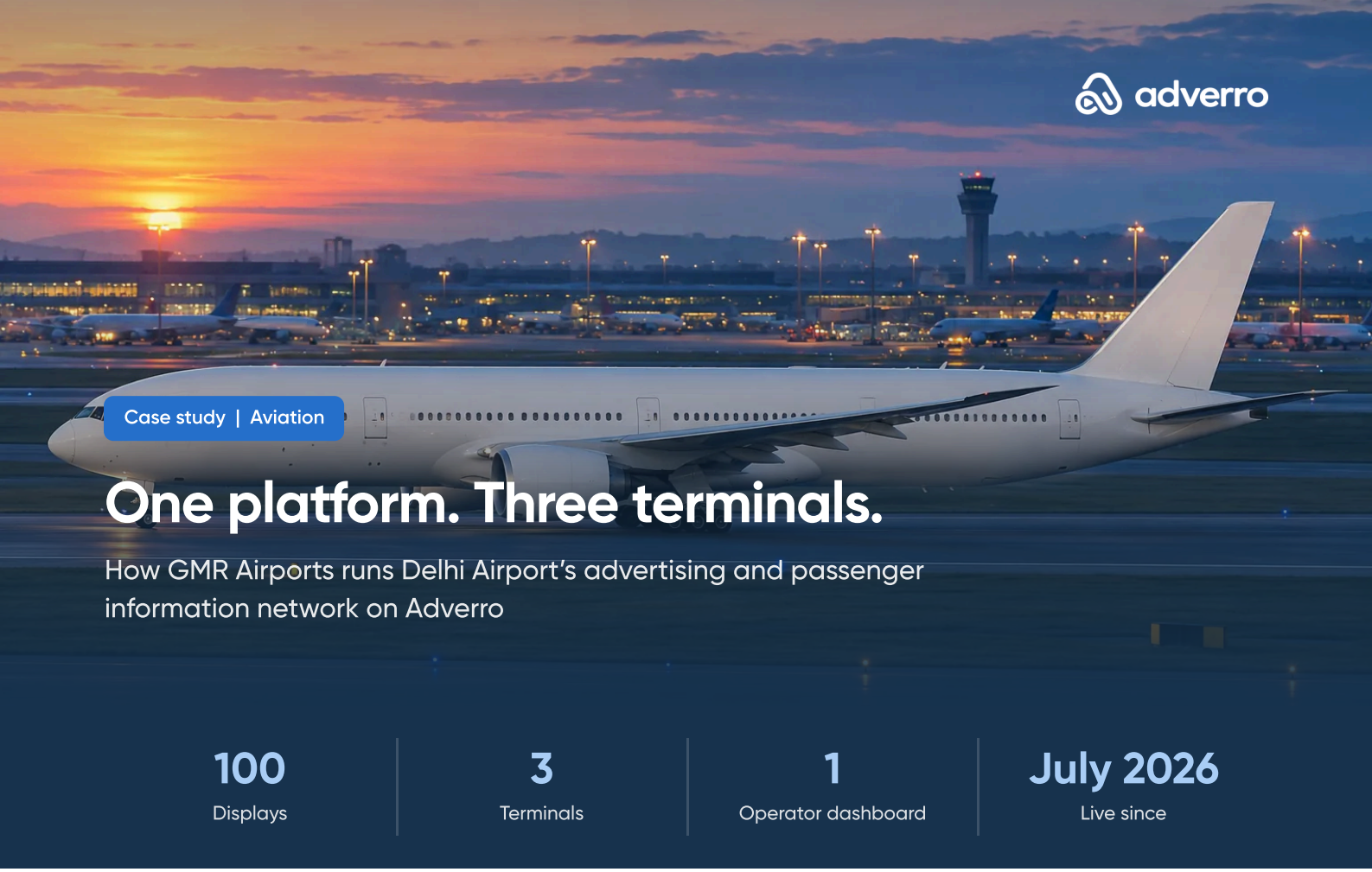


Case study | Aviation

One platform. Three terminals.

How GMR Airports runs Delhi Airport's advertising and passenger information network on Adverro

100	3	1	July 2026
Displays	Terminals	Operator dashboard	Live since

Overview

GMR Airports runs its advertising and passenger information network across Terminals 1, 2 and 3 at Delhi Airport on Adverro. All 100 displays are managed from a single operator dashboard. The network is delivered under a build-own-operate-transfer (BOOT) concession and has been live since July 2026.

The challenge

Delhi Airport is India's busiest airport, with passengers moving through three terminals around the clock. Running advertising and passenger information at this scale brings demanding requirements:

- Operating screens in three separate terminals as one network, not three.
- Keeping content accurate and consistent at every location, at all times.
- Scheduling advertising centrally to support non-aeronautical revenue.
- Protecting the network to the standard expected of critical airport infrastructure.
- Reducing site visits into busy and restricted areas of the terminals.
- Controlling cost of ownership, because under the BOOT model the concessionaire funds and operates the network for the full concession term.

At a glance

Customer
GMR Airports

Location
Delhi Airport, Terminals 1, 2 and 3

Scope
Advertising and passenger information

Scale
100 displays

Commercial model
Build-own-operate-transfer (BOOT) concession

Deployment
Cloud-based

Management
Single operator dashboard

Status
Live since July 2026

The solution

GMR selected Adverro to run the network as a single, cloud-based platform covering all three terminals. Operators now plan, publish and monitor content for every screen from one place.

- **Single operator dashboard.** Content, schedules and display status for Terminals 1, 2 and 3 in one view.
- **Centralised scheduling.** Advertising and passenger information planned and published once, then delivered to the right screens at the right time.
- **Remote monitoring and management.** Issues are identified and handled centrally, reducing the need for site visits inside the terminals.
- **Cloud-based deployment.** Rapid roll-out across three terminals without building dedicated on-site server infrastructure.
- **Security by design.** Built on the CIA principles of confidentiality, integrity and availability, so content stays protected, tamper-proof and on screen.

The results

- **100 displays live** across Terminals 1, 2 and 3.
- **One network, one dashboard,** replacing terminal-by-terminal management.
- **In continuous operation since July 2026,** supporting both passenger communication and advertising revenue.
- **A platform ready to scale** as the airport adds screens, zones and content types.

Why airports choose Adverro

- **SoC-native.** Adverro runs directly on the System-on-Chip built into commercial displays, removing the need for external media players.
- **Lower total cost of ownership.** Fewer devices to buy, power, install and maintain, with costs that stay predictable as the network grows.
- **Faster return on investment.** Centralised advertising scheduling turns passenger dwell time into non-aeronautical revenue.
- **Flexible deployment.** Cloud, on-premise, private or hybrid hosting to match each airport's infrastructure and regulatory requirements.
- **Secure by design.** CIA-led architecture suited to critical infrastructure environments.

About Adverro

Adverro is an SoC-native digital signage software platform from Veratas Technology Pvt. Ltd., Noida, India. It helps enterprises in aviation, retail, banking, hospitality, healthcare and the public sector manage screen networks of any size from a single, secure platform.

Planning a digital signage network for your airport? Speak to the Adverro team at Veratas Technology to arrange a demonstration at adverro.app/demo.

The bottom line

One platform now runs every advertising and passenger information screen across Delhi Airport's three terminals.

For a BOOT concession, where the operator carries the cost of the network for the full term, that means simpler operations, centralised control of advertising inventory and a cost base that stays predictable as the network grows.