# Mlesna continues to innovate by advertising on light boxes on NanoCabs

Posted on

Anselm Perera, Managing Director – Euroscan Exports and Mlesna

Light boxes, which indicate whether a taxi is occupied or not is a new concept that has been introduced to Sri Lanka by Sid Mampitiya of Ads in Motion. The venture was launched on ten NanoCabs with Mlesna having bought the ad space on the light boxes of these vehicles. “Being associated with this venture is indeed a pleasure for all of us at Mlesna,” said Anselm Perera, Managing Director of Euroscan Exports and Mlesna.

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