

Date: 30-05-2026

To,

The Manager, Capital Market (Listing)
National Stock Exchange of India Ltd.
Exchange Plaza, Bandra-Kurla Complex
Bandra (E) Mumbai – 400051

SYMBOL: ASPIRE
ISIN No.: INE0S7801010

Dear Sir/Madam,

Subject: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 for Strategic Diversification Initiatives for Future Growth.

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that The Company has proactively pursued several business diversification initiatives to reduce sector concentration risks and create additional revenue streams.

Thank you,
For Aspire & Innovative Advertising Limited

Shiwani
Company Secretary and Compliance Officer
M.No. A76570

Encl: As above

Aspire & Innovative Advertising Limited
(Formerly Known as Aspire & Innovative Advertising Private Limited)

CIN: L52601DL2017PLC321445

Regd. Office: C-4 Baldev Park, East Delhi, Shahdara, Delhi, India, 110051

Corp. Office: 2nd Floor, Plot No. - 52, Sector-44, Gurugram, Haryana-122003

Email: cs@aspireinnovate.in **Phone Number:** 0124-2213055 **Website:** www.aspireinnovate.in

Dear Investors,

Last 6 months have seen a trend reversal in our company's sales, where-in our sales in H2' F.Y 2025-26 has almost doubled-up from H1' F.Y 25-26. Good News is that our business dependence on NBFC's have reduced to **less than 50%** of our over-all sales and, new Initiatives like **Aspire E-Comm** and **Corporate Sales** have evolved and have started contributing to sales.

Remembers a famous phrase "***There is a light at the end of every tunnel. . just that some tunnels happen to be longer than others***". Our past 18 months have been challenging due to multiple regulatory changes in NBFC operating guidelines which significantly impacted our sales as we had high dependence on the NBFC Ecosystem. However, these challenges also provided us with an opportunity to **reassess our strengths** and **strategically diversify our business model**.

Recognizing the need to diversify at early stage, we made focused efforts to **leverage our core strength** of providing an **end-to-end solution encompassing product Procurement from Brands to seamless delivery to end-customers** in Semi-Urban and Rural areas, and evolved following businesses:

- ✓ **Aspire E-Comm:** Deliver **Beyond Pincodes** where-in we claim to have "**No Non-Service Area**" unlike our other e-commerce competitor's who are yet to address this efficiently.
 - Also, we offer "**EMI Options**" to **New To Credit Customers** in Rural.
- ✓ **Corporate Sale:** This includes supplies for Internal Office Consumption, Employee Gifting and Dealer Schemes.
 - Corporates have **complimented our strength** of Timely Delivery in Rural Areas as their earlier mode of Delivery through Depo's resulted in delays, packing damages & lost in-transit.

Our new businesses achieved significant success with revenues reaching approximately ₹100 crore during the last financial year. Notably, this also marked the first full year of operations for newly established business verticals.

One of Aspire's key competitive advantages lies in its ability to extend credit facilities to customers who are **new to the formal credit ecosystem**. This capability also enables continuous engagement and regular outreach to our existing customer base of over **12 million rural customers**, thereby strengthening customer relationships and supporting sustained business growth.

Encouraging signs of recovery and growth are already visible. Our performance **during H2** of the last financial year was nearly double that of **H1**, reflecting improved business momentum and operational efficiency. We expect this positive trajectory to continue over the next 2-3 quarters, supported by the following factors:

- ✓ **Gradual Revival in MFI Product Lending:**
The phased reopening of product lending by NBFC's is expected to drive renewed customer demand and accelerate growth momentum.

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✓ **Strong Growth in Corporate Sales:**

Our corporate sales business continues to witness strong traction, with an increasing number of corporates adopting our end-to-end solutions. This reflects growing confidence in our operational capabilities, service efficiency, and execution strength.

✓ **Expansion of Aspire E-Commerce:**

We have planned robust marketing initiatives aimed at re-engaging our existing customer base by offering attractive discounts and incentives on new purchases, thereby driving repeat transactions and strengthening customer loyalty.

Additionally, we are **exploring the introduction of doctor consultation services** for our rural customers, aimed at bridging the gap in access to immediate medical advice and providing essential infrastructural support to those who require timely healthcare guidance.

While the **last few quarters tested our resilience**, they also reinforced our confidence in the strength of our business model and our ability to adapt, evolve, and grow sustainably.

Detailed Business Update for External Stakeholders (FY 2025–26)

1. Sales Performance

- ✓ The company has demonstrated strong sales growth during **FY 2025–26 is 177 Crore.**
- ✓ In the first half (H1), revenue stood at **₹60 Cr.**, indicating a stable base performance.
- ✓ In the second half (H2), revenue significantly increased by **₹117 Cr**, reflecting accelerated business momentum.
- ✓ The total annual revenue reached **₹177 Cr.**
- ✓ This represents an approximate 200% growth, showcasing effective strategy execution, improved market penetration, and strong demand generation.

2. MFI (Microfinance) Business Performance

- ✓ The Microfinance (MFI) segment had experienced a relatively slow phase in the past.
- ✓ However, over the last 6 quarters, the business has shown consistent signs of recovery.
- ✓ Growth is now gradually picking up due to improved collections, better credit quality, and operational efficiencies.
- ✓ This recovery indicates a positive outlook and sustainable long-term potential for the MFI segment.

3. Business Diversification Strategy

Over the last 1.5 years, the company has actively diversified its business model to reduce dependency on a single revenue stream. As part of our diversification strategy, we have continued to strengthen and expand multiple business verticals. **Key diversification** initiatives include:

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A. B2B Business Expansion:

- ✓ The company has entered the Business-to-Business (B2B) segment.
- ✓ It focuses on corporate supply of IT products such as hardware, accessories, and related solutions.
- ✓ Strategic partnerships with dealers and distributors have been established.
- ✓ Dealer incentive schemes and structured programs are driving volume growth and strengthening the distribution network.

B. E-commerce Platform:

- ✓ A dedicated e-commerce platform has been developed.
- ✓ It caters to an existing customer base of approximately 1.2 crore users.
- ✓ The platform enhances customer convenience, improves engagement, and enables direct sales.
- ✓ It also supports cross-selling and upselling of Products.

C. GeM (Governmente - Marketplace):

- ✓ The company has onboarded onto the Government e-Marketplace (GeM).
- ✓ This allows participation in government tenders and procurement opportunities.
- ✓ It opens a stable and scalable revenue channel backed by institutional demand.

D. Future Growth Strategy

- ✓ The management is exploring new growth avenues beyond current business lines. One of the key focus areas under evaluation is entry into the Rural Wellness segment.
- ✓ This initiative aims to tap into underserved rural markets with healthcare and wellness solutions.
- ✓ The segment offers significant long-term potential due to increasing awareness and demand in rural areas.
- ✓ If executed effectively, it can become a strong additional revenue stream.

The foundation for the future is now stronger than ever, and we remain committed to creating sustainable long-term value for all stakeholders.

Thanking You,

For Aspire & Innovative Advertising Limited



Nitesh Agarwalla
Managing Director
DIN No. 07468522

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