



CASHurDRIVE

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Date: 06.03.2026

To

The Manager – Listing Compliance
National Stock Exchange of India Limited
Exchange Plaza,
Bandra Kurla Complex,
Bandra (E), Mumbai – 400051

SYMBOL: CUDML

ISIN: INE0WL201014

Sub: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Receipt of Purchase Orders

Dear Sir/Madam,

Pursuant to Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that **Cash Ur Drive Marketing Limited (“the Company”)** has received purchase orders from a **leading multinational mobility platform company** for execution of advertising and brand promotion campaigns across multiple cities in India.

Under the said purchase orders, the Company will execute **BTL and Out-of-Home (OOH) advertising campaigns**, including deployment of auto backs, bus wraps, cab wraps and other outdoor advertising formats across various locations.

This development further strengthens the Company’s position in the **transit media and outdoor advertising segment** and reflects continued business growth with leading corporate clients.

The details required under **Para A of Part A of Schedule III of SEBI (LODR) Regulations, 2015** read with **SEBI Circular dated November 11, 2024** are enclosed herewith as **Annexure A**.

This is for your information and records.

For **Cash Ur Drive Marketing Limited**
(formerly known as Cash Ur Drive Marketing Private Limited)

Gagan Mahajan
Compliance Officer & Company Secretary
Membership No. A34028

CASHurDRIVE MARKETING LIMITED

(formerly known as CASHurDRIVE Marketing Private Limited)

Registered Office : 4th Floor, SCO 0032, Sector 17C, Chandigarh G.P.O., Chandigarh, India - 160017

CORPORATE OFFICE : 1103-1104, 11th Floor, World Trade Tower, Noida, U.P. - 201301

CIN : L74999CH2009PLC031677 | Email ID : account@cashurdrive.com | Contact : 0172 - 4667699



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Annexure A

Details required under the Listing Regulations read with SEBI Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024

| Sr. No. | Particulars | Details |
|---------|---|---|
| a) | Name of the entity awarding the order(s)/contract(s) | A leading multinational mobility and technology platform company operating in India |
| b) | Significant terms and conditions of the order(s)/contract(s) | Execution of BTL and Out-of-Home advertising campaigns including auto backs, bus wraps, cab wraps and deployment of outdoor advertising sites across multiple cities |
| c) | Whether order(s)/contract(s) have been awarded by domestic/international entity | Domestic entity (part of a leading global mobility and technology platform) |
| d) | Nature of order(s)/contract(s) | Advertising and brand promotion campaigns |
| e) | Whether domestic or international | Domestic |
| f) | Time period by which the order(s)/contract(s) is to be executed | As per respective purchase orders: (i) upto April 30, 2026 for the BTL campaign including auto backs, bus wraps and cab wraps; and (ii) upto May 31, 2026 for the BTL campaign including 224 OOH sites across 8 cities. |
| g) | Broad consideration or size of the order(s)/contract(s) | Aggregate value of ₹7,16,63,807/- (Rupees Seven Crore Sixteen Lakh Sixty Three Thousand Eight Hundred Seven Only) inclusive of taxes |
| h) | Whether the promoter/promoter group/group companies have any interest in the entity that awarded the order(s)/contract(s)? If yes, nature of interest and details thereof | No. The promoter / promoter group / group companies do not have any interest in the entity awarding the order |
| i) | Whether the order(s)/contract(s) would fall within related party transactions? If yes, whether the same is done at "arm's length" | No. The transaction does not fall within related party transactions |

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