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To

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

Symbol: CUDML

ISIN: INE0WL201014

Subject: Disclosure pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby submit the enclosed Press Release titled “**Cash Ur Drive Wins ₹7.17 Crore Multi-City Advertising Mandate from Leading Mobility Platform**” issued by the Company, the content of which is self-explanatory.

Kindly take the same on record.

Thanking You,

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
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Cash Ur Drive Wins ~₹7.17 Crore Multi-City Advertising Mandate from Leading Mobility Platform

Mumbai, March 6, 2026: Cash Ur Drive Marketing Limited (NSE: CUDML | INE0WL201014), one of India's fast-growing sustainable transit media companies, has received purchase orders from a leading multinational mobility and technology platform operating in India for the execution of large-scale advertising and brand promotion campaigns across multiple cities.

Order Scope & Execution

Under the purchase orders, the Company will undertake **Below-The-Line (BTL)** and **Out-of-Home (OOH)** advertising campaigns across 8 key urban markets. The mandate includes the deployment of **auto backs, bus wraps, cab wraps, and other high-visibility outdoor advertising formats**, designed to enhance brand visibility and consumer engagement across major city locations.

The aggregate value of the purchase orders stands at approximately **₹7.17 crore**, with the **campaign execution expected to be completed over a period of approximately two months**.

Business Impact

The orders involve the large-scale deployment of transit media and outdoor advertising formats across **8 cities**, further strengthening **Cash Ur Drive's position in the transit media and OOH advertising segment**. The mandate also reflects the Company's continued engagement with **leading corporate and technology-driven clients** seeking impactful mobility-led advertising solutions.

Commenting on the development, Mr. Raghu Khanna, Managing Director and Chairman, Cash Ur Drive Marketing Limited, said: *"Transit media continues to gain traction as brands look for effective ways to reach consumers across busy urban routes. We remain focused on strengthening our network and execution capabilities to support this growing opportunity."*

About Cash Ur Drive Marketing Limited

Founded in 2013, **Cash Ur Drive Marketing Limited** ("CUD" or "the Company") is one of India's fastest-growing out-of-home and transit media companies, pioneering sustainable and technology-driven advertising solutions. With a strong presence across major cities, CUD integrates transit, digital, outdoor, and green media assets to deliver impactful visibility for leading brands. The Company's focus on innovation, exclusive media rights, and expansion into EV charging station advertising has positioned it as a new-age leader in the evolving media landscape. Guided by a vision to make advertising more effective, eco-friendly, and inclusive, CUD continues to redefine how brands connect with audiences on the move.

For FY25, the Company reported a Total Income of ₹139.32 crore, EBITDA of ₹20.67 crore, and Net Profit of ₹17.68 crore.

The company got listed on NSE Emerge in August, 2025.

Disclaimer

Certain statements in this document that are not historical facts are forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

For Further Information Please Contact:



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