E: info@cashurdrive.com
W: www.cashurdrive.com

To,

Date: November 13, 2025

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

SYMBOL: CUDML

ISIN: INE0WL201014

Subject: Submission of Earnings Call / Investor Presentation for the Half Year Ended 30th September 2025 Pursuant to SEBI (LODR) Regulations, 2015

Dear Madam/Sir,

Pursuant to **Regulation 30** and **Regulation 46(2)(o)** of the **SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**, read with the **Code of Practices and Procedures for Fair Disclosure of Unpublished Price Sensitive Information** under SEBI (Prohibition of Insider Trading) Regulations, 2015, we wish to inform you that the Company will be conducting its **Earnings Call / Investor Meeting** on **13th November, 2025 at 10:00 Hrs**, to discuss the financial performance for the **half year ended 30th September 2025**.

In this regard, please find enclosed herewith a copy of the **Earnings Call / Investor Presentation**, which is being shared with the investors and analysts for the said call.

The same is also being uploaded on the Company's website at https://www.cashurdrive.com.

We request you to kindly take the above on record.

For Cash Ur Drive Marketing Limited

GAGAN MAHAJAN
Digitally signed by GAGAN MAHAJAN
Date: 2025.11.13 08:38:45 +05'30'

Gagan Mahajan
Compliance Officer & Company Secretary
Membership No. A34028

CASHurDRIVE Marketing Limited

INVESTOR PRESENTATION
H1 FY26

Safe Harbor

This presentation has been prepared by CASHurDRIVE Marketing Limited (the "Company") solely for information purposes and does not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment what so ever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

Certain matters discussed in this Presentation may contain statements regarding the Company's market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and worldwide, competition, the company's ability to successfully implement its strategy, the Company's future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company's market preferences and its exposure to market risks, as well as other risks. The Company's actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third party statements and projections.

Company Overview

Company At A Glance

- CASHurDRIVE is a leading integrated outdoor advertising agency in India, specializing in transforming everyday spaces into memorable brand experiences.
- Established as a trusted partner for brands seeking impactful visibility through Out-of-Home (OOH), transit and digital advertising, the company stands out for its creative campaigns, pan-India reach and recognized execution excellence.

A pioneer and market leader in Outdoor and Transit Advertising Media.

16+ Years of Experience

Pan India Presence

5,000+ Campaigns

2,000+ Happy Clients

1,800+ Advertisement rights for buses & E-buses

290+ EV Charging Stations across 4 cities

1 Million+ Cabs wrapped in major metro cities

65+ Digital screens (DOOH)

250+ Exclusive Public Bicycle Shelters (PBS) across Delhi & Chandigarh

VISION

To be the ultimate gateway for brands seeking real-world connections and to turn streets into stages for impactful brand storytelling

CASHurDRIVE Offerings

Full-spectrum Advertising

End-to-End Services

Journey Of CASHurDRIVE Marketing Limited

2009

Incorporated as CASHurDRIVE Marketing Pvt Ltd, with a vision to lead global innovation in OOH media.

2011

Secured exclusive Transit media partnership with Easy Cabs, Mega Cabs, Meru Cabs-company's entry into cab advertising.

2016

Received Directorate of Advertising and Visual Publicity (DAVP) accreditation strengthening credibility with government clients nationwide.

2020

Signed the world's first exclusive Uber partnership for on-cab advertising across India

2021

Debuted at EV charging stations with Charjkaro-venturing into green media.

2022

Teamed up with EV bus makers Greencell & Olectra-brand presence on 1000+ electric buses.

2023

Transitioned to public limited status, rebranded as CASHurDRIVE Marketing Limited.

2024

Edge-cutting step: Announced IPO plans & brought on board a merchant.

2025

IPO launch, Pune Buses LOA, Kumbh 2025 and IPL partnerships fueling growth momentum.

Business Overview

Business Model & Offerings

Transit Media
Bus

1,800+ buses across multiple states

Digital OOH (DOOH)
Led Screen, vertical Pods

90+ digital OOH and vertical pods

TV & Newspaper
Print & Broadcast campaigns

National reach, millions of impressions

Outdoor ATL & BTL
Billboards, wall paintings, events

361 OOH Charjkaro sites in Delhi

End to End Business Solutions
From Strategy to Impact

Strategy & Media Planning → Media Buying → Creative Innovation → Campaign Execution → Sustainability & Green Media Revolution

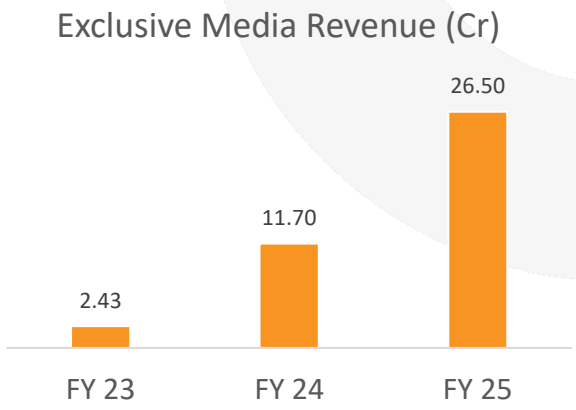
"From Pioneering Cab Ads to Powering the Green Media Revolution"

Exclusive Media & Trade Media

Advertising Models

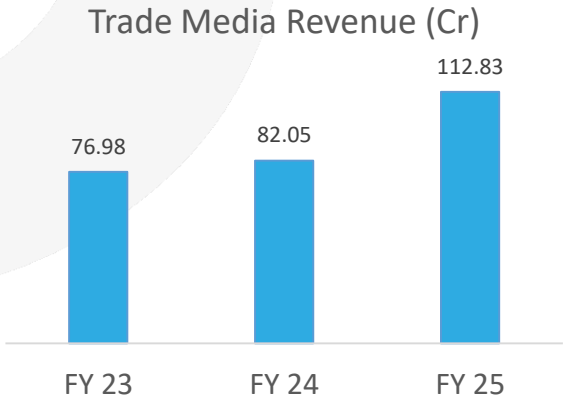
Exclusive Media

- Direct Contracts/ Tenders
- Full control
- Ideal For Long term campaigns



Trade Media

- Third Party Media space
- Flexible, short – term campaigns
- Higher cost due to intermediaries



What Sets Us Apart

CASHurDRIVE

Transit Transformation

Turned daily commutes into dynamic canvases

Effective brand storytelling medium moving billboards – blending mobility with creativity

Green Media Platforms

Committed to sustainability through eco-friendly advertising solutions

Focused on green transit media for responsible, city-wide brand visibility

Strengthening Urban Market Penetration

Campaigns go beyond advertising — they build meaningful brand connections

Data-driven planning and urban insights ensure precise audience targeting

Storytelling Through Motion

Creates memorable brand experiences that go beyond simple visibility

Delivers immersive engagement that connects deeply with the audience

Key Moats

Sustainable Media Expansion Strategy

- Secure long term advertising rights of green attention economy platforms.
  - Electric vehicle fleets & aggregators
  - EV Charging Stations
  - Corporates & Large ticket Employees
- Use Technology, creativity and innovation to sustain visibility for clients
- Increase in awareness building for higher usage of green visibility platforms.

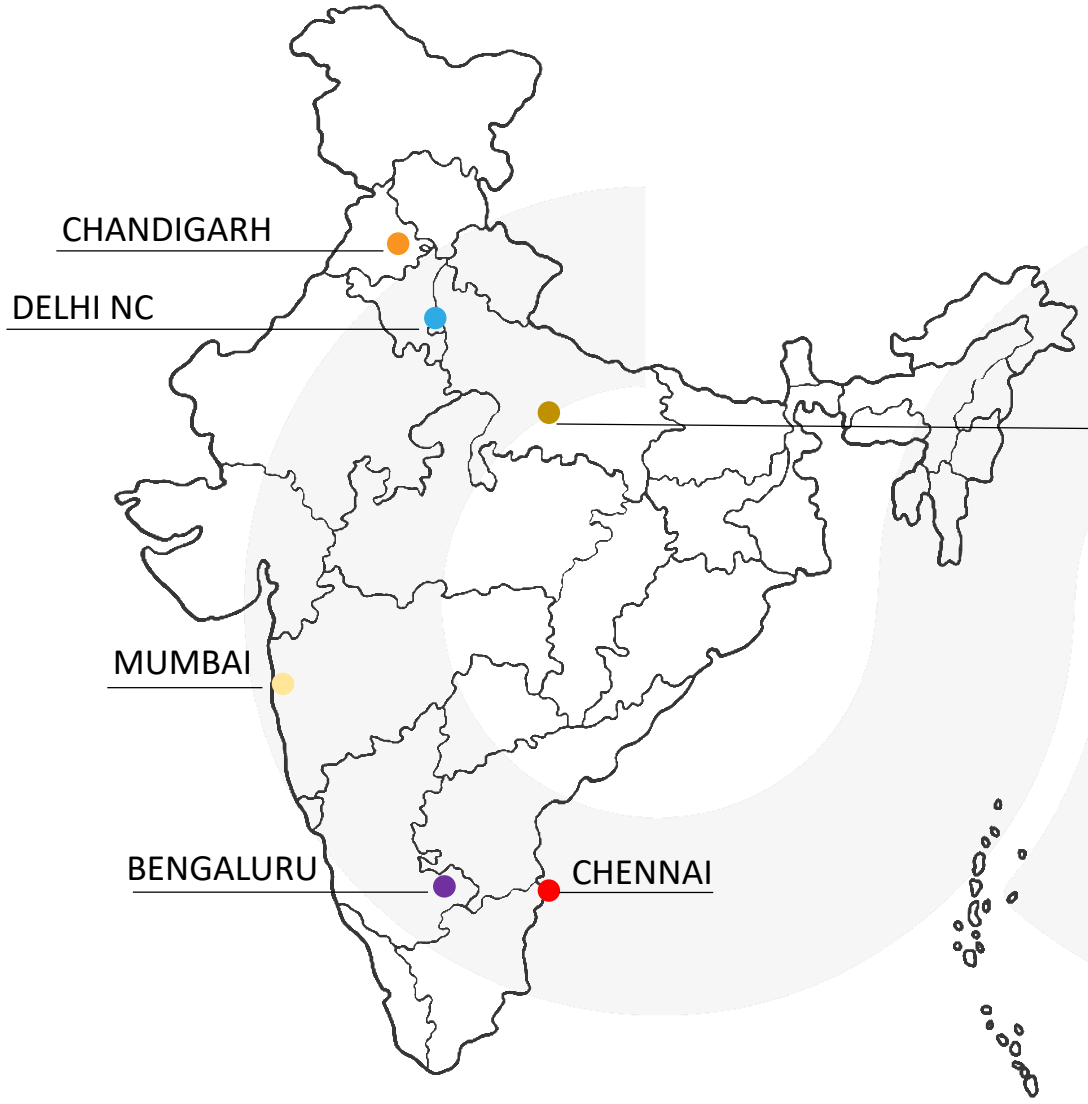
Scale up the Capabilities

- Expand and enrich team CuD
- Expand presence to newer geographies
- Improve the sectoral blend of the clientele to drive assured revenues
- Invest in the value chain to sustain the pricing advantage
- Advantage of minimum debt

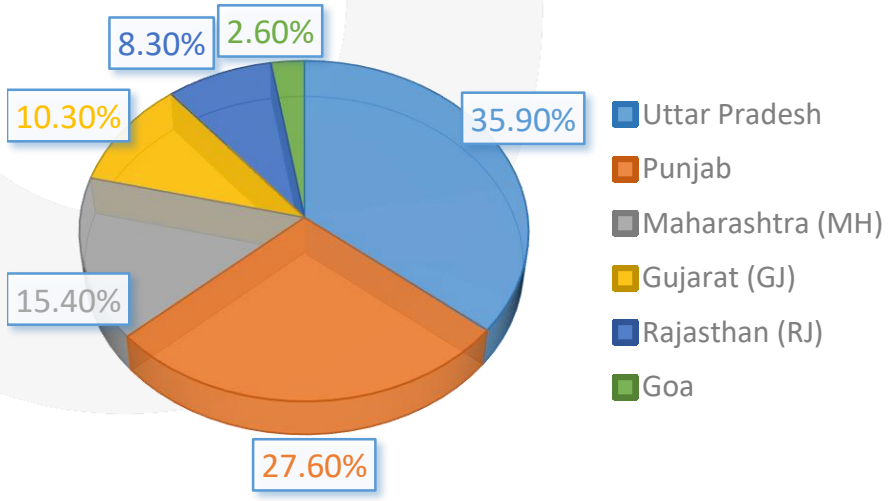
Think Win – Win Integration

- Forge new tie-ups to sustain leadership in the segments
- Capitalize on integrated solutions capabilities to drive large ticket mandates with a higher degree of personalization
- Tap into global opportunities using the Indian Partnerships
- Tie-ups intended to arrest fluctuations in pricing & site availability

Geographical Footprint



STATE-WISE FLEET



Campaigns Conducted in FY25 & H1 FY26

Youtube links
https://youtube.com/shorts/CXY0RsFPxaM?si=dcqXsd6FEglOmhRE
https://youtube.com/shorts/WfcetgPXr0Q?si=nRjM45gUrf6P7D3r

Your Brand, Everywhere.

Industry Overview

Industry Overview: Indian Outdoor Advertising Market

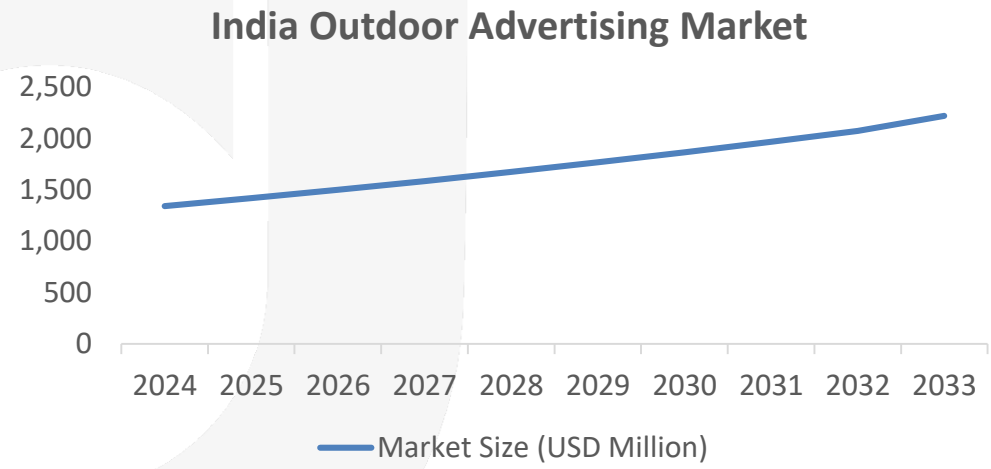
India's outdoor advertising market was valued at USD 1,340.10 million in 2024 and is projected to reach USD 2,216.5 million by 2033, growing at a CAGR of 5.80% during 2025–2033

Expansion is driven by rapid urbanization, growing consumer mobility, and increasing digital adoption

North and West India dominate the outdoor ad landscape powered by metro-led visibility, while South India is fast emerging as the digital innovation hub, driving the next wave of DOOH growth

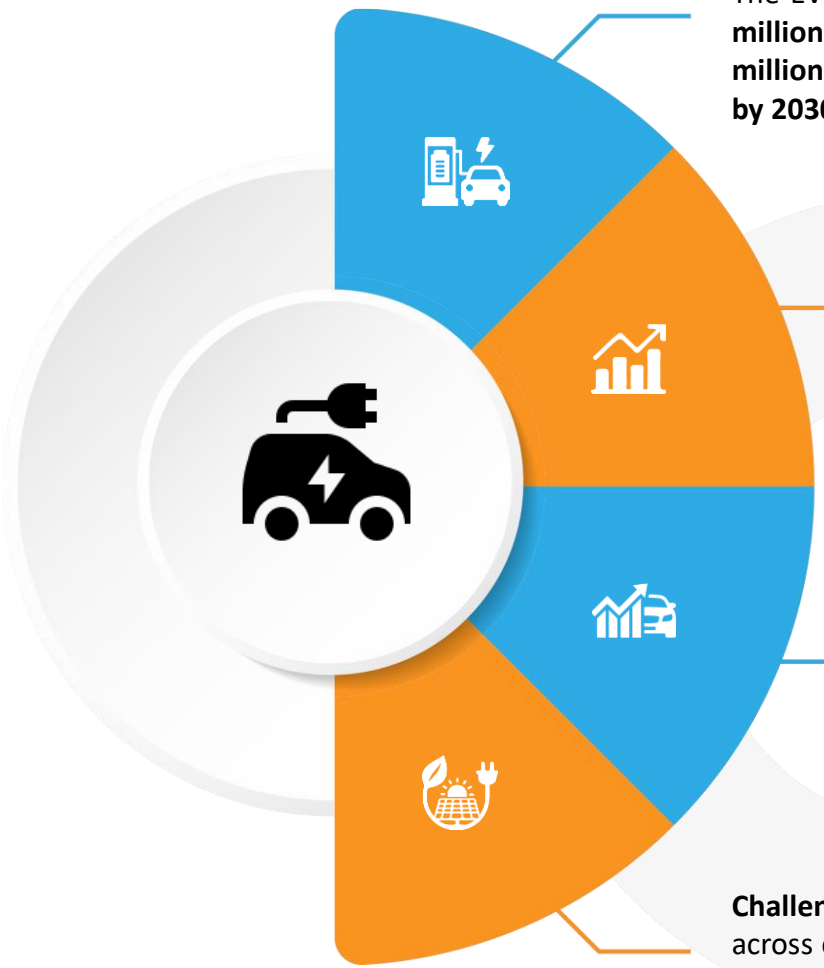
India's smartphone users check their phones an average of 80 times daily, spending 4.9 hours per day, a major opportunity for connected outdoor ads

Digital outdoor advertising (DOOH) is the fastest-growing category, replacing static billboards with high-resolution LED displays and programmatic ad platforms



Source: imarc Group

EV Charging Infrastructure & Advertising Synergies

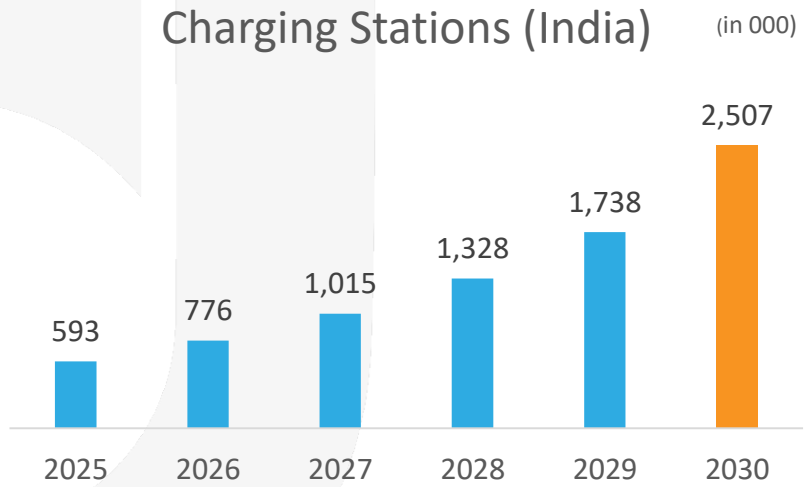


The EV charging market in India was valued at **USD 348.5 million in 2024** and is expected to reach **USD 487.1 million by 2025**, with projections hitting **USD 1.65 billion by 2030**, growing at a **CAGR of 27.67%**.

In terms of volume, the market grew from **454,000 units in 2024** to an expected **2.5 million units by 2030**, registering a CAGR of **30.87%**, highlighting rapid infrastructure expansion.

Growth drivers include strong government initiatives, rising EV sales, and increasing investments from the private sector to expand charging networks.

Challenges remain in **standardization and compatibility** across charging systems, but opportunities lie in integrating **renewable energy** into urban and semi-urban charging networks.



Source: https://www.nextmsc.com/report/india-electric-vehicle-ev-charging-market

HISTORICAL FINANCIAL OVERVIEW

Management Commentary

Mr. Raghu Khanna
(Chairman & Managing Director)

"CASHurDRIVE Marketing Limited proudly presents its first financial results as a listed company, marking a significant milestone in its growth journey. The management extends heartfelt gratitude to all investors, clients, and partners for their trust and support during and after the successful IPO.

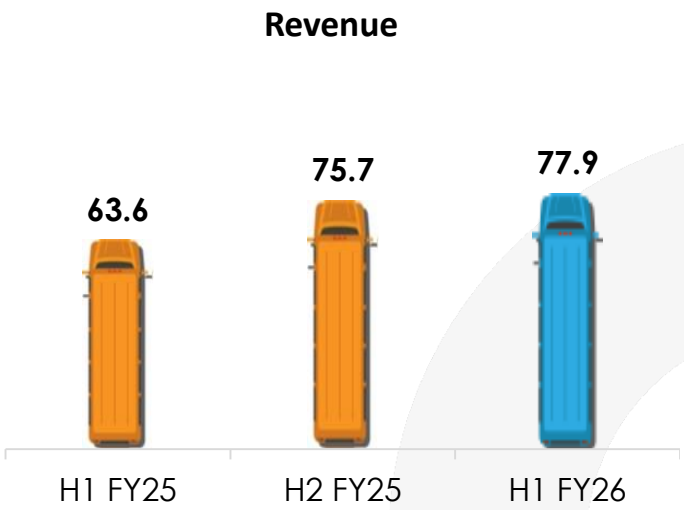
During the first half of FY26, the company delivered a strong performance driven by healthy execution, marquee client additions, and continued expansion across cab, bus, metro, and digital outdoor formats. Partnerships with Uber, Greencell Mobility, Olectra Greentech, Everest Fleet, and ETO Motors further strengthened its leadership in transit media, while the foray into EV-based advertising through Charjkaro reinforced its sustainability focus.

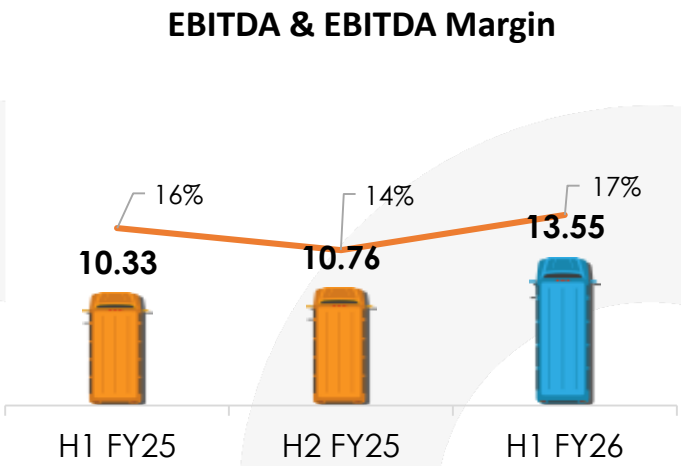
Revenue from operations for H1 FY26 stood at ₹77.9 crore, up 22.4% year-on-year. EBITDA grew 31.3% to ₹13.5 crore with a margin of 17.4%, while PAT rose 31% to ₹10.9 crore, translating into a PAT margin of 14%. The company maintained a strong, debt-light balance sheet with shareholders' funds of ₹119.4 crore and cash reserves of ₹26.7 crore.

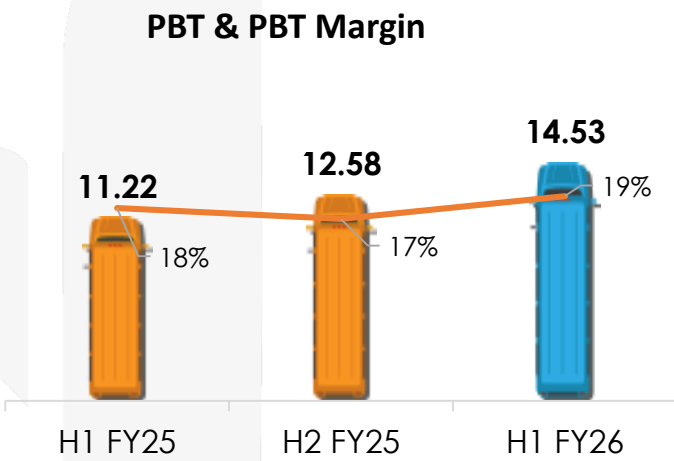
CASHurDRIVE also received multiple industry recognitions, including BW Retail World Award 2024 and BW Merit Awards 2025, reflecting its creative leadership in outdoor media. Going forward, the company aims to deepen its presence in green transit and digital OOH, invest in in-house production capabilities, and strengthen tech-led campaign management.

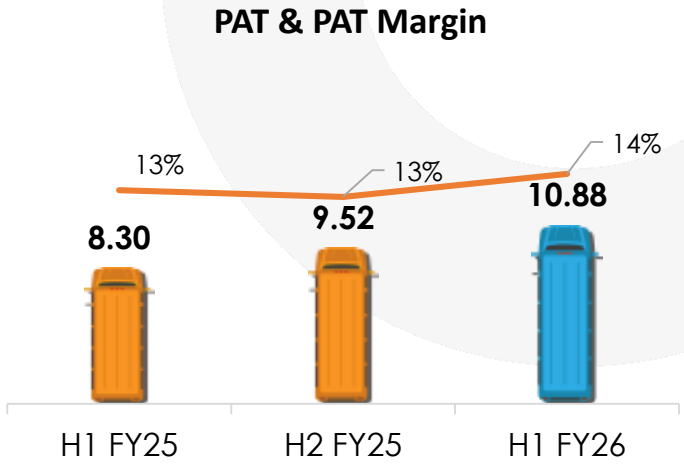
With a solid post-IPO foundation and clear growth visibility, CASHurDRIVE remains confident of delivering sustainable and long-term value to its stakeholders."

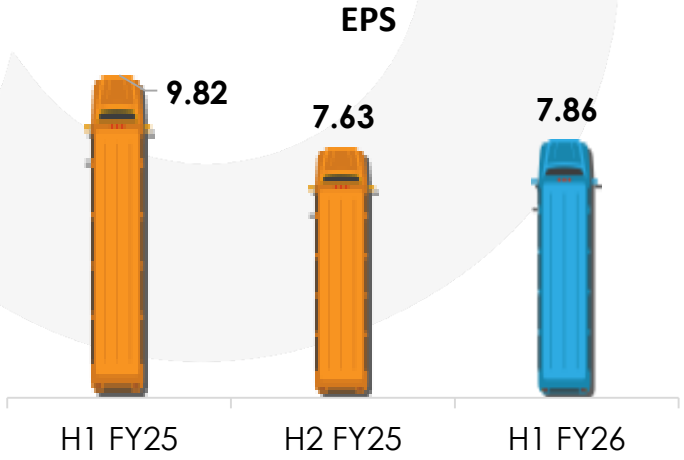
H1FY26 Financial Highlights





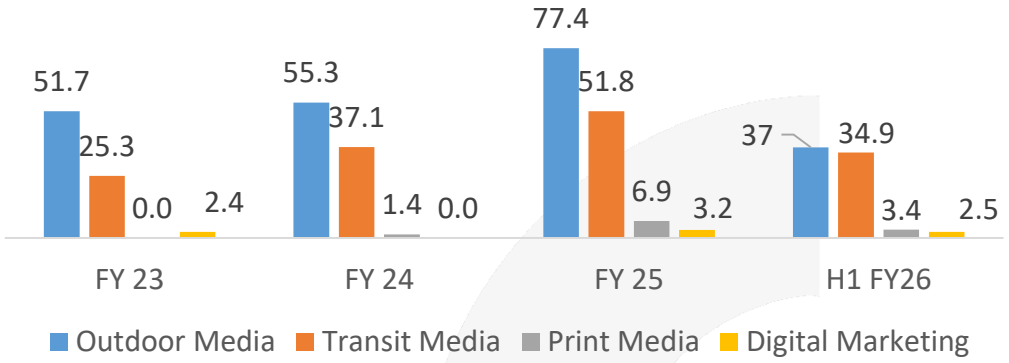




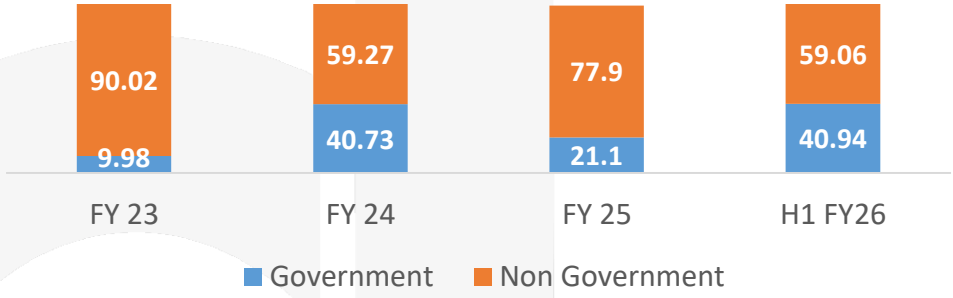


Revenue Mix

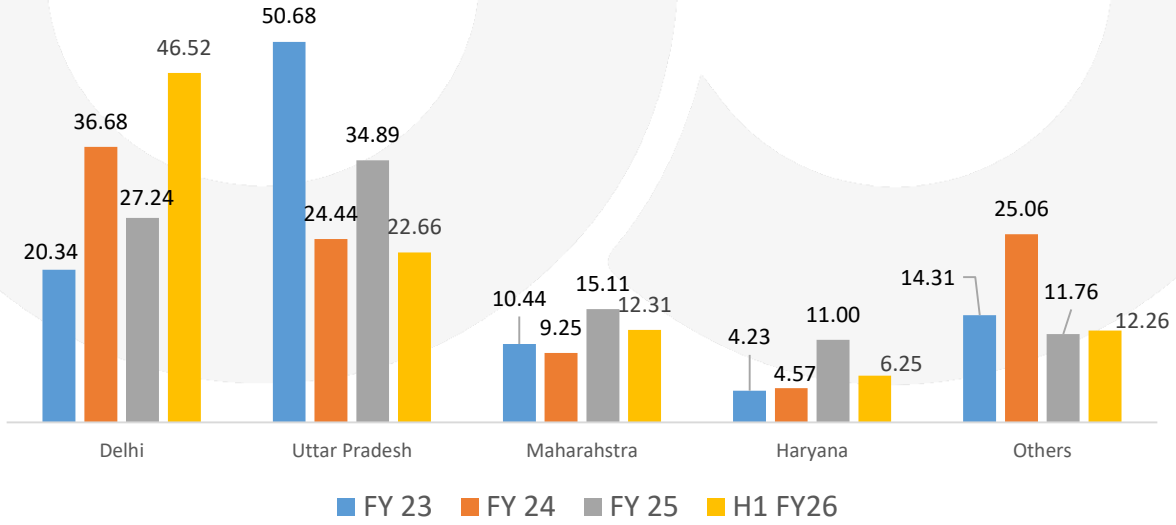
Segment Revenue (in Cr)



Sector Wise Revenue (in %)



Geographical Bifurcation of Revenue (in %)



H1 FY26 Profit & Loss Statement

Particulars (Rs. In crores)	H1FY26	H1FY25	YoY
Revenue from Operations	**77.88**	**63.63**	**22.4%**
Cost of Services	57.03	46.67	
Changes in inventories of finished goods, work-in-progress and Stock-in-Trade	0.00	0.03	
Gross Profit	***20.85***	***16.93***	***23.1%***
Gross Profit Margin %	***26.8%***	***26.6%***	
Employee Benefit Expense	5.00	4.37	
Other Expenses	2.29	2.24	
EBITDA	***13.55***	***10.33***	***31.3%***
EBITDA Margin %	***17.4%***	***16.2%***	
Depreciation and Amortization Expense	0.08	0.09	
EBIT	***13.48***	***10.23***	***31.7%***
EBIT Margin %	***17.3%***	***16.1%***	
Other Income	1.09	1.01	
Finance Costs	0.03	0.02	
PBT	***14.53***	***11.22***	***29.5%***
PBT Margin %	***18.7%***	***17.6%***	
Total Tax Expense	3.65	2.92	
PAT	***10.88***	***8.30***	***31.0%***
PAT Margin %	***14.0%***	***13.0%***	
EPS (Basic)	7.86	9.82	

Profit & Loss Statement

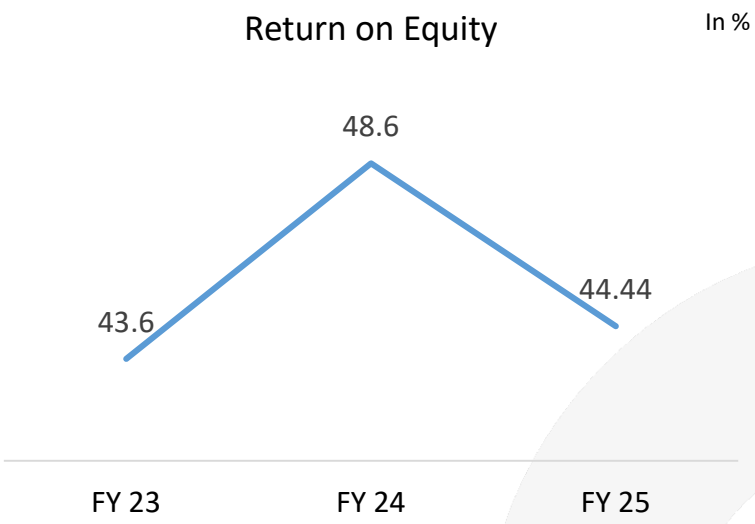
Particulars (Rs. In crores)	FY 25	FY 24	FY23
Revenue from Operations	**139.32**	**93.75**	**79.41**
Cost of Services	101.86	0.41	1.08
Changes in inventories of finished goods, work-in-progress and Stock-in-Trade	0.38	73.48	64.16
Gross Profit	***37.09***	***19.86***	***14.18***
Gross Profit Margin %	***26.6%***	***21.2%***	***17.9%***
Employee Benefit Expense	9.15	6.13	5.70
Other Expenses	6.85	4.92	3.06
EBITDA	***21.08***	***8.81***	***5.42***
EBITDA Margin %	***15.1%***	***9.4%***	***6.8%***
Depreciation and Amortization Expense	0.19	0.20	0.24
EBIT	***20.89***	***8.60***	***5.18***
EBIT Margin %	***15.0%***	***9.2%***	***6.5%***
Other Income	3.05	4.02	1.90
Finance Costs	0.13	0.54	0.24
PBT	***23.81***	***12.08***	***6.85***
PBT Margin %	***17.1%***	***12.9%***	***8.6%***
Total Tax Expense	5.98	2.87	1.70
PAT	***17.82***	***9.22***	***5.15***
PAT Margin %	***12.8%***	***9.8%***	***6.5%***
EPS (Basic)	14.28	7.68	4.29

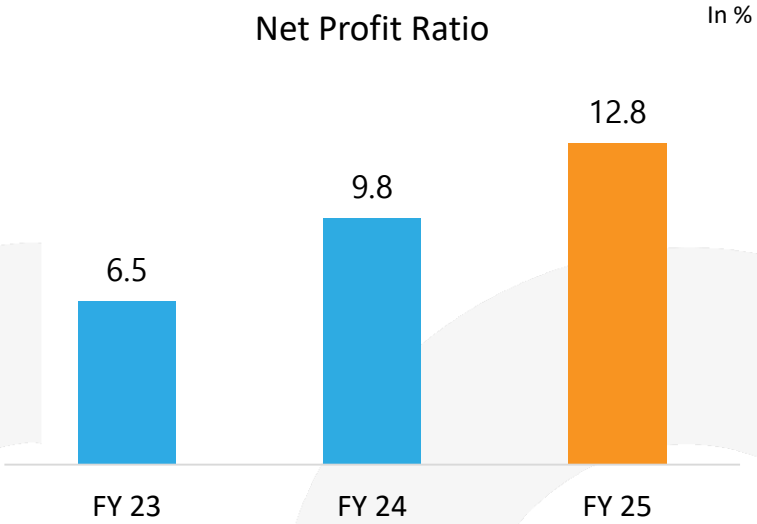
Balance Sheet

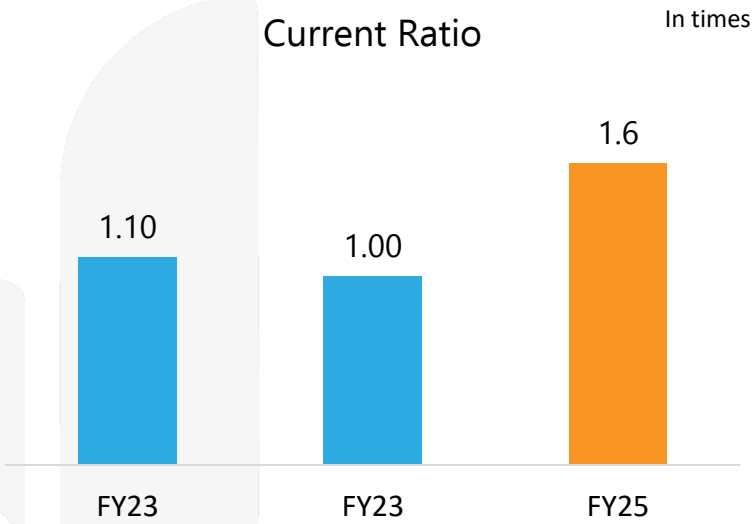
Equities & Liabilities	As on 30th Sep 2025	As on 31st Mar 25	As on 31st Mar 24
Shareholder's Funds	**119.39**	**54.64**	**23.59**
Share Capital	17.65	13.18	6.00
Reserves and Surplus	101.74	41.46	17.59
Non Current Liabilities	**0.52**	**0.47**	**0.56**
Long Term Borrowings	0.00	0.00	0.27
Long Term Provision	0.52	0.47	0.28
Current Liabilities	**42.50**	**39.44**	**69.21**
Short Term Borrowings	0.09	0.18	0.18
Trade Payables	28.91	28.18	63.53
Other Current Liabilities	11.22	9.27	5.14
Short Term Provisions	2.29	1.80	0.36
Total Equity & Liabilities	**162.40**	**94.55**	**93.36**

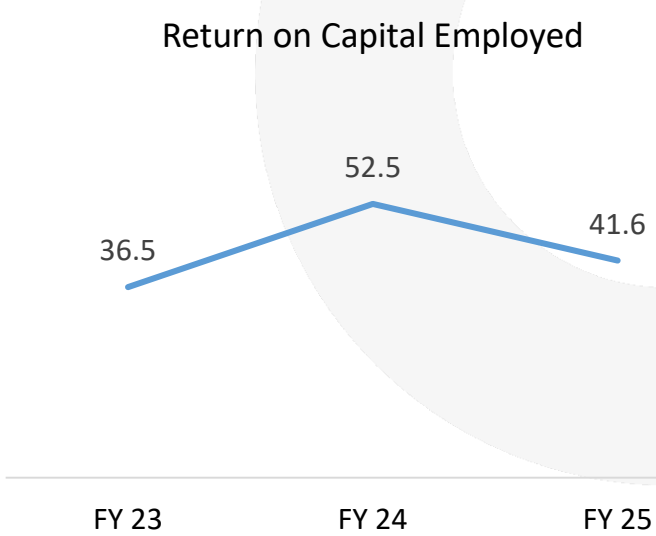
Assets	As on 30th Sep 2025	As on 31st Mar 25	As on 31st Mar 24
Non Current Assets	**54.33**	**34.32**	**25.20**
Property, Plant & Equipment	0.83	0.88	0.96
Capital Work In Progress	1.56	1.38	0.50
Non Current Investments	23.92	23.32	21.06
Deferred Tax Assets (Net)	0.22	0.23	0.16
Other Non Current Assets	27.80	8.51	2.51
Current Assets	**108.07**	**60.23**	**68.16**
Inventories	0.00	0.00	0.38
Investment	0.00	0.00	2.79
Trade Receivables	56.31	37.06	35.93
Cash and Bank Balance	26.69	8.11	14.46
Short Term Loans & Advances	11.61	5.77	11.64
Other Current Assets	13.46	9.29	2.95
Total Assets	**162.40**	**94.55**	**93.36**

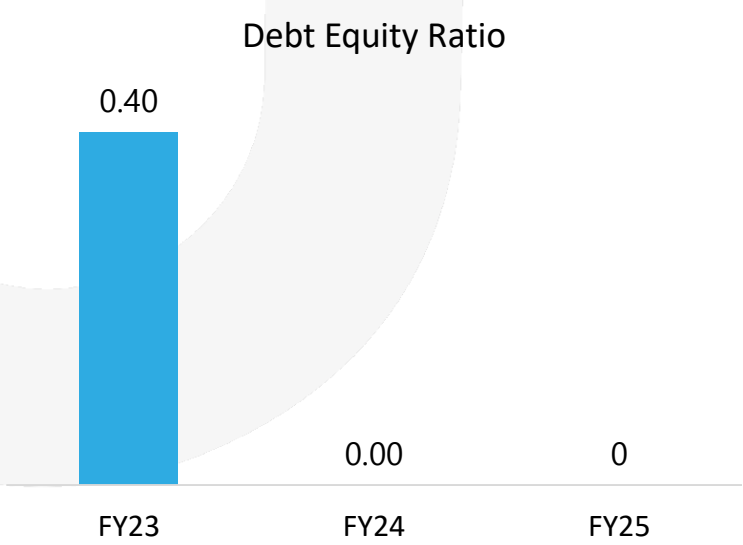
Key Ratios


Return on Equity
In %
48.6
43.6
44.44
FY 23
FY 24
FY 25


Net Profit Ratio
In %
6.5
9.8
12.8
FY 23
FY 24
FY 25


Current Ratio
In times
1.10
1.00
1.6
FY23
FY23
FY25


Return on Capital Employed
52.5
36.5
41.6
FY 23
FY 24
FY 25


Debt Equity Ratio
In %
0.40
0.00
0
FY23
FY24
FY25

WAY FORWARD

Strategic Roadmap & Growth Priorities

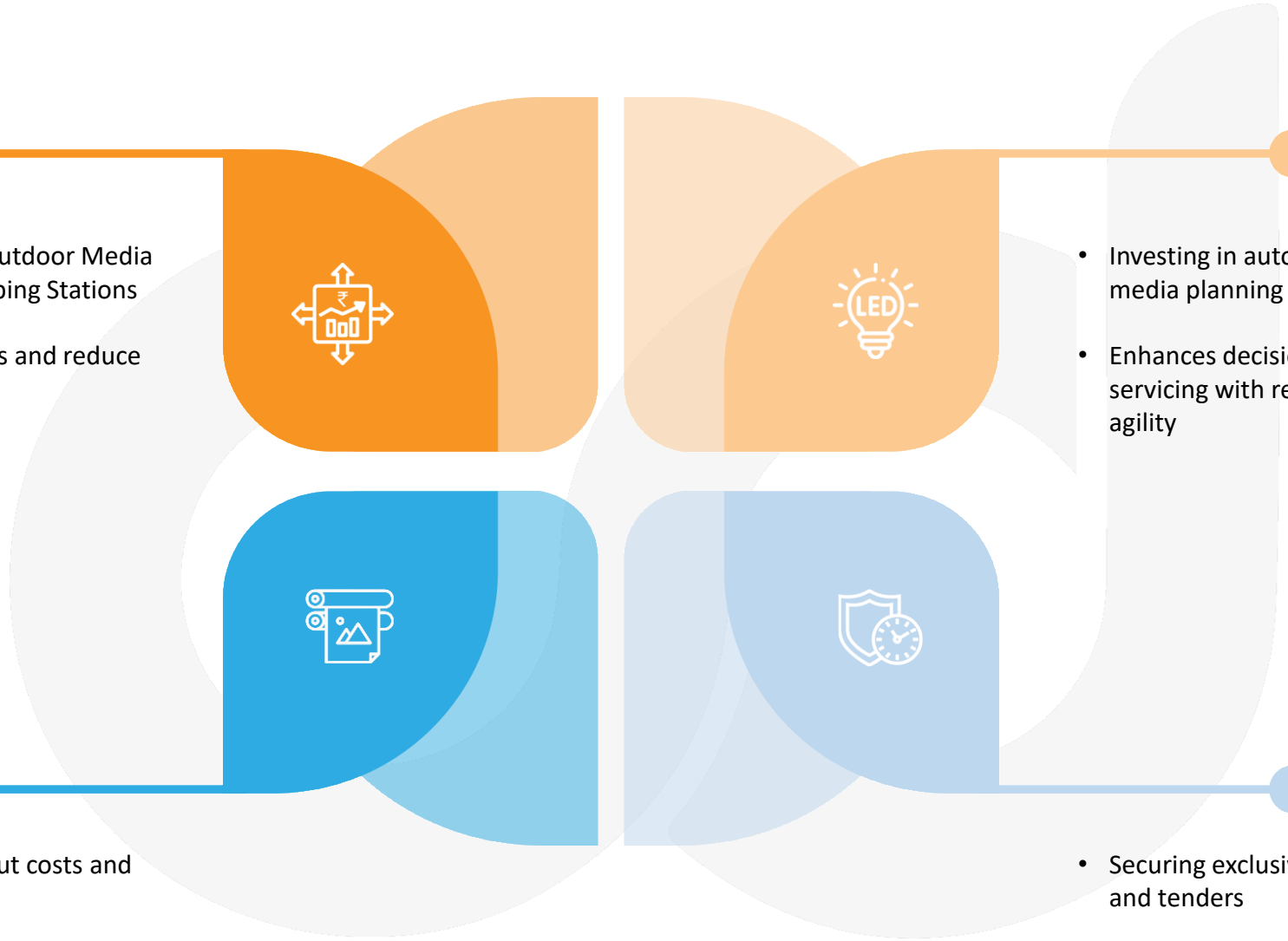
CASHurDRIVE

Expansion of existing service portfolios

- Expanded from Transit, Print & Outdoor Media into EV Charging & Battery Swapping Stations
- Aims to diversify revenue streams and reduce reliance on core ad services

Technology-Led Efficiency

- Investing in automation for campaign monitoring, media planning & inventory
- Enhances decision-making, cost control, and client servicing with real-time insights and operational agility



Setup In-House Printing Facility

- Plans to set up in-house unit to cut costs and improve turnaround
- Supports integrated branding solutions and reduces reliance on external sources.

Secure Long-Term Media Rights

- Securing exclusive ad rights through direct deals and tenders
- Covers transit, outdoor, EV charging, and digital media with mix of self-secured and group company-sourced ad spaces

Investment Thesis

Diversified OOH Media Portfolio
- Offers **transit, outdoor, print, and digital media solutions** with pan-India execution.

EV Infrastructure Integration
- Secured **long-term ad rights** with EV charging and battery swapping stations in **4 cities**.

Exclusive Media Model
- **Direct media rights acquisition** improves margins and control over inventory.

Tech-Enabled Execution
- Provides **end-to-end, tech-driven campaign delivery** ensuring efficiency and scale.

Financial Growth
- **Revenue grew to ₹139.32 Crores in FY25** with improving profitability.

Geographic Spread
- Operational presence in key cities like **Delhi, Chandigarh, Mumbai, and Lucknow**.

Strong Client Base
- Serves leading **corporate and government clients** across diverse sectors.

Strong Marquee

CASHurDRIVE

Honors & Awards – A Reflection of Excellence

BW RETAIL WORLD AWARDS 2024 CAMPAIGN: NETFLIX ARCHIES

BW RETAIL WORLD AWARDS 2024 CAMPAIGN: M&S

BW Disrupt 40 Under 40 2025: Mr. Raghu Khanna (Chairman & Managing Director)

BW MERIT AWARDS 2025 CAMPAIGN: CAVINKARE

BW MERIT AWARDS 2025 CAMPAIGN: ZOHO

Thank You

CASHurDrive Marketing Limited

Gagan Mahajan
Email : cs@cashurdrive.net

INVESTOR RELATIONS ADVISORS

Adfactors Investor Relations:
Chaitanya Satwe : Chaitanya.satwe@adfactorspr.com
Vivek Sahu : Vivek.sahu@adfactorspr.com