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

Date: 16th November, 2026

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

Symbol: CUDML
ISIN: INE0WL201014

Subject: Submission of Earnings Release for the Half Year ended September 30, 2026

Dear Sir/Madam,

In continuation of our earlier communication dated November 15, 2026 regarding the schedule of the Earnings Call, please find enclosed herewith the Earnings Release of **Cash Ur Drive Marketing Limited** on the Unaudited Financial Results of the Company for the Half Year ended September 30, 2026, pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

The Earnings Release provides an overview of the financial and operational performance of the Company for the aforesaid period and is being disseminated to the investors, analysts and stakeholders.

The same shall also be made available on the website of the Company at www.cashurdrive.com.

You are requested to take the above information on record.

Thanking You,
Yours Faithfully,

For Cash Ur Drive Marketing Limited
(Previously known as Cash Ur Drive Marketing Private Limited)

GAGAN MAHAJAN
Digitally signed by GAGAN MAHAJAN
Date: 2026.11.16 15:36:13 +05'30'

Gagan Mahajan
Company Secretary & Compliance Officer
Membership No.: A34028

Encl.: Earnings Release for H1 FY27

Cash Ur Drive Marketing Reports Strong H1 FY27 Performance: with EBITDA Rising 13% and Net Profit Growing 8% YoY

Noida, November 16, 2026: Cash Ur Drive Marketing Limited (NSE: CUDML | INE0WL201014), one of India's fast-growing sustainable transit media companies, has announced its Unaudited Financial Results for H1 FY27.

H1 FY27 Key Standalone Financial Highlights

	Standalone		
Particulars (₹ Cr)	H1 FY27	H1 FY26	YoY
Total Income	81.12	78.97	⬆ 2.72%
EBITDA*	15.28	13.55	⬆ 12.71%
EBITDA Margin (%)	19.02%	17.40%	⬆ 162 Bps
Net Profit	11.70	10.88	⬆ 7.59%
Net Profit Margin (%)	14.43%	13.78%	⬆ 65 Bps

**EBITDA excludes other income; EBITDA margin is calculated on revenue from operations.*

Recent Key Developments

Transit Media	Multi-city transit campaigns across autos and buses for a leading mobility-tech platform, with orders worth ₹7.55 Cr and ₹3.07 Cr.
Outdoor and Public Utility Media	Campaigns across hoardings, unipoles and flag signs at key city locations, with orders worth ₹3.29 Cr, ₹2.36 Cr and ₹2.12 Cr.
EV Mobility Advertising	Electric bus branding across multiple cities, strengthening the Company's sustainable transit media presence.
EV Charging Infrastructure	LOA for establishing, operating and maintaining EV charging stations, with a 10-year O&M period.

Commenting on the Financial Performance, Mr. Raghu Khanna, Managing Director and Chairman, Cash Ur Drive Marketing Limited, said, *"We are pleased with the progress achieved during H1 FY27, supported by multi-city transit campaigns, outdoor and public utility media wins, expansion in EV mobility advertising and the EV charging infrastructure opportunity. EBITDA grew by 13% year-on-year, while Net Profit increased by 8% year-on-year during the period. Going forward, we remain focused on improving owned-media utilisation, increasing the share of owned media, scaling EV media, expanding into new geographies and formats, and strengthening audience measurement.*

The growing adoption of digital out-of-home (DOOH) advertising, increasing demand for measurable advertising formats, and the expansion of EV charging infrastructure are creating opportunities for the outdoor advertising industry."

About Cash Ur Drive Marketing Limited

Founded in 2009, **Cash Ur Drive Marketing Limited** (**"CASHurDRIVE"** 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.

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:

Kirin Advisors	Mr. Sunil Mudgal – Director sunil@kirinadvisors.com ir@kirinadvisors.com +91 98692 75849 www.kirinadvisors.com