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Dated: 23 June 2026

To,

The Manager- Listing Compliance
National Stock Exchange of India Limited
Listing Department Exchange Plaza,
Plot no. C-1, G Block, Bandra –Kurla Complex,
Bandra (East), Mumbai – 400051

NSE Symbol: CUDML

ISIN: INE0WL201014

Sub: Investor Presentation under Regulation 30 read with Para A of Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

Pursuant to Regulation 30 read with Para A of Part A of Schedule III of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, and in continuation of our intimation dated **19 June 2026** regarding the Investor/Analyst Meet scheduled on **24 June 2026**, please find enclosed herewith the Investor Presentation proposed to be made to investors and analysts during the said meeting.

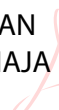
The presentation provides an overview of the Company's business operations, industry outlook, financial performance, growth strategy, and other publicly available information.

The aforesaid Investor Presentation is also being uploaded and made available on the website of the Company at www.cashurdrive.com.

No unpublished price sensitive information (UPSI) is proposed to be shared/discussed during the aforesaid meeting.

Yours Faithfully

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

GAGAN  Digitally signed
by GAGAN
MAHAJA MAHAJAN
Date: 2026.06.23
N 19:26:09 +05'30'

**Gagan Mahajan
Company Secretary and Compliance Officer
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




CASHurDRIVE
Cash Ur Drive Marketing Limited
 Investor Presentation
MONETIZING NEW AGE INFRASTRUCTURE





This presentation and the accompanying slides have been prepared by **Cash Ur Drive Marketing Limited** (“CUD”, The Company), and have been prepared solely for information purposes and do 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 whatsoever. 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.

This presentation contains certain forward-looking statements concerning the Company’s future business prospects and business profitability, which are subject to a number of risks and uncertainties and the actual results could materially differ from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, competition (both domestic and international), economic growth in India and abroad, ability to attract and retain highly skilled professionals, time and cost over runs on contracts, our ability to manage our international operations, government policies and actions regulations, interest and other fiscal costs generally prevailing in the economy. The Company does not undertake to make any announcement in case any of these forward-looking statements become materially incorrect in future or update any forward-looking statements made from time to time by or on behalf of the Company.



1



Who are we?

(About CASHurDRIVE)

2



Why does this business matter?

(Industry shift: Mobility + OOH + EV Infrastructure)

3



Why are we different?

(Competitive Strengths)

4



What have we achieved?

(Milestones & Journey)

5



Who trusts us?

(Client base & Marquee Campaigns)

6



Financial Snapshot

(Scale & Profitability)

7



What are we building now?

(Mobility Platform + EV Charging + Rishikesh Concession)

8



Where are we headed?

(Growth Vision)





CASHurDRIVE Founded by Raghu Khanna, a first-generation entrepreneur and media innovator, CASHurDRIVE was built with the vision of transforming mobility and public infrastructure assets into scalable advertising platforms. Under his leadership, the company has evolved from a transit media business into a diversified mobility-led media network spanning transit, outdoor, digital, and EV infrastructure media.



Mr. Raghu Khanna

Chairman & Managing Director
15+ Years of Experience

Our Business Ecosystem

Assets We Monetize

Cabs | Buses | EV Charging Stations | Digital OOH | Public Infrastructure



What We Offer

Transit Media | Outdoor Advertising | Digital OOH | EV Charging Media | Integrated Multi-City Campaigns



Who We Serve

Brands | Corporates | Government Agencies | Media Buyers



Why does this business matter?

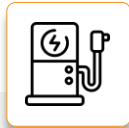
Three Structural Trends Are Reshaping The Industry

Every Journey is Becoming a Media Opportunity



Mobility is Expanding

More vehicles. More commuters. More visibility.



Media is Moving Outdoors

Brands are looking beyond traditional channels for high-impact advertising.



EV Infrastructure is Scaling

Charging networks are creating a new layer of long-term media inventory.

CASHurDRIVE Operates At The Intersection Of All Three
Mobility × Media × EV Infrastructure



Why are we different?

CASHurDRIVE is focused on building access to media inventory, not just selling advertising space.

How We Create Competitive Advantage	Traditional Approach	CASHurDRIVE Approach
Secure Mobility & Infrastructure Assets	Advertising-led	Infrastructure-led
↓	Traded Inventory	Proprietary Inventory
Acquire Exclusive Media Rights	Format-specific	Integrated Media Network
↓	Demand Driven	Inventory Creation Driven
Create Proprietary Media Inventory	Limited EV Exposure	Early EV Ecosystem Presence
↓	Fragmented Execution	Multi-City Execution Platform
Scale Utilization Across Brands		

~45% Revenue
from Transit Media

~32% Revenue from
Exclusive Segment

Presence in
25+ Cities

Pure-play transit
media with ~80%
audience visibility



What have we achieved?



Key Milestones

- **2009** – Founded Cash Ur Drive
- **2016** – DAVP Accreditation
- **2020** – Exclusive Uber On-Cab Advertising Partnership
- **2021** – Entry into EV Charging Media
- **2025** - Listed on NSE Emerge
- **2026** – EV Infrastuctre & Mobility Platform Expansion



Corporate & Operating Scale

- **17+** Years Of Expertise
- **5,000+** Campaigns
- **2,000+** Clients Served
- **25+** Cities



Media Asset Footprint

- **100K+** Cabs Wrapped
- **1,900+** Buses
- **498+** EV Charging Stations
- **354+** Public Bicycle Shelters
- **95+** Digital OOH Screens

Recent Industry Recognition



Building one of India's leading mobility-led media networks through scale, innovation, and strategic expansion.

Recent Projects



McDonald's



Ikea



HAPPYDENT



Uber



Charj Karo - Rishikesh



Flipkart

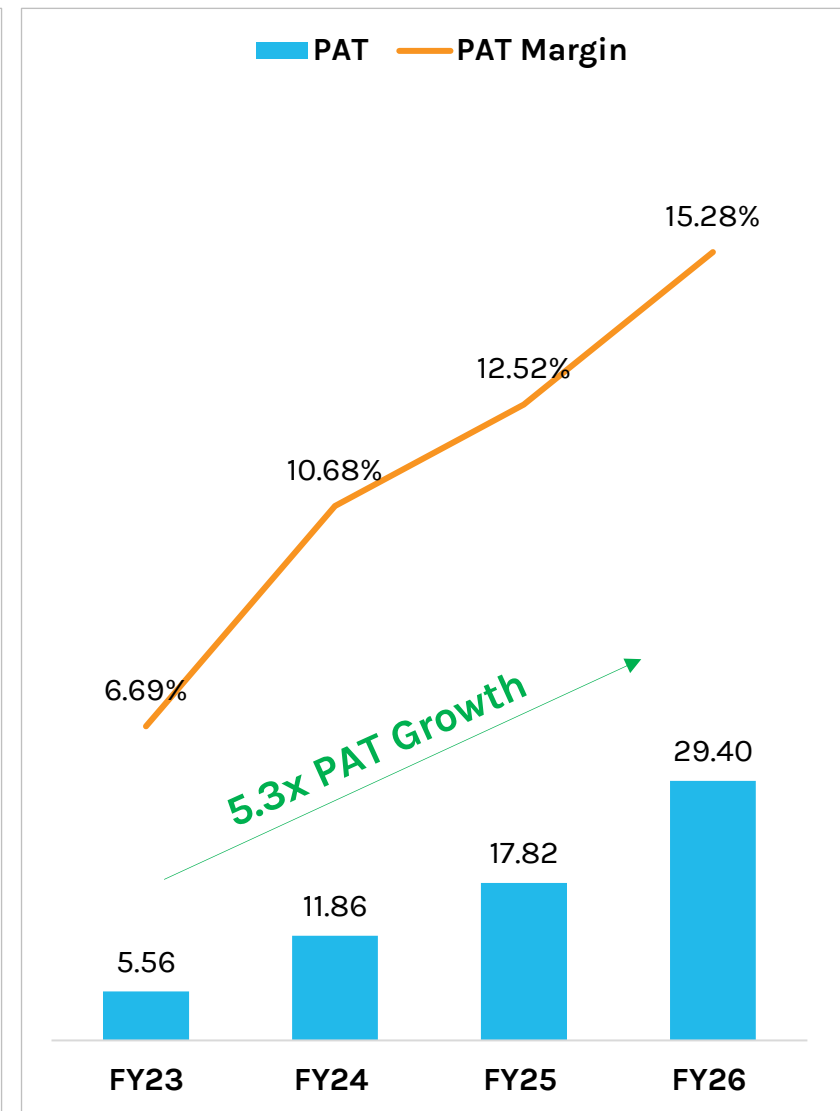
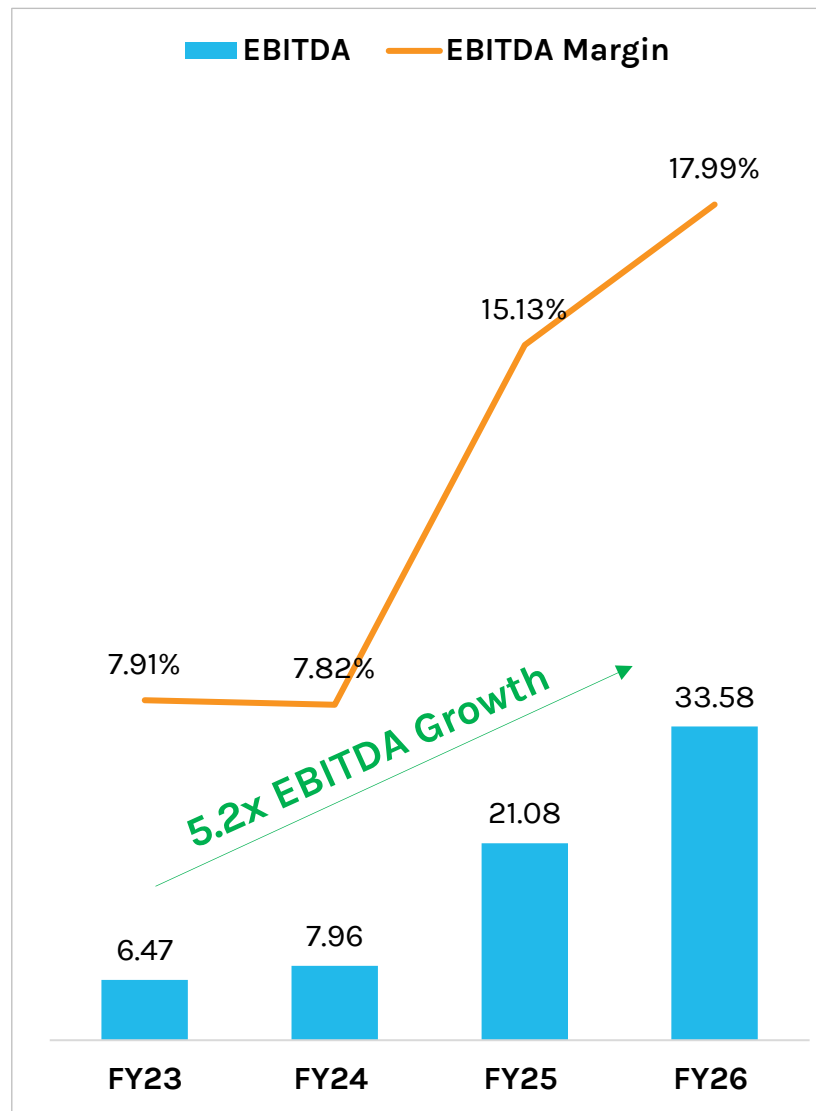
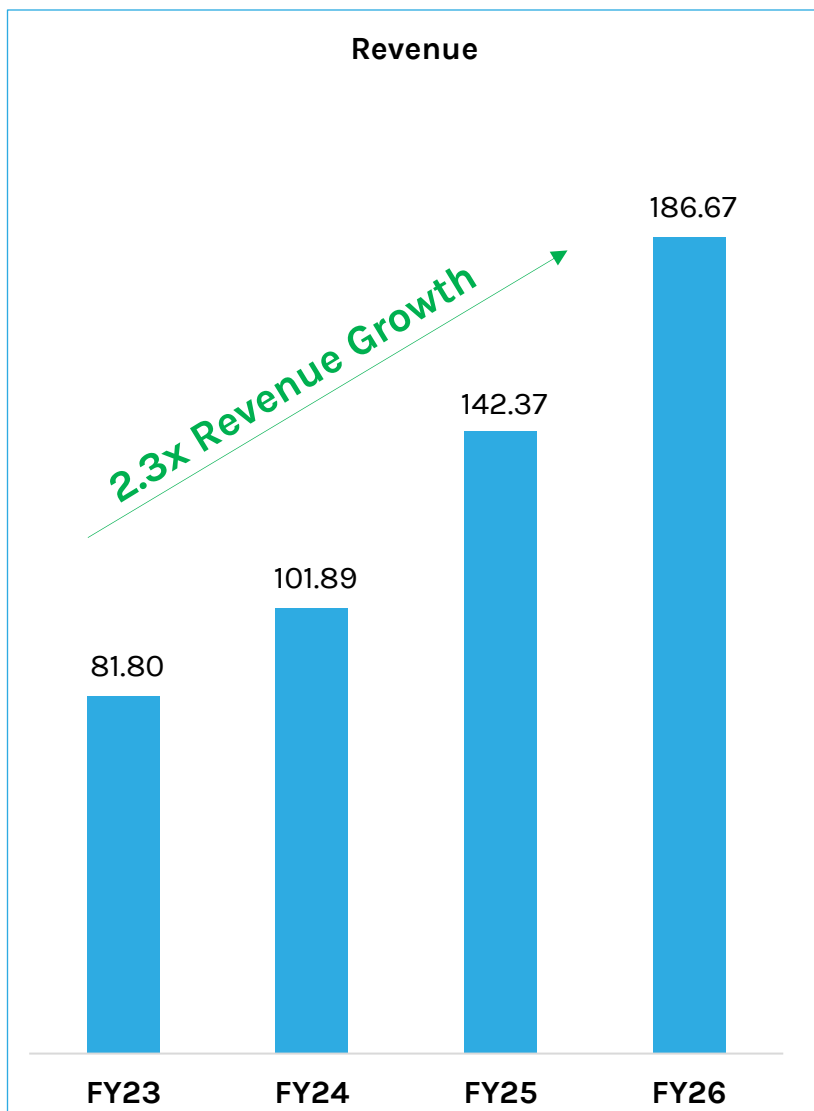
Key Media And Transit Partner





Financial Snapshot

All Amount ₹ In Cr & Margins In %



Creating the Next Layer of Media Infrastructure



EV Infrastructure

Creating new media inventory through charging networks.



Mobility Platforms

Expanding presence across the mobility ecosystem.



Long-Term Concessions

Building infrastructure-linked monetization opportunities.

Recent Strategic Expansions

- **50% stake** in CharjKaro Greentech Mobility
- Strengthens presence in EV infrastructure and media inventory

- **~19.06% stake** in Kolkata Call Taxi
- Expands participation in the mobility ecosystem

- **10-Year** DBFOM concession
- Development and operation of EV charging stations with advertising rights

What This Creates

EV Infrastructure + Mobility Platforms + Advertising Rights

New Media Inventory & Long-Term Revenue Opportunities

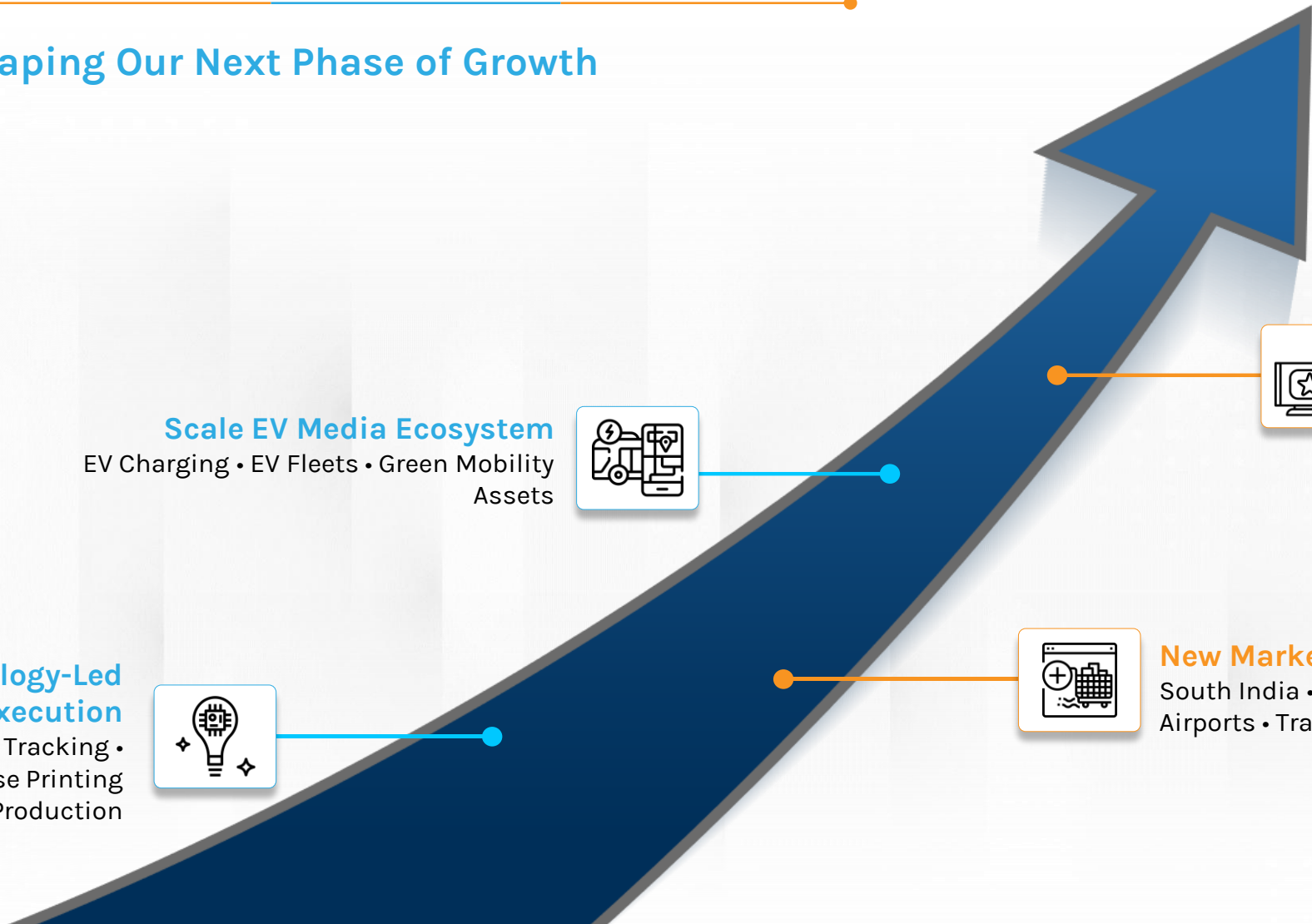
We are not just adding new advertising locations.

We are building access to the infrastructure and mobility networks that will create the next generation of media opportunities.



Where are we headed?

Priorities Shaping Our Next Phase of Growth



Scale EV Media Ecosystem

EV Charging • EV Fleets • Green Mobility Assets



Technology-Led Execution

AI Planning • ROI Tracking • In-House Printing Production



New Markets & New Formats

South India • Tier II/III Cities • Metros • Airports • Trains



Targeting ~50% Exclusive Media Mix

Increasing share of higher-margin proprietary inventory



Higher-Value Media Assets | Stronger Monetization | Sustainable Growth

Thank You



Investor Relations Representative



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