



Crayons Advertising Limited

Regd. & Corporate Office:
NSIC Complex, Maa Anandmayee Marg,
Okhla Ind. Estate-III, New Delhi-110 020
Tel: +91 11 4163 0000
E-mail: del@crayonad.com
www.thecrayonsnetwork.com
CIN: L52109DL1986PLC024711

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

Date: 05-06-2026

Subject: Submission of Press Release pertaining to audited financial results for the half year and year ended 31st March 2026

Dear Sir/ Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby submit the Press Release pertaining to the announcement of audited financial results for the half year and year ended 31st March 2026 for your information.

We request you to kindly take the same on record and treat this submission as compliance with the applicable provisions of the SEBI Listing Regulations.

Thanking you

For Crayons Advertising Limited

Kunal Digitally signed
by Kunal Lalani
Lalani Date: 2026.06.05
13:37:07 +05'30'






Kunal Lalani
(Managing Director)
DIN: 00002756
Add: NSIC Complex, Maa Anandmayee Marg,
Okhla Industrial Estate, New Delhi-110020

Crayons Advertising Limited Reports Strong Revenue Growth in FY26; Strategic Investments Impact Near-Term Profitability

New Delhi, 5th June, 2026 – Crayons Advertising Limited (NSE: CRAYONS), one of India's leading integrated marketing and communications companies, reported a strong financial performance for the financial year ended March 31, 2026, with revenue increasing 33.77% year-on-year to ₹31,304.78 Lakhs. The growth was driven by increased business volumes, expansion of client engagements, and sustained momentum across the Company's integrated advertising, media, and communication service offerings.

Key Financial Highlights

(₹ in Lakhs)

| Particulars | FY26 | FY25 |
|---|----------|----------|
|  Revenue | 31304.78 | 23402.64 |
|  EBITDA | 1193.54 | 1343.89 |
|  EBITDA Margin | 3.81% | 5.74% |
|  PAT | 413.49 | 1127.43 |
|  PAT Margin | 1.32% | 4.82% |

*these figures are on a consolidated basis.

Management Commentary

FY26 was a year of strong revenue growth and strategic investment for Crayons Advertising. The Company delivered robust top-line performance, reflecting the strength of its client relationships, diversified service portfolio, and growing market presence.

While profitability remained under pressure during the year, this was primarily attributable to higher service delivery costs, increased operating and financing expenses, and investments made towards strengthening operational capabilities, technology infrastructure, talent acquisition, and long-term business scalability.

As a result, EBITDA stood at ₹1,193.54 Lakhs and Profit After Tax (PAT) at ₹413.49 Lakhs for FY26.



Commenting on the performance, the management stated

"Our FY26 performance reflects the continued strength of our business fundamentals and our ability to scale revenues in a competitive market environment. During the year, we made conscious investments in infrastructure, capabilities, and growth initiatives that are expected to strengthen our long-term competitive position. While these investments impacted near-term profitability, we remain confident that the resulting operational efficiencies, scale benefits, and business opportunities will support improved margins and sustainable value creation over the medium term."



Outlook

The Company remains focused on strengthening its position as a leading integrated marketing and communications partner, expanding client relationships, and enhancing service capabilities across traditional and digital platforms. With a growing business pipeline and continued focus on operational efficiency, Crayons Advertising is well positioned to capitalize on emerging opportunities and drive sustainable growth in the years ahead.



About the company

Crayons Advertising Limited, founded in 1986 and headquartered in India, is one of the country's leading independent full-stack integrated marketing and communications agencies. Established by Kunal Lalani, the company has evolved from a media services agency to a technology-driven, full-service marketing powerhouse. Crayons offers end-to-end solutions spanning brand strategy, creative campaigns, media planning and buying, digital marketing, influencer engagement, content production, events, public relations, and analytics. With a strong presence across major Indian cities and international operations in Dubai and the GCC, Crayons combines creativity, technology, and cultural insights to deliver impactful campaigns across sectors such as FMCG, BFSI, real estate, energy, airlines, healthcare, tourism, and politics.



Safe Harbour Statement

Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties, including but not limited to government actions, local political or economic developments, technological advancements, market conditions, and other factors beyond the control of the companies involved. These forward-looking statements are based on current assumptions and expectations and are not guarantees of future performance. The company does not undertake any obligation to update or revise any forward-looking statements based on new information, future events, or otherwise.