

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

Dated: 17th August, 2026

Subject: Intimation regarding demise of our Chief Financial Officer, Mr. Mukesh Singhal - under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 [“SEBI LODR Regulations”]

Dear Sir/ Madam,

We are extremely saddened to inform about the sudden and unexpected demise of our CFO Mr. Mukesh Singhal yesterday i.e. 16th August 2026 as informed to the Company.

The company and the entire team shall always be grateful for the exemplary services and guidance provided by him.

The requisite details as required under Regulation 30 of the SEBI (LODR) Regulations read with SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated 11th November 2024 and SEBI Master Circular No. SEBI/HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated 30th January 2026, are enclosed herewith as Annexure-I.

Kindly take the above information on record.

Thanking you,
For and on behalf of
Crayons Advertising Limited

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

Annexure – I

Pursuant to Regulation 30 read with Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 Change in directors, key managerial personnel (Managing Director, Chief Executive Officer, Chief Financial Officer, Company Secretary etc.), senior management, Auditor and Compliance Officer:

Particulars	Details
Name of KMP	Mr. Mukesh Singhal
Reason for change viz. appointment, re-appointment, resignation, removal, death or otherwise;	Death of Mr. Mukesh Singhal
Date of Change (Cessation)	16 th August, 2026
Brief profile (in case of appointment)	N/A
Disclosure of relationships between directors (in case of appointment of a director)	N/A
Information as required as per SEBI/HO/CFD/PoD2/CIR/P/0155 dated 11th November, 2024 and SEBI Master Circular No. SEBI/HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated 30th January, 2026.	N/A