

Date: 24th September 2025

To,
National Stock Exchange of India Limited
Exchange Plaza
Plot No. C/1, G Block
Bandra Kurla Complex
Bandra (E), Mumbai-400051

SCRIP CODE: CRAYONS

Subject: Intimation regarding Change in Management of Crayons Advertising Limited (“Company”) – Post Approval of Members at the Annual General Meeting

Ref: Regulation 30 of the SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015

Dear Sir/Madam,

In continuation to our intimation dated 27th August 2025 and Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulation, 2015 (LODR), the shareholders of the Company at their Annual General Meeting held on 23rd September 2025, have approved the following:

1. Appointment of **M/s. Vaish & Co.**, Chartered Accountants (Firm Registration No. 014188C), Peer Reviewed firm of Chartered Accountants, as the Statutory Auditors of the Company for a term of one financial year to fill the casual vacancy caused by the resignation of M/s. Manish Pandey & Associates, Chartered Accountants.
2. Appointment **M/s. Akshat Garg & Associates**, Practicing Company Secretaries (bearing peer review cert no. 2918/2023) as the Secretarial Auditor of the Company for the period of Five (5) Financial years commencing from FY 2025-26 to FY 2029-30 appointed by the Board at the meeting held on 25th July 2025.
3. Appointment of **Mr. Ashraye Lalani** as executive Whole Time Director (WTD) for a term of 5 years, liable to retire by rotation.
4. Re-appointment of Mr. Hulasmal Lalani, being eligible, for retire by rotation.

The requisite details pertaining to the above change, pursuant to Regulation 30 of the SEBI (LODR) Regulations read with SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated 11th November 2024, are enclosed as **Annexure 1 & Annexure 2**.

Thank you,
Yours Sincerely,
For Crayons Advertising Limited

Kunal Lalani
Managing Director
DIN: 00002756

Annexure-1

Change in Directors, Key Managerial Personnel (Managing Director, Chief Executive Officer, Chief Financial Officer, Company Secretary etc.), Senior management, Auditor and Compliance Officer: Change in Management of the Crayons Advertising Limited ("Company")

Particulars	Details	
Name of auditor	M/s. Vaish & Co Chartered Accountant (Statutory Auditor)	M/s. Akshat Garg & Associates, Practicing Company Secretaries (Secretarial Auditor)
Reason for change viz. appointment, re-appointment, resignation, removal, death or otherwise;	Appointment: The shareholders at the Annual General Meeting of Crayons Advertising Limited held on 23 rd September 2025 approved the appointment of M/s. Vaish & Co, Chartered Accountants (FRN: 014188C) as the Statutory Auditor of the Company for the term as mentioned in the table below.	Appointment: The shareholders at the Annual General Meeting of Crayons Advertising Limited held on 23 rd September 2025 approved the appointment of M/s. Akshat Garg & Associates, Practicing Company Secretaries as the Secretarial Auditor of the Company for 5 years.
Date of appointment/re-appointment/cessation (as applicable) & term of appointment/re-appointment	Date of appointment - 23 rd September 2025. Term of appointment - Term of One year i.e. for financial year 2025-26.	Date of Appointment: 23 rd September 2025. Term of appointment - Term of (5) Five years i.e. from financial year 2025-26 to financial year 2029-30.
brief profile (in case of appointment)	M/s Vaish & Co., Chartered Accountant, is an established Chartered Accountancy firm registered with the Institute of Chartered Accountants of India (ICAI), with significant experience in statutory audits, tax audits, corporate advisory, and assurance services across various industries. The firm has a team of qualified professionals led by experienced partners, bringing strong expertise in audit, financial reporting, and compliance with applicable accounting and regulatory standards. They emphasize professionalism, accountability, integrity, and client-centric	M/s. Akshat Garg & Associates is a professionally managed Company Secretaries firm committed to delivering corporate compliance, secretarial, legal advisory, and regulatory services to clients ranging from startups to large enterprises. The firm is led by experienced professionals dedicated to high standards of integrity, accuracy, and timeliness.

	service delivery through experienced partners and a strong multidisciplinary team.	
Disclosure of relationships between directors (in case of appointment of a director)	NA	NA

ANNEXURE-2

Change in Directors, Key Managerial Personnel (Managing Director, Chief Executive Officer, Chief Financial Officer, Company Secretary etc.), Senior Management, Auditor and Compliance Officer: Change in Directors of the Company

Particulars	Details	
Name of Director	Mr. Ashraye Lalani	Hulasmal Lalani
Reason for change viz. appointment, re-appointment, resignation, removal, death or otherwise;	Appointment: The Members approved the appointment of Mr. Ashraye Lalani as Executive - Whole Time Director (WTD) of the Company pursuant to the recommendation of Board of Directors, NRC and audit Committee.	Re-appointment: Being Liable to retire by rotation, Mr. Hulasmal Lalani reappointed by the members at the AGM held on 23 rd September 2025 as Non-Executive Non Independent Director for further term liable to retire by rotation.
Date of appointment/ re-appointment/ cessation (as applicable) & term of appointment/ re-appointment	Date of Appointment: 27 th August 2025 and the same is approved by members at AGM held on 23 rd September 2025. Term of Appointment: 5 years from 27 th August 2025 to 26 th August 2030.	Date of Appointment: 23 rd September 2025 Term of Appointment: Mr. Hulas Mal Lalani re-appointed by the members of the Company at this AGM as he was liable to retire by rotation.
Brief profile (in case of appointment)	Mr. Ashraye Lalani, has been a driving force behind Crayons Advertising Limited ambition for global expansion. He has played a crucial role in securing key clients and new business opportunities, significantly contributing to the Company's growth trajectory. Heading Growth and Technology vertically, he has conceptualized and successfully delivered several	Mr. Hulasmal Lalani possesses extensive experience & provides strategic guidance, policy advice, and oversight to the management team, contributing towards the Company's governance and long-term growth objectives.

	digital and technology-integrated campaigns, strengthening the Company's position as an innovation-led agency with a strong client-centric approach.	
Disclosure of relationships between directors (in case of appointment of a director)	He is the Son of Promoter / Managing Director Mr. Kunal Lalani.	Mr. Hulasmal Lalani is uncle of Mr. Kunal Lalani.