

Dated: 24th Oct 2025

To,
National Stock Exchange of India Limited
Listing Department
Exchange Plaza, Plot no. C-1, G Block,
Bandra –Kurla Complex,
Bandra (East), Mumbai – 400051
Scrip code/ ID: CRAYONS

Subject: Take note of the warning email received from the National Stock Exchange of India Limited (“NSE”) regarding submission of resignation disclosure and to approve corrective measures for strengthening internal compliance controls.

Background:

The Company had submitted an announcement to the Stock Exchanges on **July 02, 2025**, intimating the **resignation of a Non-Executive Non-Independent Director** of the Company.

As per **Regulation 30 read with sub-para 7B and 7C of Para A, Part A of Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**, read with **SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023**, listed entities are required to submit the letter of resignation of any Director, KMP, Senior Management, or Compliance Officer within seven (7) days from the effective date of resignation.

In the present case, although the **intimation of resignation was submitted within the prescribed timeline**, the **resignation letter was inadvertently not attached** to the initial disclosure. Upon receipt of NSE’s clarification email, the Company **immediately revised and re-submitted the disclosure** along with the resignation letter and correct particulars.

Subsequently, NSE has issued a **Warning Email**, observing that the intimation was incomplete in the first instance and advising the Company to exercise due diligence and ensure completeness of all future submissions. The Exchange has further directed the Company to:

1. **Disseminate a copy of the warning email** on the Stock Exchanges where the securities of the Company are listed; and
2. **Place the warning email and the corrective measures** before the Board of Directors for noting and approval.

Corrective Measures Proposed before Board:

To further strengthen internal compliance procedures and prevent recurrence of similar lapses, the following steps are proposed:

1. **Two-Level Review System:** All stock exchange disclosures will undergo dual verification by the Company Secretary and one authorised senior officer before submission.
2. **Disclosure Checklist:** A standardized SEBI LODR disclosure checklist will be implemented to ensure that all requisite documents (such as resignation letters, declarations, annexures, etc.) are attached prior to filing.
3. **Compliance Calendar:** A tracking system with alerts for key SEBI (LODR) timelines will be maintained and monitored weekly.

4. **Quarterly Compliance Review:** A summary report of all disclosures made under Regulation 30 will be placed before the Audit Committee and the Board.

We request you to kindly take the same on your records.

Thank you,
Yours Sincerely,
For Crayons Advertising Limited

Kunal Lalani
Managing Director
DIN:00002756

Akbar Mehtab

From: neaps@nse.co.in
Sent: 23 October 2025 15:29
To: Akbar Mehtab
Subject: CRAYONS- Warning Email

Dear Sir/Madam,

This is in reference to the announcement submitted by the Company on July 02, 2025, regarding the resignation of Non-Executive Non-Independent Director of the Company.

As per Regulation 30 read with sub-para 7B & 7C of Para A Part A of Schedule III of SEBI (LODR) Regulations, 2015 read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023, in case of resignation of key managerial personnel, senior management, Compliance Officer or director the letter of resignation shall be disclosed to the stock exchanges by the listed entities within seven days from the date that such resignation comes into effect.

In the above case, the Exchange has observed that the aforesaid intimation was not submitted within the prescribed timelines of 07days from effective date of resignation as per sub-para 7B & 7C of Para A of Part A of Schedule III of SEBI LODR.

The aforesaid non-compliance on your part is viewed seriously. You are hereby warned and advised to be careful in future, exercise due diligence and initiate corrective steps to avoid recurrence of such lapses so as to ensure due compliance with the applicable provisions of SEBI LODR and related SEBI circulars. Any aberration in future will be viewed seriously, and appropriate action would be initiated.

The Company is required to disseminate a copy of this Warning email on the Stock Exchanges where they are listed.

Additionally, the Company is advised to place before their Board of Directors this Warning email and the corrective measures taken by the Company to avoid recurrence of such lapses in future.

This is system generated email you may reach out to the Announcements Team in case of any assistance at takeover@nse.co.in.