

Dated: 27th August 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**

**Ref.: Regulation-30 of SEBI (Listing Obligations and Disclosure Requirements)
Regulation, 2015**

Sub: Change in Management and Other necessary disclosures thereof

Dear Sir/ Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ["SEBI (LODR) Regulations"] it is hereby informed that the Board of Directors at its meeting held today i.e., Wednesday, 27th August 2025 has approved the following:

(i.) Appointment of **M/s. Vaish & Co.**, Chartered Accountant as the statutory auditor of the Company for FY2025-26. *(The appointment is made pursuant to the recommendation of audit committee given at its meeting held today i.e., 27th August 2025 and is subject to the approval of shareholders in the ensuing annual general meeting of the company).*

(ii.) Appointment of **Mahadev Bhansali & Co.**, Chartered Accountants (Firm Registration No.029615C) as the Internal Auditor of the Company for financial year 2025-26. *(The appointment is made pursuant to the recommendation of audit committee given at its meeting held today i.e., 27th August 2025)*

(iii.) Appointment of **M/s. Akshat Garg & Associates**, Practicing Company Secretaries (bearing peer review cert no. 2918/2023) as the Scrutinizer for E-voting process at the 39th Annual General Meeting of the Company.

(iv.) Recommendation for regularization of **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, and is subject to the approval of the shareholders at the 39th Annual General Meeting of the Company.

(v.) Appointment of **Mr. Ashraye Lalani** as an Additional (Executive) Director proposed to be regularized at the 39th Annual General Meeting of the Company subject to the approval of the shareholders. *(The appointment is made pursuant to the recommendation of audit committee and Nomination and Remuneration Committee given at the respective meeting(s) held today i.e., 27th August 2025)*

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**.



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

Submitted for your record.

Thank you,
Yours Faithfully,

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 Auditor of the Company

Particulars	Details		
Name of auditor	M/s. Vaish & Co Chartered Accountant (Statutory Auditor)	M/s. Mahadev Bhansali & Co., Chartered Accountants (Internal Auditor)	M/s. Akshat Garg & Associates, Practicing Company Secretaries (Scrutinizer)
Reason for change viz. appointment, re-appointment, resignation, removal, death or otherwise;	Appointment: The Board approved the appointment of M/s Vaish & Co., Chartered Accountant as Statutory Auditor of Crayons Advertising Limited for FY 2025-26.	Appointment: The Board approved the appointment of M/s Mahadev Bhansali & Co Chartered Accountants as Internal Auditor of Crayons Advertising Limited for the FY 2025-26.	Appointment: The Board approved the appointment of M/s. Akshat Garg & Associates, Practicing Company Secretaries as the Scrutinizer for E-voting process at the 39 th Annual General Meeting of the Company
Date of appointment/ re-appointment/ cessation (as applicable) & term of appointment/ re-appointment	Date of Appointment: The Board has appointed the firm at the meeting held on 27 th August 2025 pursuant to recommendation of Audit Committee for FY 2025-26 and is subject to the approval of shareholders of the company at the upcoming AGM.	Date of Appointment: 27 th August 2025 for FY 2025-26	Date of Appointment: 27 th August, 2025
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,	M/s Mahadev Bhansali & Co, Chartered Accountants is a reputed audit and advisory firm with extensive experience in conducting internal audits, risk management reviews, and compliance assessments across diverse industries. The firm holds valid registration with the Institute of Chartered Accountants of India (ICAI) and has a track record of delivering	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,

	<p>financial reporting, and compliance with applicable accounting and regulatory standards.</p> <p>They emphasize professionalism, accountability, integrity, and client-centric service delivery through experienced partners and a strong multidisciplinary team.</p>	<p>quality professional services with emphasis on internal controls, process improvements, and regulatory compliance.</p>	and timeliness.
Disclosure of relationships between directors (in case of appointment of a director)	NA	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
Reason for change viz. appointment, re-appointment, resignation, removal, death or otherwise;	Appointment: The Board approved the appointment of Mr. Ashraye Lalani as Additional Director (WTD) of the Company pursuant to the recommendation of NRC and audit Committee. Mr. Ashraye Lalani shall hold office till the upcoming AGM as additional and shall be regularized subject to the approval of the Members of the Company at the 39 th AGM of the Company.
Date of appointment/ re-appointment/ cessation (as applicable) & term of appointment/ re-appointment	Date of Appointment: 27 th August 2025 till the conclusion of 39 th AGM of the Company and the matter shall be placed before the members at the ensuing AGM for the appointment of (5) five years.
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 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.