



Crayons Advertising Limited

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E-mail: del@crayonad.com
www.thecrayonsnetwork.com
CIN: L52109DL1986PLC024711

Dated: 29th June 2026

**To,
National Stock Exchange of India Limited
Listing Department
Address: Exchange Plaza, Plot no. C-1, G Block,
Bandra -Kurla Complex,
Bandra (East), Mumbai - 400051**

Scrip Code/ ID: CRAYONS

Subject: Investor presentation of Crayons Advertising Limited for FY 2025-26

Dear Sir/Madam,

Pursuant to Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the earning presentation of Crayons Advertising Limited for FY 2025-26 for your records.

The same is also being uploaded on the company's website.

You are requested to take this information on your record.

Thanking You,

For 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**

IDEAS FOR INDIA

*Integrated Communication Solutions
That Build Brands & Shape Futures*



Company Overview



ABOUT CRAYONS



Crayons Advertising Limited is a listed integrated advertising and communication company delivering end-to-end brand, media, digital, OOH, PR, events and technology-led marketing solutions.

Founded in 1986, Crayons combines four decades of creative experience with modern data, media and digital capabilities to build brands, drive engagement and deliver measurable business outcomes.

AT A GLANCE



1986

4 Decades of Excellence



500+ Clients

Across Private & Government Sectors



Pan-India Presence

Serving Brands Across Major Cities



Full-Stack Agency

Creative • Media • Digital • PR • Events

WHAT WE DO



Strategy to Impact

Brand strategy, campaign planning and execution across sectors.



Integrated Capabilities

Creative, media buying, digital marketing, influencer marketing, PR, and events under one roof.



Technology-Led Execution

AI-enabled tools, automation, and data-driven campaign optimization.



Experienced Leadership

Strong senior team across strategy, creative, media, finance and operations.



Scalable Delivery

Large-scale, multi-city campaigns across industries and geographies.

KEY DIFFERENTIATORS

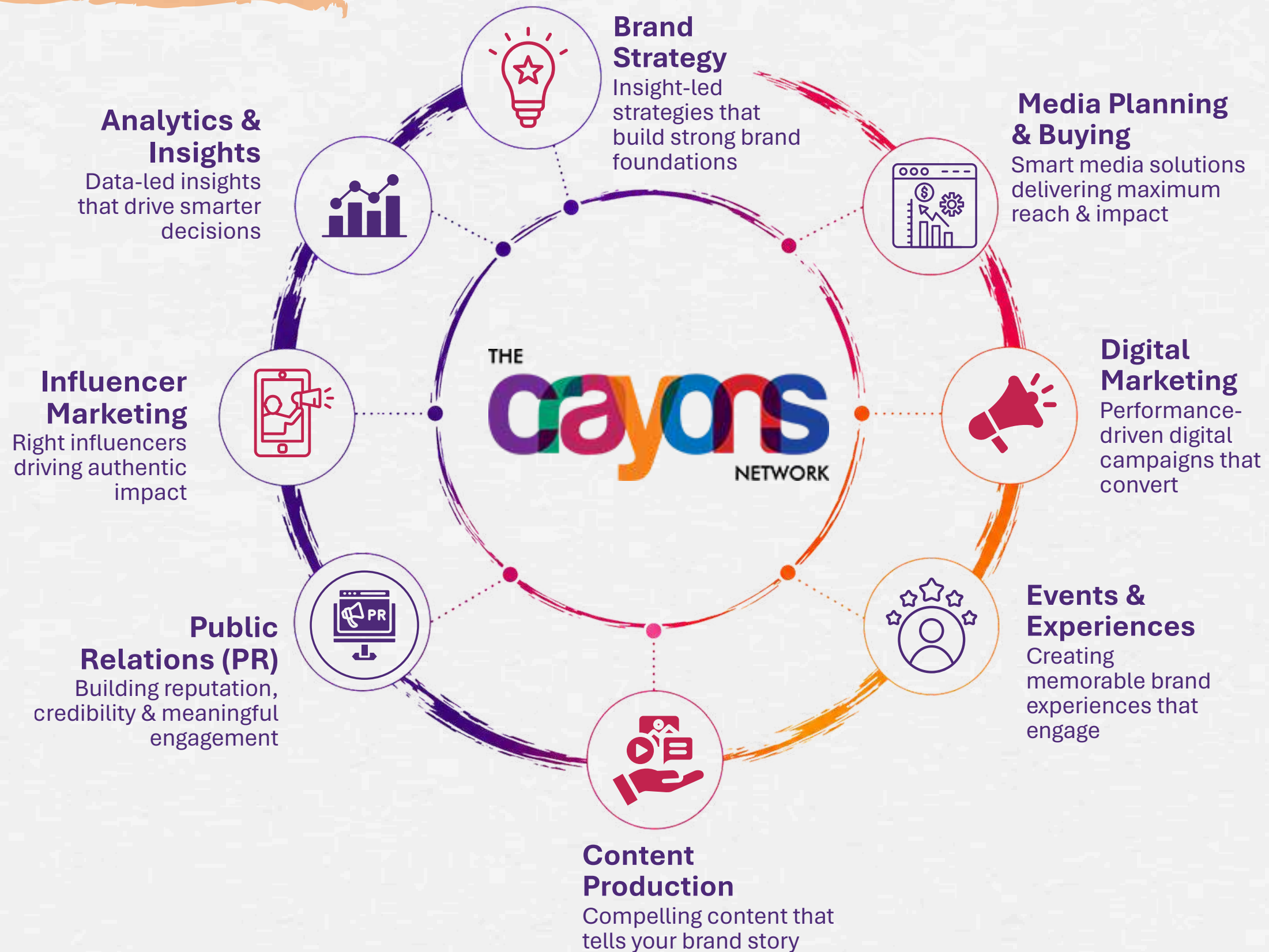
- ✓ Trusted by leading brands including Tata, BOB, Indian Oil, NSDC, ONGC, LIC, PNB, HPCL, Railways, Powergrid, Goa Tourism, MP Tourism and Air India.
- ✓ Exclusive access to 1,000+ premium OOH media assets
- ✓ Strong expertise in government and large-scale public campaigns
- ✓ Proven track record of delivering measurable ROI
- ✓ Integrated blend of creativity, technology and media excellence

Build Strong Brands | Drive Engagement | Deliver Measurable Growth | Create Lasting Impact

STRATEGY CREATIVE DIGITAL MEDIA EVENT OOH

The Crayons Snapshot

One of India's Leading Integrated Advertising & Communication Companies



Leadership Team



Kunal Lalani
Chairman & Managing Director

- Founder, Chairman & Managing Director of Crayons Advertising Limited.
- 40+ years of experience in advertising, media and brand communications.
- Built Crayons into a leading integrated communications company and led its IPO.
- Associated with leading industry bodies including AAI and other key advertising forums.



Ranjan Bargoitra
Executive Director

- Executive Director with over three decades of industry experience.
- Played a key role in shaping large-scale communication and public outreach campaigns.
- Drives business development, strategic planning and manages key client relationships.
- Passionate mentor and leader focused on organisational growth.



Ashraye Lalani
Management Head

- Executive Whole-Time Director, Technology & Growth.
- Leads digital transformation and AI-driven innovation initiatives.
- Drives strategic growth, new business development and technology adoption.
- Building future-ready marketing and communication solutions.



Samir Datar
Chief Strategy Officer

- Chief Executive Officer with 25+ years of leadership experience.
- Drives business growth, operational excellence and strategic execution.
- Led key expansion and transformation initiatives across the organization.
- Focused on building scalable, high-performance teams and operations.



Mukesh Singhal
Chief Financial Officer


- Chief Financial Officer with 25+ years of experience in finance, compliance and governance.
- Instrumental in the successful IPO and financial transformation of Crayons.
- Leads financial strategy, internal controls and regulatory compliance.
- Focused on sustainable growth, operational discipline and value creation.

The Crayons Story




CRAYONS FOUNDED
Established as an advertising and media services company.

1986




CHANDIGARH BRANCH OPEN
Launch of Chandigarh branch, marking the beginning of regional expansion.

1996



NETWORK EXPANDS
Established operations in Jaipur and Mumbai.

1998



LUCKNOW BRANCH LAUNCH
Strengthened presence across North India.

2001



KERALA TOURISM MANDATE
Secured prestigious Kerala Tourism communication assignment.

2003



CHENNAI EXPANSION
Expanded footprint into South India.

2005



CRAYONS ENTERS DUBAI
Dubai Branch Started.

2006




KOLKATA EXPANSION
Entered Eastern India with the launch of Kolkata operations.

2007



LAUNCHED INCREDIBLE INDIA
Executed an Incredible India's Global Digital Campaign.

2008



SPECIALISED AGENCY DIVISION LAUNCHED
Launched Specialised Agency Division, including Melon Media, Ultraviolet Digital, Amber OOH and Jade for Events.

2011




PART OF A HISTORIC REBRANDING
Launched Air India Campaign for return to the TATA Group.

2022




TATA SOCIAL MEDIA MANDATE
Won the social media mandate for TATA Group.

2023




CRAYONS GOES PUBLIC (IPO)
Successfully launched its IPO.

2023



TECHNOLOGY-LED TRANSFORMATION
Expanding AI, Automation, Data Intelligence and Emerging Media Solutions.

2025+










FUTURE-READY COMMUNICATIONS ENTERPRISE
Focused on innovation, integrated marketing solutions and scalable growth.

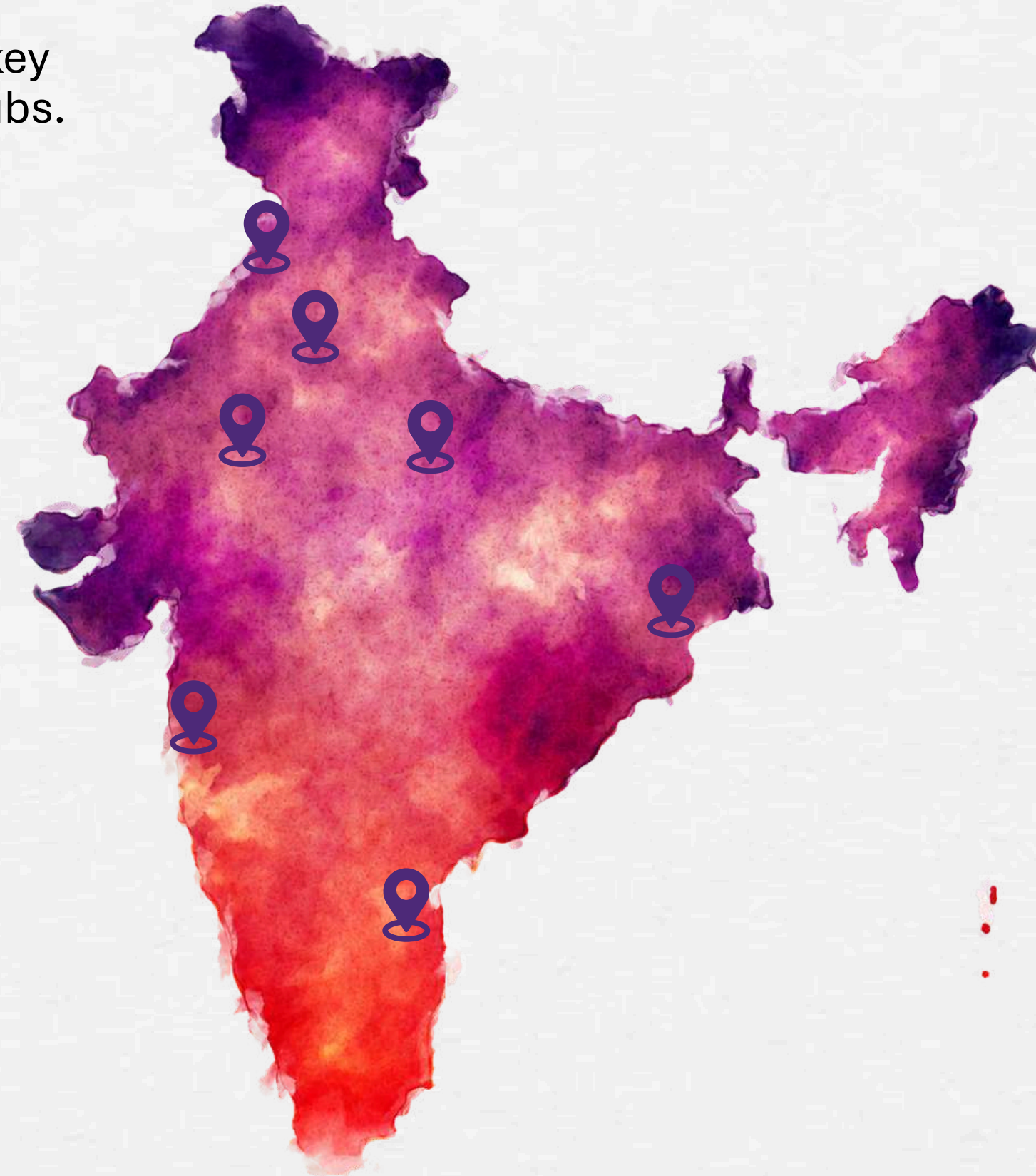
2026+

Our Presence

Strategically positioned across India's key commercial, government and media hubs.

OUR PRESENCE

-  **Delhi**
National Capital Region
-  **Mumbai**
Financial Capital
-  **Chennai**
South India Hub
-  **Kolkata**
East India Hub
-  **Lucknow**
Uttar Pradesh Hub
-  **Chandigarh**
Strategic & Corporate Hub
-  **Jaipur**
Rajasthan Hub



7 CITIES

Pan-India Presence



ONE COMMITTED NETWORK

Driving impact for brands across India



TRUSTED PARTNER

For Corporates, Government Bodies & Leading Brands

Our Services Ecosystem

FULL-STACK OFFERINGS

Across Channels, Formats
& Touchpoints

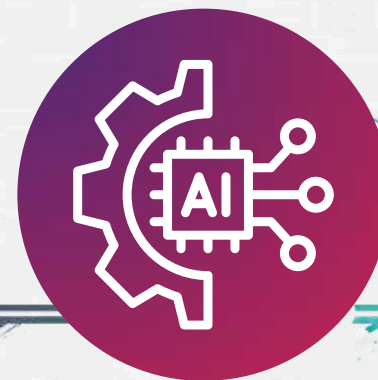
- Brand Strategy
- Creative Design & Campaigns
- Media Planning & Buying
- Event Management & Activations
- Digital Marketing (SEO, SEM, Social, Programmatic, Mobile)
- Influencer Engagement
- Content Creation (Video, Blogs, Podcasts, Interactive Web)
- Public Relations
- Campaign Analytics & Reporting



AI AUTOMATION SUITE

(New Division):

An in-house innovation lab developing workflow automation tools, AI-powered content solutions, and custom marketing tech stacks.



EXCLUSIVE OOH

Media Rights:

Crayons holds rights for over 1,000+ high-impact OOH assets, including:

- Unipoles
- Digital LED screens
- Transit media (buses, airports, metros)
- Large-format hoardings



India's Advertising Industry Overview

A large, fast-growing industry fueled by digital adoption, rising consumption and government initiatives

INDIA'S ADVERTISING INDUSTRY OVERVIEW

2025 (Actual):
1,55,105 Cr

2026 (Projection):
1,74,605 Cr

CAGR ~11-12% (2025-20230E)

Source: Pitch Madison Advertising Report (PMAR) 2026

KEY GROWTH DRIVERS



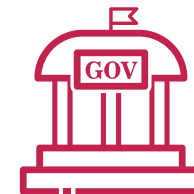
Rising Internet & Smartphone Penetration



Video & OTT Content Surge



E-commerce & D2C Growth



Government Advertising Spends



Regional & Vernacular Content



Strong Brand Investments

TOP ADVERTISING SPENDERS



FMCG



BFSI



Auto



Telecom



E-commerce



Media & Entertainment



Government & Public Sector

India: A Digital Nation Driving Advertising Growth



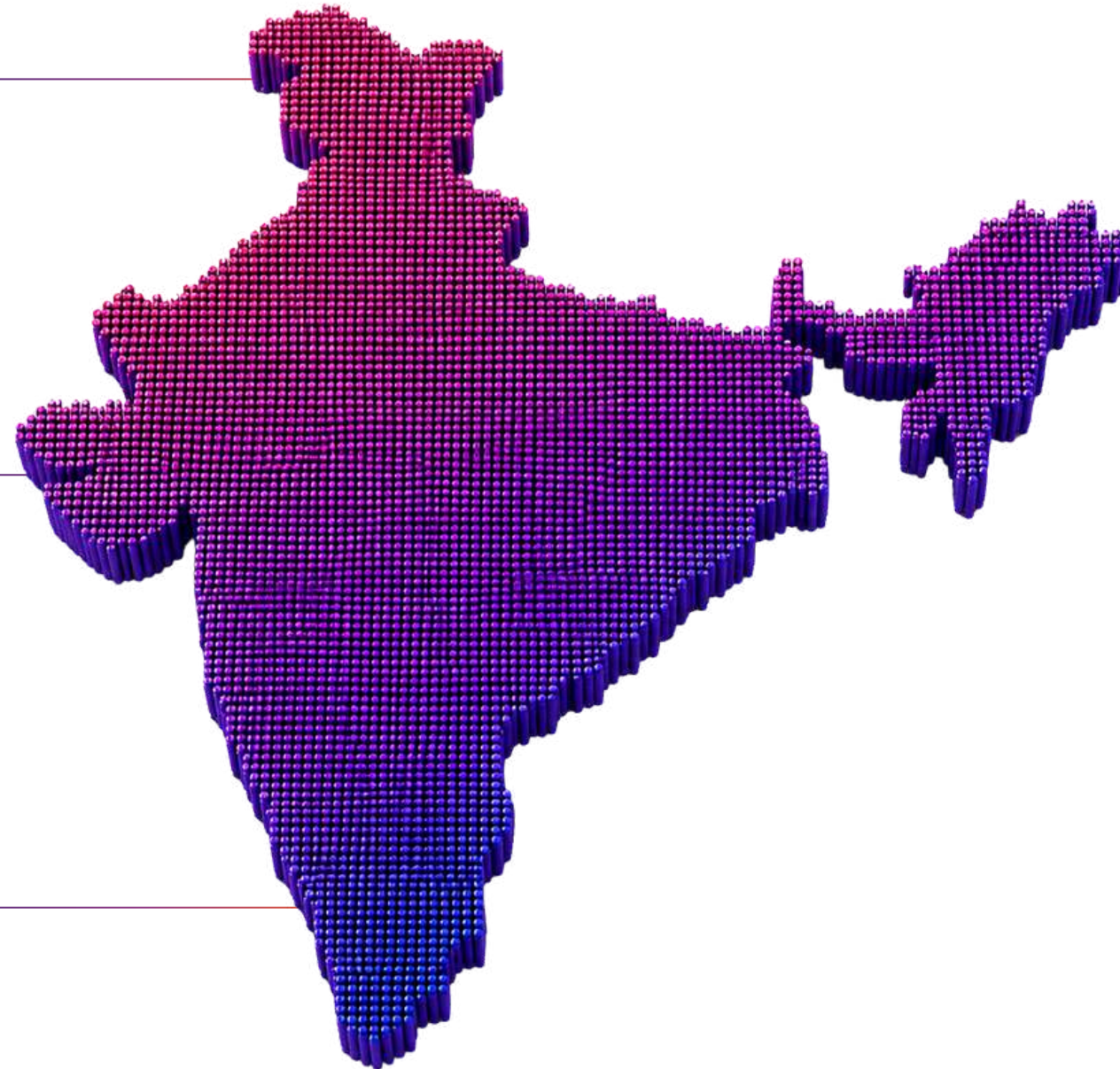
800+ Mn
Internet Users
(2025)



580+ Mn
Smartphone Users
(2025)

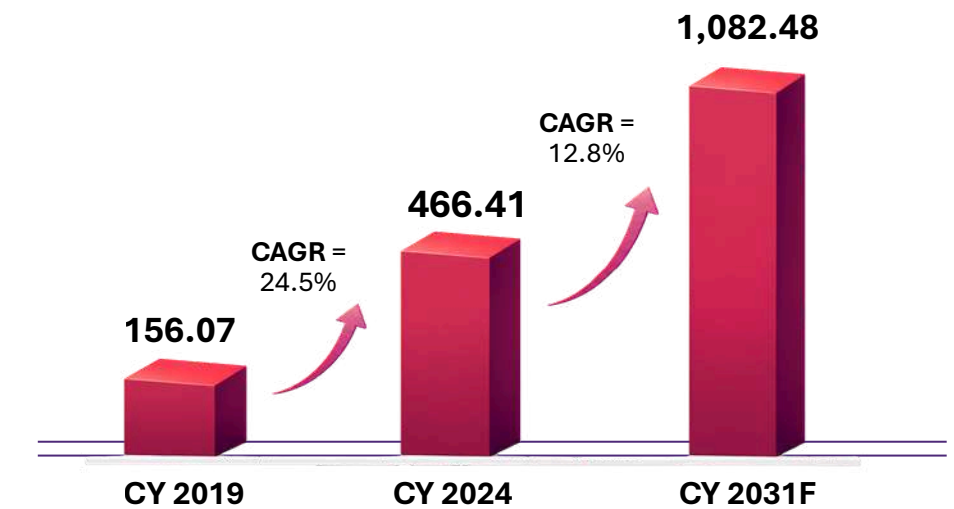


65%
Under 35 Years
Young Digital
Audience



India's Digital Marketing Industry to reach ₹1,082.48 Billion by CY 2031F
(in ₹ Billion)

Digital Marketing's Share in India's Advertising Industry (CY 2024) was 45.68%



65%+

Internet Penetration (2025)



DOUBLE-DIGIT GROWTH

In Digital Ad Spend YoY



INDIA AMONG TOP 5

Fastest Growing Advertising Markets Globally



₹1.37 TRILLION
Advertising Market
by 2028* (Projected)



7.8% CAGR
(2023–2028*)



TOP 10
Global Markets
by 2028*



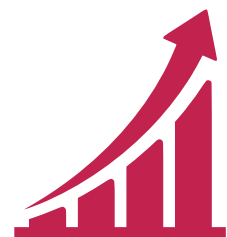
STRONG LONG-TERM
Growth Outlook

India Media & Entertainment Industry

KEY INDUSTRY METRICS



Industry Size (2025)
₹2.78 T



Growth (2025)
9% YoY



2028 Projection
₹3.3 T

SEGMENT-WISE PERFORMANCE (2025)



Digital Media

Largest growth driver; continued strong expansion in digital consumption and monetization.



Advertising

Strong growth led by digital advertising, performance marketing and brand spends.



Live Events & Experiences

One of the fastest-growing segments, driven by concerts, exhibitions, activations and on-ground events.



Television

Stable growth, supported by sports and regional content.



Print Media

Continued recovery with strength in regional markets.



Films

Growth supported by theatrical releases and digital distribution.



Gaming & Digital Content

Continued expansion driven by increasing digital engagement.

Source: EY India

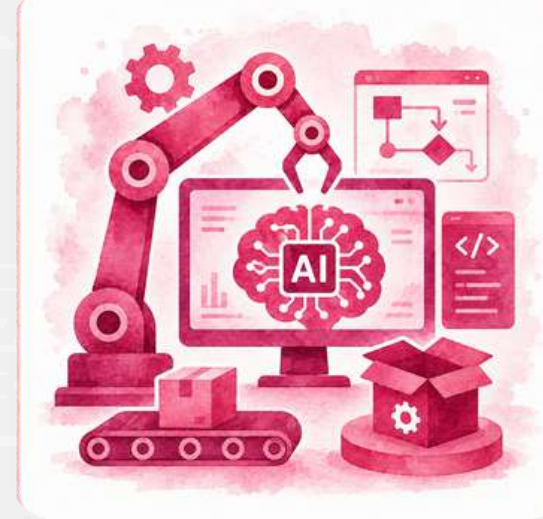
Why Crayons Wins



Integrated, Full-Funnel Services



1,000+ OOH Sites across India



AI + Automation Lab for proprietary tech products



Expertise in large-scale Govt. Projects



Deep Regional + National Execution Capabilities



Debt-Light, Profit-Oriented Model



Certified & Future-Ready Teams (Google, Meta, LinkedIn)

Some Key Visibilities

1 CORNITOS KOREAN CHILLI NACHOS

“SUPREME LEADER” CAMPAIGN



A satirical, propaganda-inspired campaign that cut through clutter and created massive impact.

5.9 Mn Views

6.7 Mn Impressions

1.3 Mn Engagements

SHARP IDEAS OUTPERFORM LARGE BUDGETS.

2 SKILL INDIA DIGITAL HUB (SIDH)

CAMPAIGN FT. AMITABH BACHCHAN



Skill India

कौशल भारत - कुशल भारत

A national multi-media campaign featuring Amitabh Bachchan, bringing India's skilling mission to life at scale.

DIGITAL

OUTDOOR

PRINT

MULTI-CHANNEL DEPLOYMENT

3 INDIA ENERGY WEEK 2026

ONGC GALA DINNER & OIL INDIA PAVILION, GOA



End-to-end event execution for two of India's largest energy sector clients.

IMMERSIVE DESIGN

PURPOSEFUL STORYTELLING

SEAMLESS ON-GROUND EXECUTION

CREATING IMPACTFUL EXPERIENCES THAT DRIVE MEANINGFUL CONNECTIONS.

Some Key Visibilities

4

HI-TECH PIPES

STRENGTH YOU CAN BUILD ON



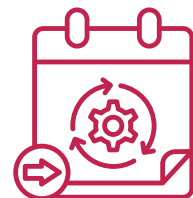
A trust-driven campaign showcasing strength, reliability, and engineering excellence for modern infrastructure.



ENGINEERING TRUST



SUPERIOR QUALITY



BUILDING TOMORROW

POWERING PROGRESS THROUGH STRENGTH, RELIABILITY, AND INNOVATION.

5

INDIAN OIL SERVO

THE SCIENCE OF EXTREME



A high-performance campaign highlighting precision engineering, endurance, and advanced lubrication technology.



ADVANCED TECHNOLOGY



EXTREME PERFORMANCE



ENGINEERING TRUST

DESIGNED FOR ENDURANCE. BUILT FOR PERFORMANCE.

6

BOMBAY HOUSE

WHERE HISTORY MEETS IMAGINATION



A mystery-led storytelling campaign that transformed heritage into an immersive audience experience.



ICONIC HERITAGE



IMMERSIVE STORYTELLING



MEMORABLE REVEAL

TURNING LEGACY INTO AN UNFORGETTABLE EXPERIENCE.

Some Key Visibilities

7 WELCOME TO A NEW ERA

EVERY STEP TELLS A STORY



Air India's Return to Tata Group .We are a part of it



MULTI-CHANNEL DEPLOYMENT

8 DESH KA PITCH

MORE THAN A GAME



A cricket-powered campaign uniting fans through passion, pride, and a shared national spirit.



WHERE EVERY PITCH CONNECTS A NATION.

9 CRUSTIES PUFFS

CURIOSITY MEETS CRUNCH



A humor-led campaign that turned everyday curiosity into an engaging and memorable brand story.



TURNING SIMPLE CURIOSITIES INTO UNFORGETTABLE CONVERSATIONS.

Clientele



SOUTH CENTRAL RAILWAY

Uber

HOTEL MAURYA PATNA



IndianOil

AIR INDIA

adani connex
Your Growth. Our Priority.



SBI



TATA

croma
A TATA Enterprise

Kajaria

clove:) DENTAL



IBEF
INDIA BRAND EQUITY FOUNDATION

Clientele



Incredible India



Clientele



Consolidated Profit & Loss Statement



(ALL AMOUNTS ARE IN RUPEES LAKHS)

Particulars	FY26	FY25
Revenue	31304.78	23402.64
Other Income	697.2	556.36
Total Income	32001.98	23959
Total Expenditure (Excluding Depreciation & Finance Cost)	30808.44	22615.11
Depreciation	462.91	245.94
Finance Cost	100.7	80.91
EBITDA	1193.54	1343.89
EBITDA Margin	3.81%	5.74%
PBT	629.93	1017.04
Share of P&L of Associates	0.04	381.52
PBT after share of Associates	629.97	1398.56
Tax	216.48	271.13
PAT	413.49	1127.43
PAT Margin	1.32%	4.82%
EPS	1.54	4.48

Consolidated Balance Sheet



(ALL AMOUNTS ARE IN RUPEES LAKHS)

Particulars	FY26	FY25
Equity Capital	2443.00	2443.00
Reserve & Surplus	9638.53	9047.18
Money Received against share warrants	-	193.75
Total Equity	12081.53	11683.93
Minority Interest	432.25	144.81
Long-Term Borrowings	757.05	288.24
Long-Term Provisions	174.91	180.01
Short-Term Borrowings	670.42	255.06
Current Liabilities	9427.56	8206.59
Total Liabilities	23543.72	20758.64

Particulars	FY26	FY25
PPE	1345.31	703.62
Intangible assets	0.9	0.29
Capital work in progress	-	414.96
Non-Current Investments	1448.93	1353.47
Deferred Tax Assets	158.87	141.25
Long-Term Loan & Advances	1471.35	1138.92
Other Non-Current Assets	592.62	170.33
Total Non Current Assets	5017.98	3922.84
Investment (Current)	12.67	-
Trade Receivables	11217.64	11839.39
Cash & Cash Equivalents & Bank balance	1754.31	1522.38
Short-Term Loan & Advances	4858.13	2840.21
Other current assets	682.99	633.63
Total Assets	23543.72	20758.65



THANK YOU



✉ ir@thecrayonsnetwork.com

🌐 [Crayons Advertising Limited](https://www.crayonsadvertising.com)



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[Request Meeting & Investor Kit](#)

