

18-December-2025

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

**Scrip Code: GRAPHISAD**

**ISIN: INE0POU01017**

Sub: Company Update - Intimation of Achievements and Growth of Company.

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, appended below herewith is an General Update issued by Graphisads Limited ("the Company") and, on the captioned subject, the content of which is self-explanatory. This is for the information of the Exchange and the members.

Though the disclosure is not mandated the update is voluntary for the information of all stakeholders.

### **Graphisads Ltd Showcases Accelerated Growth and Strategic Expansion**

#### **Rapid Transformation of India's Media & Entertainment Industry**

**New Delhi | December 2025**

Graphisads Ltd continues to strengthen its position as a leading integrated communications company. This momentum was recently highlighted through an article by company's CMD in Punjab Kesari, <https://www.punjabkesari.com/india-news/media-and-entertainment-industry/> which underscored the evolving dynamics of the media and entertainment sector and the critical role of innovation, integrated thinking, and scalable media solutions in shaping its future.

Aligned with this industry-wide acceleration, Graphisads Ltd has delivered a series of high-impact mandates across government, PSU, political, institutional and corporate sectors, reinforcing its diversified growth strategy and execution excellence.

#### **Key Business Achievements & Campaign Highlights**

KRIBHCO's multi-state shop branding rollout across four states, Delhi Metro Train wrap for Russian company Sputnik India, outdoor campaigns for the Russian Government during President Putin Visit to India, BJP election campaign in Kerala municipal elections, and the Ministry of Culture's 10-day painting exhibition.

Graphisads executed outdoor campaigns for Delhi Doordarshan- Waves Campaign in Goa for IFFI Goa 2025

#### **Strategic Media Asset Growth – Vande Bharat Express**

Graphisads strengthened its premium transit media portfolio by securing advertising rights on 11 Vande Bharat Express trains, reflecting strong consolidation across North India routes and a strategic entry into the Southern market, including the Secunderabad–Tirupati corridor. The addition of the Firozpur–Delhi route further enhances long-term monetisation potential from high-value intercity rail media.

## Fabrication, Signage & On-Ground Branding

The agency successfully delivered turnkey fabrication and signage projects for leading PSUs including THDC and NTPC in Greater Noida, along with large-format pavilion, booth and structural branding at India International Trade Fair (IITF 2025), including the Vande Mataram Booth.

Graphisads executed integrated communication mandates for several government and institutional bodies, including SECI (under MNRE) for ICGH 2025 at Bharat Mandapam, MyGov and I 4C at IITF 2025, and ICCR for the BIMSTEC event, delivering AV production, live social media, PR support, event management and creative services.

## Integrated Media, Broadcast, Print & Radio Campaigns

The Company rolled out national and regional media campaigns across TV, print and radio for marquee brands, including a pan-India TV and print campaign for ROMSONS (Dignity Adult Diapers), integrated campaigns for CII (IREE & EXCON 2025), and sustained radio campaigns for real estate clients such as Omaxe, Keller Williams, Lion Infra and GLS Infra.

## Creative & Brand Milestones

Graphisads achieved a significant creative milestone with the Coffee Table Book highlighting the legacy of the Delhi Vidhan Sabha and Veer Vithalbhai Patel, conceptualized and designed by the agency. The book presented to Hon'ble Prime Minister Shri Narendra Modi Ji by the Speaker of the Delhi Vidhan Sabha, Shri Vijender Gupta ji, marking a moment of national recognition for the company's creative excellence.

## Leadership & Capability Enhancement

To support its next phase of growth, Graphisads has strengthened its leadership team with the appointment of a new Social Media & Creative Head, enhancing its digital, creative and integrated communication capabilities.

With diversified vertical performance, expanding owned media assets, entry into new geographic markets and a growing blue-chip client base, Graphisads Ltd remains firmly positioned for sustainable growth and long-term value creation for stakeholders and market investors.

## About Graphisads Ltd

Founded in 1987, Graphisads Ltd is a 360° integrated advertising agency with over five decades of experience across Outdoor, Transit Media, Fabrication, TV, Print, Radio, Digital, PR, Social Media and AV Production, Serving Government Bodies, PSUs, Institutions and Leading Corporates across India.

*The management of Graphisads Limited is always concerned and feels duty bound to safeguard the interest of all its stakeholders and so is proud of its timely execution and delivery of its projects and work assignments.*

***Thanking You***

Yours Sincerely  
For Graphisads Limited

Shobharam Dhamra  
Company Secretary  
M. No: A-23402