



KODY TECHNO LAB LIMITED

Date: 13th January, 2025

To,
National Stock Exchange of India Limited
"Exchange Plaza", C-1, Block G,
Bandra-Kurla Complex,
Bandra (East),
Mumbai – 400 051

Dear Sir / Madam,

Sub: Announcement regarding appointment of Chief Business Officer in the Wholly Owned Subsidiary Company i.e. M/s. Kody Media Private Limited

Ref: Symbol: KODYTECH / Series: SM

We hereby inform you that, the Wholly Owned Subsidiary Company i.e. M/s. Kody Media Private Limited has appointed Mr. Jignesh Sharma, as Chief Business Officer w.e.f. 13th January, 2025.

Further, brief profile of Mr. Jignesh Sharma is attached herewith.

Kindly take the same on your record and oblige us.

Thanking You.

For, Kody Technolab Limited

Manav Patel
Managing Director
DIN: 07409757

Jignesh Sharma Joins Kody Media Private Limited as Chief Business Officer to Drive Growth and Innovation

[Jignesh Sharma](#) has joined Kody Media Private Limited as Chief Business Officer. He is a seasoned media professional with nearly 30 years of leadership experience in Media and Specialized Out-of-Home (OOH) advertising. He has held senior roles at top advertising agencies, including Mudra Communications, WPP Group, Madison Group, Percept Group, Posterscope Group (as CEO for the Indian Subcontinent), and Bright Outdoor Media Limited.

At Kody Media Private Limited, Jignesh will spearhead growth and business strategies, bringing a wealth of expertise and a proven track record. Throughout his career, he has designed impactful campaigns for a diverse range of iconic brands, including TATA Motors, Maruti, Kotak Bank, LIC, STAR Group, and Zee Media. He has also played a key role in major government initiatives, such as the GST rollout and programs by the Ministries of Health, Finance, and Women & Child Welfare.

Jignesh Sharma shared his excitement as he joins Kody Media Private Limited “I am excited to be part of Kody Media Private Limited and look forward to collaborating with the team to push the boundaries of OOH advertising. With a strong foundation in innovation and strategic growth, we are well-positioned to create impactful campaigns that will drive success for our clients and set new benchmarks in the industry.”

Widely recognized as a visionary leader in the OOH advertising space, Jignesh blends data-driven insights with creative innovation, consistently delivering transformative results that achieve objectives and leave lasting impressions on audiences.

Manav Patel, Managing Director at Kody Technolab Limited, expressed his enthusiasm about Jignesh's appointment: “We are excited to welcome Jignesh Sharma to Kody Media Private Limited. His extensive experience and innovative approach in the OOH advertising space will be instrumental in driving our growth and enhancing our service offerings. We look forward to the transformative impact he will bring to our team and our clients.”