

February 04, 2025

National Stock Exchange India Limited  
Exchange Plaza, Bandra Kurla Complex  
Bandra (West), Mumbai- 400051

**NSE Symbol: MAXPOSURE**

Dear Sir,

**Sub: Bluebird Advertising Partners with Leading Educational Institutions to Transform Their Brand Visibility through Innovative Newspaper Campaigns**



**Bluebird Advertising, a Wholly Owned Subsidiary of Maxposure Limited**, proudly announces its successful partnerships with two of India's most prestigious educational institutions, Podar International School and GD Goenka Public School. These collaborations aim to redefine the way education brands communicate their unique offerings and achievements, ensuring their messages resonate deeply with parents, students, and communities at large. Bluebird's expertise in crafting compelling newspaper campaigns has played a vital role in helping these institutions amplify their reach and establish themselves as leaders in the education sector.

With a legacy spanning decades, **Podar International School** is synonymous with excellence in education. Bluebird Advertising has been instrumental in designing and executing newspaper campaigns that highlight Podar School's innovative academic programmes, extracurricular activities, and student achievements. By leveraging its understanding of the education sector and consumer behaviour, Bluebird has helped the school build a stronger connection with parents and establish itself as a trusted choice for shaping the future of students.

Known for its world-class infrastructure, cutting-edge facilities, and focus on academic and extracurricular excellence, **GD Goenka Public School** has set a benchmark in the education genre. To further strengthen its brand presence, GD Goenka partnered with Bluebird Advertising for its newspaper campaigns. These advertisements focus on showcasing the institution's unique offerings, such as modern teaching techniques, student success stories, and academic accolades. Bluebird's creative team has crafted advertisements that not only inform but also inspire parents to choose GD Goenka as a trusted partner in their child's academic journey.

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These partnerships exemplify Bluebird's ability to transform creative ideas into impactful campaigns, solidifying its position as a leader in educational advertising.

### **About Bluebird Advertising**

Bluebird Advertising is a full-service marketing and advertising agency that specialises in creative, results-driven campaigns. With expertise across print, digital, and broadcast media, Bluebird helps brands convey their messages in ways that resonate with target audiences and drive business results.

### **By Order of the Board of Directors For Maxposure Limited**

**Sakshi Mishra**  
**Company Secretary & Compliance Officer**  
**(ACS 49605)**

**Date: 04.02.2025**  
**Place: Delhi**



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