

August 4th, 2025

To,
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block-G
Bandra Kurla Complex, Bandra (E),
Mumbai - 400051

NSE Symbol: MAXPOSURE

Dear Sir/Madam,

Sub.: Bluebird Advertising Secures High-Impact Institutional Campaigns with The Institute of Company Secretaries of India (ICSI) and the Council of Architecture (COA).

Bluebird Advertising, the creative agency arm of Maxposure Limited, is making strong strides in the government and institutional communication space with two new, high-impact campaigns. With a clear focus on purpose-led storytelling and strategic execution, Bluebird has been selected by two key national bodies—the Institute of Company Secretaries of India (ICSI) and the Council of Architecture (COA)—to lead major branding and awareness initiatives aimed at engaging stakeholders across the country.

ICSI – A Bold Step Towards a Stronger Brand Identity



In a significant move to modernise its public image, ICSI has partnered with Bluebird Advertising to refresh and realign its institutional branding. The project focuses on redefining how ICSI presents itself to its members, students, and the wider public—balancing tradition with a more forward-looking, contemporary identity. Bluebird has developed a range of new branded materials including brochures, leaflets, event signage, and internal communication templates that bring consistency and clarity to ICSI's visual and narrative identity. With its deep experience in institutional branding, especially for public and government bodies, Bluebird has helped ICSI communicate with renewed confidence and purpose in an increasingly dynamic professional landscape.

Maxposure Limited

#TheAddress, Plot No 62,
Okhla Phase-3, New Delhi-110020, India
Tel +91-11-43011111, Fax +91-11-43011199
CIN L22229DL2006PLC152087

✉ cs@maxposuremedia.com

🌐 maxposuremedia.com

Delhi | Mumbai | Bengaluru | Chennai | Kolkata | Hyderabad

COA – Driving National Awareness for NATA 2025



Council of Architecture

Ministry of Education, Government of India.

Bluebird is also behind the nationwide awareness campaign for NATA 2025—the entrance examination conducted by the Council of Architecture for aspiring architecture students. Launched in July, the campaign spans leading national and regional newspapers, ensuring wide visibility across language and geography. The creatives aim to make key information—on dates, eligibility, and registration—clear and accessible, while still preserving the credibility and academic rigor that the exam demands. With a strategic media plan and creative direction tailored to student communities, the campaign is helping COA connect more effectively with its core audience.

Together, these projects reflect Bluebird Advertising's growing expertise in building communication platforms for institutions that are shaping India's professional and educational ecosystems. From narrative design to media execution, Bluebird continues to play a vital role in translating institutional missions into compelling, people-facing campaigns—reinforcing Maxposure Limited's broader vision of delivering purpose-driven communication across sectors.

About Bluebird Advertising

Bluebird Advertising, a Maxposure Limited company, is an integrated media and advertising agency specializing in print, radio, OOH, and digital campaigns. With a strong portfolio in the public and private sectors, Bluebird delivers high-impact, culturally contextual campaigns across India. Known for its creative agility, transparent operations, and pan-India execution capabilities, Bluebird is the go-to agency for brands and institutions seeking strategic visibility.

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

Priya Kesari
Company Secretary and Compliance Officer
ACS 22710

Date: 04.08.2025
Place: Delhi

Delhi | Mumbai | Bengaluru | Chennai | Kolkata | Hyderabad

Maxposure Limited

#TheAddress, Plot No 62,
Okhla Phase-3, New Delhi-110020, India
Tel +91-11-43011111, Fax +91-11-43011199
CIN L22229DL2006PLC152087

✉ cs@maxposuremedia.com

🌐 maxposuremedia.com