

September 06' 2024

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

NSE Symbol: MAXPOSURE

Sub: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015



Maxposure Team in Bhopal, MP.

Maxposure Limited extends its digital media management contract with Madhya Pradesh Tourism Board.

Maxposure Limited continues to strengthen its position in the content marketing domain with the renewal of its Digital Media Management Agency contract with the Madhya Pradesh Tourism Board. Maxposure Limited won this contract through a high-competition tender process in 2020 and over the past three years, has played a pivotal role in shaping the digital footprint and expanding the reach of the Madhya Pradesh Tourism Board across social and digital platforms.

The company has been instrumental in promoting the state's diverse destinations and tourism offerings, aiming to boost tourist arrivals from both domestic and international markets. During its tenure, Maxposure has launched several innovative and impactful campaigns, significantly enhancing the digital brand presence of Madhya Pradesh Tourism. As a result, the board has emerged as one of the top three tourism boards in India.

With the contract extension, Maxposure is geared up to introduce new initiatives and campaigns to further expand the board's reach and influence in the tourism sector. The company is also responsible for managing the digital media strategy for the Department of Culture, Madhya Pradesh, under the Madhya Pradesh Tourism Board.

Maxposure Limited

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maxposuremedia.com

The content marketing domain is a high gross margin market and, in this contract, Maxposure enjoys a margin of around 35%. The extension to add additional value of Rs 20 to 30 million per year.

About the company

Incorporated in 2006, Maxposure Limited is one of the few companies in India that offers 360-degree service across multiple content distribution platforms. Its innovative and diverse service portfolio and result-oriented strategies have aided in curating an industry-wide client selection across geographies, including IndiGo, Air India, Gulf Air, Air Arabia, Incredible India, Maruti Suzuki India Limited, Madhya Pradesh Tourism Board, Ministry of External Affairs, Oberoi Hotels and Resorts, and the Taj Group of Hotels, to name a few. On the other hand, the company has developed AeroHub Wireless Streaming Server (WMS) to stream in-flight content at a much higher speed and lesser cost than traditional inflight screens. Maxposure also offers content services in more than 20 languages, including German, Russian, Arabic, Portuguese, Japanese, Chinese, French, Tamil, Marathi, Gujarati, Malayalam, Odia, and more.

Thanking You,

Yours faithfully,

For, Maxposure Limited

SAKSHI
MISHRA

Digitally signed by
SAKSHI MISHRA
Date: 2024.09.06
11:20:37 +05'30'

Sakshi Mishra
Company Secretary & Compliance Officer

Encl: as above

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