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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



The Oberoi, Gurgaon.



Maxposure Limited wins the project to execute the branding solutions for two new F&B spaces for The Oberoi Resorts and Spa, Gurgaon

Maxposure Limited wins the project to execute the branding solutions for two new F&B spaces for The Oberoi Resorts and Spa, Gurgaon under its content marketing vertical.

The company has been awarded the project to deliver comprehensive branding solutions for two new F&B spaces at The Oberoi Resort and Spa, Gurgaon, set to launch later this year. Enhancing Gurgaon's dining and bar landscape, these spaces will feature reflection pool views, a signature hallmark of The Oberoi Gurgaon.

Maxposure is in the process of crafting the name, creative tone, and design strategy for two upcoming F&B venues: an Oriental restaurant and an exclusive bar. The restaurant will feature Cantonese and Sichuan cuisine, while the bar will offer a selection of premium spirits and expertly curated cocktails.

Maxposure's win of a branding solutions contract is a strategic maneuver into the creative-branding services space, traditionally dominated by global agencies such as JWT, Ogilvy, and McCann in India. Maxposure, primarily known for its content marketing solutions, has now ventured into offering full-service creative branding, competing directly with well-established giants.

This shift underscores a broader trend in the Indian market, where the boundaries between digital and traditional media are becoming increasingly blurred. This convergence is enabling companies to engage in a diverse range of activities. Maxposure's achievement in securing this contract exemplifies its expanding capabilities and competitiveness in a domain traditionally



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dominated by large multinational agencies with extensive histories in brand storytelling and strategy.

This move may also highlight the changing expectations of clients in India, who are increasingly seeking agencies that offer a blend of creative expertise and cost-effective innovations - qualities that boutique firms like Maxposure can provide. The ability to merge content-driven strategies with traditional branding techniques gives Maxposure an edge, positioning it as a versatile player in the Indian advertising ecosystem.

The company is proud to be associated with The Oberoi Resort and Spa, Gurgaon, a brand celebrated for its unmatched luxury and world-class hospitality.

About the company

Maxposure Limited is a dynamic player in the new-age media and entertainment sector, renowned for its innovative approach and commitment to delivering cutting-edge content. Incorporated in 2006, Maxposure Limited is one of the few companies in India that offers 360-degree services across multiple content distribution platforms; with focus on the travel-aviation sector, and has clients across India and the world. The company offers comprehensive solutions through its four business divisions: *Inflight Entertainment, Content Marketing, Technology, and Advertising.*

Maxposure Limited has been associated with aviation and other industry leaders, including IndiGo, Air India, Gulf Air, Air Arabia, Incredible India, Madhya Pradesh Tourism Board, Ministry of External Affairs, Mercedes Benz, Oberoi Hotels and Resorts, the Taj Group of Hotels, Maruti Suzuki India Limited to name a few. In the inflight space, the company has developed a Wireless Streaming Server ("WMS") known as AeroHub WMS, to stream in-flight content at a much higher speed and lesser cost than traditional inflight screens.

Thanking You,
Yours faithfully,

For, Maxposure Limited

SAKSHI
MISHRA

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Sakshi Mishra
Company Secretary & Compliance Officer

Encl: as above



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