

Date- 13/11/2024

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

Dear Sir,

Sub: Maxposure wins prestigious Social Media Project to Promote Global India Quiz by the Ministry of External Affairs, Government of India



The Bharat Ko Janiye Quiz Website



The Bharat Ko Janiye Quiz Banner

Maxposure Limited has won the mandate to promote the prestigious Bharat Ko Janiye Quiz, conducted by the Ministry of External Affairs, Government of India, across all social media platforms.

Currently in its 5th edition, the Bharat Ko Janiye Quiz is a flagship programme of the Ministry of External Affairs aimed at reaching a wider global audience and familiarising them with India's heritage, history, culture, arts, crafts, and more.

The prestigious online quiz was launched by the Honourable External Affairs Minister of India, Dr. S. Jaishankar on November 11. Speaking about the Bharat Ko Janiye Quiz, Dr Jaishankar said: "This quiz is an endeavour of our government under the leadership of our Prime Minister Shri Narendra Modi to deepen connect with our diaspora and to engage with all those who are keen to learn about Bharat."

The quiz especially focuses on Non-Resident Indians, Persons of Indian Origin, and foreign nationals. Promotion for the Bharat Ko Janiye Quiz will be conducted through the Ministry's social media handles as well as those of Indian Embassies and High Commissions worldwide. Lucky winners will be invited for a two-week journey through India, beginning with the Pravasi Bharatiya Divas (PBD) celebrations in 2025, with airfare and local hospitality provided by the Government of India. Each participant will also receive a digital Certificate of Participation.



<https://www.instagram.com/reel/DCOTobly9Va/?igsh=MTNoOTR4MjhvY28zdg%3D%3D>

The social media project will be conducted in multiple international languages. It includes a major campaign for performance marketing and a mega digital influencers' integration programme from around the world. The responsibilities entrusted to Maxposure include 360-degree strategising, multilingual content creation, running the global influencer campaign, conducting the performance marketing campaign, producing videos, and planning posts for the country's senior ministers and dignitaries.

Maxposure is also tasked with coordinating with Indian Embassies and High Commissions in nearly 200 countries to execute this project.

The project further highlights Maxposure's long-standing partnership with the Ministry of External Affairs and underscores the Ministry's confidence in Maxposure's capacity to manage a project of this magnitude on an international scale.

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 inflight content at a much higher speed and lesser cost than traditional inflight screens.

By Order of the Board of Directors For Maxposure Limited

Sakshi Mishra
Company Secretary & Compliance Officer
(ACS 49605)