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Mumbai-400051

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



Bluebird Advertising, a Wholly Owned Subsidiary Company of Maxposure Limited, Gears Up with Royal Enfield for Captivating Print Advertisement Campaigns

[New Delhi, September 17' 2024]- Bluebird Advertising, a Wholly Owned Subsidiary of Maxposure Limited is excited to announce its latest collaboration with Royal Enfield, the iconic motorcycle brand. Bluebird has been entrusted with designing Royal Enfield's print advertisement campaigns, which will highlight the brand's rich legacy, superior craftsmanship, and unparalleled riding experience.

As one of the most celebrated names in the world of motorcycling, Royal Enfield continues to inspire adventure and freedom on two wheels. The print campaigns will aim to capture the spirit of the brand, blending nostalgia with modernity to create a visual narrative that resonates with motorcycle enthusiasts.

The campaign will showcase Royal Enfield's latest models, heritage-inspired designs, and its commitment to building machines that stand the test of time. With a focus on craftsmanship and adventure, the print advertisements will speak to the heart of Royal Enfield's loyal community of riders.

This partnership with Royal Enfield reflects the agency's commitment to providing world-class marketing strategies and elevating brands through the power of creative storytelling.

"We are thrilled to work with a legendary brand like Royal Enfield," said Mr Prakash Johari, Managing Director of Bluebird Advertising. "Our goal is to design print campaigns that reflect the timeless appeal and passion that Royal Enfield represents, while also engaging a new generation of riders."



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About Royal Enfield

Royal Enfield is a legendary motorcycle manufacturer known for producing classic motorcycles that blend vintage charm with modern engineering. Established in 1901, the brand is synonymous with adventure and timeless design.

About Bluebird Advertising

Bluebird Advertising is a full-service marketing and advertising agency that specializes 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.

**Thanking You,
Yours faithfully,**

SAKSHI MISHRA
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Date: 2024.09.17
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**Sakshi Mishra
Company Secretary & Compliance Officer**

