

December 17th, 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.: Maxposure's Bluebird Advertising Strengthens Portfolio with New High-Impact Creative Mandates from Maa Shakumbhari University and KRIBHCO



Maxposure Limited, through its integrated creative arm Bluebird Advertising, has secured two significant mandates from *Maa Shakumbhari University (MSU)* and *Krishak Bharati Cooperative Limited (KRIBHCO)*. These wins reinforce Bluebird Advertising's growing leadership in institutional branding and high-value creative productions, further strengthening Maxposure's revenue visibility and long-term strategic growth.

Bluebird Advertising has been appointed to manage the creative and newspaper advertising campaigns for *Maa Shakumbhari University*, an emerging educational institution shaping the academic landscape of Western Uttar Pradesh.

Under this mandate, Bluebird Advertising will:

- Strengthen the university's institutional brand positioning
- Craft integrated print and newspaper campaigns for regional and national visibility
- Drive admission awareness communication targeted toward prospective students and parents
- Build the university's image as a leading education hub in Western UP

Maxposure Limited

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The campaign will focus on reinforcing MSU's academic credibility, growth trajectory, and its evolving role as a centre for higher education excellence. Further, Bluebird Advertising has also been entrusted with the end-to-end **design and production** of KRIBHCO's key 2026 corporate publications. The engagement includes:

- Conceptualisation and design of the **2026 Corporate Calendar**
- Development and production of the **2026 Corporate Diary**
- Complete creative ownership of KRIBHCO's **2024-25 Annual Report**, including concept, theme, layout, and visual identity

This engagement involves comprehensive creative development, concept ideation, design production, and high-quality print execution, ensuring that KRIBHCO's brand ethos and legacy are communicated with clarity and impact to stakeholders nationwide.

The project adds a strong recurring revenue component and further deepens Bluebird's foothold in PSU, cooperative, and agribusiness sectors.

As the creative arm of **Maxposure Limited**, Bluebird Advertising plays a crucial role in expanding the company's portfolio of high-impact, high-visibility projects. With a rapidly growing client base and strong sectoral presence, Bluebird continues to reinforce Maxposure's market leadership while delivering measurable value for clients, stakeholders, and the wider investor community.

About Bluebird Advertising

Bluebird Advertising, a Maxposure Limited company, is an integrated media and advertising agency specialising 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

Place: New Delhi

Delhi | Mumbai | Bengaluru | Chennai | Kolkata | Hyderabad

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