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

September 19' 2024

NSE Symbol: MAXPOSURE

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 Partners with Saburi Tea Estate for Comprehensive Multi-Platform Campaigns

[New Delhi, September 19' 2024]- Bluebird Advertising, a Wholly Owned Subsidiary of Maxposure Limited is excited to announce its new collaboration with Saburi Tea Estate, a premium name in India's tea industry. Bluebird has been selected to manage Saburi's television, print, radio, branding, and outdoor advertising campaigns, providing a 360-degree marketing approach aimed at enhancing Saburi Tea Estate's presence both regionally and nationally.

This partnership reflects Bluebird's ability to craft integrated advertising solutions that effectively connect with diverse audiences across multiple platforms. With a rich history in tea production, Saburi Tea Estate is known for its commitment to quality and sustainability, and Bluebird will create a series of high-impact campaigns designed to bring the estate's story to life.

The new campaigns will highlight Saburi Tea Estate's wide variety of premium teas, with a focus on their ethical farming practices, dedication to environmental sustainability, and unmatched quality. Bluebird will design captivating branding and storytelling elements that emphasize the freshness, flavour, and health benefits of Saburi's teas.

The campaign will include TV commercials aimed at showcasing the estate's natural beauty and artisanal tea-making process, while outdoor and radio spots will drive brand recognition across key markets. Print



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advertisements will complement the narrative with rich visuals and compelling stories, ensuring that Saburi's message reaches tea lovers everywhere.

"We're thrilled to collaborate with Saburi Tea Estate, a brand that stands for tradition, excellence, and sustainability," said Mr Prakash Johari, Managing Director of Bluebird Advertising. "Our team is looking forward to creating memorable and cohesive campaigns that engage consumers on all fronts, from vibrant TV commercials to strategically positioned outdoor advertising."

About Bluebird Advertising

Established in 1982, Bluebird Advertising offers full-service creative solutions, specializing in integrated marketing campaigns that span multiple channels, including television, print, digital, and outdoor media. With a strong focus on storytelling and brand-building, over the years Bluebird Advertising's success is rooted in a perfect blend of strategy and creativity, which is measured by the trust placed by its clients, that includes The World Bank, Asian Development Bank (ADB), United States of America Embassy, State Bank of India (SBI), Kotak Bank, Ministry of Ports, Shipping and Waterways, to name a few.

About Saburi Tea Estate

Saburi Tea Estate is a trusted name in the tea industry, known for producing high-quality, sustainable teas sourced from their lush plantations. With a commitment to preserving the environment and maintaining traditional farming techniques, Saburi delivers tea that is rich in flavour and crafted with care.

Thanking You,
Yours faithfully,

SAKSHI
MISHRA
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by SAKSHI
MISHRA
Date: 2024.09.19
11:51:34 +05'30'

Sakshi Mishra
Company Secretary & Compliance Officer



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