

July 21st, 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.: Bluebird Advertising Secures Official Print Advertising Mandates from Panvel and Bhiwandi-Nizampur Municipal Corporations



Bluebird Advertising, the full-service creative and media agency under the Maxposure Limited umbrella, is pleased to announce its official empanelment for **print media advertising** with two significant civic bodies in Maharashtra — the **Panvel Municipal Corporation (PMC)** and the **Bhiwandi Nizampur City Municipal Corporation (BNCMC)**.

Through these formal agreements, Bluebird Advertising has been entrusted with planning, designing, and executing all print-based communication initiatives on behalf of both PMC and BNCMC. This includes public announcements, civic messaging, community awareness campaigns, and promotional advertising to be released in regional and national newspapers.

These developments mark a strategic expansion in Bluebird's growing portfolio of public sector partnerships, particularly in Maharashtra — a key state in the agency's regional outreach strategy.

Both **Panvel** and **Bhiwandi-Nizampur** represent dynamic urban landscapes undergoing rapid transformation. Located in the Navi Mumbai metropolitan region, **Panvel** is emerging as a hub of infrastructure development, transport connectivity, and residential growth. The **Panvel Municipal Corporation** plays a critical role in driving urban planning, sanitation, and public welfare initiatives in the city.

Similarly, **Bhiwandi-Nizampur**, governed by **BNCMC**, is a nationally recognized textile powerhouse, home to one of the largest clusters of power looms in India. With a rich industrial legacy and a fast-growing population, the civic body faces the dual challenge of driving development while maintaining transparency and effective citizen outreach.

Bluebird's engagement with these two bodies will focus on crafting **impactful, clear, and timely messaging** that reflects the governance goals of each corporation while reaching citizens through trusted print media formats.

Being empaneled by both municipal corporations affirms Bluebird Advertising's reputation as a **compliant, capable, and creative** partner for government communication. From adhering to government procurement protocols to managing multilingual content creation, Bluebird's work in the public sector is defined by its emphasis on clarity, regional context, and civic responsibility.

These mandates not only establish a steady and recurring media business pipeline but also position Bluebird as a **key player in Maharashtra's public information ecosystem**, with the ability to influence positive civic engagement across large urban populations.

This also sets the stage for future opportunities in outdoor, digital, and integrated communication services for similar government institutions — a space Bluebird continues to actively invest in.

About Bluebird Advertising

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

Date: 21.07.2025
Place: Delhi

Delhi | Mumbai | Bengaluru | Chennai | Kolkata | Hyderabad

Maxposure Limited

#TheAddress, Plot No 62,
Okhla Phase-3, New Delhi-110020, India
Tel +91-11-43011111, Fax +91-11-43011199
CIN L22229DL2006PLC152087

✉ cs@maxposuremedia.com

🌐 maxposuremedia.com