

November 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 High-Impact Government Institutional Projects Across India.

Bluebird Advertising, the creative and Advertisement arm of Maxposure Limited, has announced a series of significant government and institutional projects that further strengthens its leadership in the advertising and creative solutions industry. These project reinforces the company's expertise in driving government institutional campaigns.

Central Farm Machinery Training & Testing Institute (CFMTTI)



Central Farm Machinery Training & Testing Institute, Budni (M.P.)

Department of Agriculture, Cooperation And Farmers Welfare

An I.S.O. 9001:2015 Certified Organisation

Under the Ministry of Agriculture, BlueBird will manage PAN-India newspaper advertising campaigns for CFMTTI. These initiatives will raise awareness among farmers about agricultural mechanisation, modern farming technology, and training programs designed to enhance efficiency and productivity in the agricultural sector. The campaigns will play a crucial role in supporting the government's mission of modernising Indian agriculture.

Council of Architecture (COA)



For the Council of Architecture, BlueBird will conceptualise, design, and develop a premium coffee table book highlighting India's architectural journey and COA's contributions to the field.

Maxposure Limited

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The project includes theme development, content structuring, and visual design, creating a publication that resonates with both national and international audiences while celebrating India's architectural heritage.

Together, these projects reflect Bluebird Advertising's growing expertise in ability to deliver high-quality creative solutions across sectors, reinforcing its position as a strategic partner for institutions seeking impactful communication. From narrative design to media execution, Bluebird continues to play a vital role in continuing to drive meaningful engagement and measurable results for its clients.

About Bluebird Advertising



Bluebird Advertising, a wholly owned subsidiary of Maxposure Limited, 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**

Place: New Delhi

Delhi | Mumbai | Bengaluru | Chennai | Kolkata | Hyderabad

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