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

NSE Symbol: MAXPOSURE

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

Maxposure Limited and Bluebird Advertising Secure New Projects in Content Marketing and Advertising, respectively

Content Marketing:

Maxposure Limited has been awarded the opportunity to create, design, and publish two special publications on behalf of the **Indian Committee on Large Dams (INCOLD)**, an international organisation dedicated to promoting and exchanging knowledge related to dam construction in India. This unique set of publications consists of a 232-page coffee table book and a 208-page historical chronicle detailing the evolution of dam construction in India.

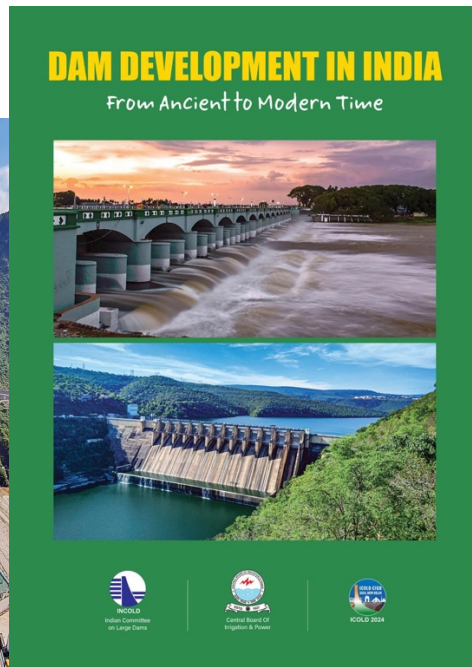
The coffee table book, titled ***A Pictorial Display of DAMS IN INDIA***, serves as a visual showcase of some of the most remarkable dams built across the country. It features stunning photographs of 107 selected dams, renowned for their capacity, design, and construction techniques. The publication offers a comprehensive overview of dams ranging from the ancient Kallanai Dam, recognised as a site of international heritage, to the modern Tehri Dam, noted for its impressive features.

The second book, ***DAM DEVELOPMENT IN INDIA: From Ancient to Modern Time***, provides an in-depth exploration of the history of dam construction in India. It captures the evolution of dams from ancient times to the present day across 10 chapters. The book discusses the tools, methodologies, and key figures who have significantly contributed to the advancement of dam development in the subcontinent.

India ranks third globally in dam construction, following China and the United States. The construction of dams for irrigation and drinking water supply has been a longstanding engineering endeavour in India. Currently, the country operates 6,138 large dams, with approximately 143 additional dams under construction.

Both publications will be launched at the **92nd Annual Meeting of the International Commission on Large Dams**, scheduled to take place from September 29 to October 3, 2024, in New Delhi. This prestigious event will be attended by **numerous dignitaries from India and around the world, including the Prime Minister of India, Shri Narendra Modi**.





Advertising:

In Q2 (July' 24 - September' 24) Bluebird Advertising expands its client portfolio with leading brands and announces collaboration that includes **Hindustan Petroleum Corporation Limited (HPCL)**, a leader in the energy sector; **Gem Mines**, renowned for exquisite gemstones; **Saburi Tea Estate**, a premium tea brand; **Cent Bank Home Finance**, providing top-tier financial solutions; **State Bank of India (SBI)**, India's largest public sector bank; and **J&K Bank**, a regional banking giant.

These partnerships reflect Bluebird's ability to deliver customised, high-impact advertising solutions across multiple sectors, **ensuring each brand's unique story is communicated effectively.**





About the Maxposure Limited

Maxposure Limited is a dynamic player in the new-age media and entertainment sector, renowned for its innovative approach and commitment to delivering cutting-edge content. Incorporated in 2006, Maxposure Limited is one of the few companies in India that offers 360-degree services across multiple content distribution platforms; with focus on the travel-aviation sector and has clients across India and the world. The company offers comprehensive solutions through its four business divisions: Inflight Entertainment, Content Marketing, Technology, and Advertising.

Maxposure Limited has been associated with aviation and other industry leaders, including IndiGo, Air India, Gulf Air, Air Arabia, Incredible India, Madhya Pradesh Tourism Board, Ministry of External Affairs, Mercedes Benz, Oberoi Hotels and Resorts, the Taj Group of Hotels, Maruti Suzuki India Limited to name a few. In the inflight space, the company has developed a Wireless Streaming Server ("WMS") known as AeroHub WMS, to stream in-flight content at a much higher speed and lesser cost than traditional inflight screens.

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), Hindustan Petroleum Corporation Limited (HPCL), Kotak Bank, Ministry of Ports, Shipping and Waterways, to name a few.

Thanking You,
Yours faithfully,

SAKSHI
MISHRA

Digitally signed by
SAKSHI MISHRA
Date: 2024.09.23
14:36:17 +05'30'

Sakshi Mishra
Company Secretary & Compliance Officer

