



23rd October, 2026

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.: Neutral Digital helps British Airways reveal its redesigned A380 cabin experience
Digital storytelling studio creates interior cabin visualisations and exterior aircraft visuals for British Airways' A380 reveal



Maxposure Limited

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Neutral Digital, the immersive experience and 3D visualisation arm of Maxposure Limited has helped British Airways bring its redesigned A380 cabin experience to life, creating the interior cabin visualisations used for the reveal, alongside exterior A380 visuals featured in the airline's launch film. British Airways has unveiled a major transformation of its A380 cabin experience, introducing a new passenger experience across every cabin. The new cabin experience features new First suites, an entire upper deck dedicated to Club World, and redesigned World Traveller Plus and World Traveller cabins.

The challenge was to communicate the scale and character of a completely reimagined cabin experience before passengers could experience it onboard.

Working from design and technical information, Neutral Digital's visualisation team brought the new interiors to life with the level of detail and realism required for a global product launch. The imagery captures the materials, finishes, lighting and spatial qualities that define each cabin, allowing audiences to experience the new cabin environment ahead of its entry into service.

The project marks another milestone in Neutral Digital's long-standing collaboration with British Airways, which began in 2019. Since then, Neutral Digital has supported the airline across numerous aircraft and cabin visualisation projects, helping bring new products and passenger experiences to life for global audiences.

This collaboration continues to help audiences see and understand the next chapter of British Airways' A380 experience before the redesigned aircraft enters service.

Ms. Shanika Munasinghe, Head of 3D Visualisation (CGI) Neutral Digital said, *"When an aircraft interior is revealed before passengers can experience it physically, visualisation becomes an important part of how that product is introduced to the world. Our focus was to translate British Airways' design and technical information into imagery that felt authentic to the final cabin, from materials and lighting through to the sense of space. Having worked with British Airways since 2019, we're incredibly proud to support another significant milestone in their passenger experience."*





About Maxposure Limited

Established in 2006, Maxposure Limited is a dynamic player in media and entertainment, delivering cutting-edge content and technology solutions across diverse platforms. Renowned for its comprehensive 360-degree services spanning Experiential Marketing, Content Marketing, Technology and Advertising, Maxposure has been associated with global leaders such as IndiGo, Air India, Gulf Air, Air Arabia, Kenya Airways, Garuda Indonesia, Incredible India, Mercedes Benz and Oberoi Hotels and Resorts. Its proprietary AeroHub Wireless Streaming Server (WMS) exemplifies technological advancement, offering high-speed, cost-efficient inflight content streaming.

About Neutral Digital

Neutral Digital is a visualisation and immersive content studio specialising in aviation CGI, aircraft and cabin visualisation, digital experiences and cinematic storytelling. The studio partners with airlines, airports, brands and cultural institutions to transform design, technical and spatial information into compelling visual narratives.

By the Order of the Board of Directors For Maxposure Limited

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by PRIYA KESARI
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18:22:14 +05'30'

Priya Kesari
Company Secretary and Compliance Officer
ACS 22710

Place: New Delhi

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