

Date: January 28, 2025

National Stock Exchange India Limited
Exchange Plaza, Bandra Kurla Complex
Bandra (West), Mumbai- 400051

NSE Symbol: MAXPOSURE

Dear Sir,

Sub: Maxposure wins the mandate and begins work on strengthening the branding and online presence of the India chapter of the United Nations Population Fund



Maxposure Limited won the tender to enhance the social and digital media brand presence of the United Nations Population Fund (UNFPA) India, and began the work in October 2024. The United Nations Population Fund is a subsidiary organ of the General Assembly of the United Nations (UN), with its headquarters at 605 Third Avenue, New York, USA.

It is an international development agency that works to deliver a world where every pregnancy is wanted, every childbirth is safe, and every young person's potential is fulfilled. UNFPA is the lead UN agency that expands possibilities for women and young people to lead healthy sexual and reproductive lives.

Under this contract, Maxposure acts as the content and branding partner of UNFPA India. Its responsibilities include strategising and shaping UNFPA's communications and strengthening its online presence and brand through innovative social media strategies, content management, and influencer engagement. The purpose of this assignment is to establish UNFPA as a leader in its field, enhance the online presence and visibility of UNFPA India, build a network of influencers to support the organisation's mandate and relevant campaigns, and conduct data analysis and social media listening to develop impactful content and campaigns.

The scope of work also includes content management, performance marketing, page promotions, post boosting,

A decorative graphic consisting of four overlapping triangles in yellow, pink, blue, and green, arranged in a larger triangular shape.

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
maxposuremedia.com

influencer engagement, and follower ad campaigns. Maxposure further focuses on target audience segmentation and analysis, including building personas for specific social media platforms. It highlights key campaigns and events of UNFPA, such as International Women's Day, World Population Day, the State of the World Population Report, UNFPA India @ 50 Years, International Youth Day, and 16 Days of Activism. Additionally, Maxposure conducts performance marketing across platforms to boost content and increase engagement, followers, page traffic, and reach.

About the company

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.

**By Order of the Board of Directors
For Maxposure Limited**

**Sakshi Mishra
Company Secretary & Compliance Officer
(ACS 49605)**

Date: 28.01.2025

Place: Delhi



Maxposure Limited

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