

January 30, 2025

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

NSE Symbol: MAXPOSURE

Dear Sir,

Sub: Bluebird Advertising Drives Transformative Communication for 3 Prestigious Indian Government Organisations through Strategic Newspaper Campaigns

Bluebird Advertising, a Wholly Owned Subsidiary of Maxposure Limited, is proud to announce its recent collaborations with three prestigious government entities -- Food Corporation of India (FCI), Maharashtra Electricity Regulatory Commission (MERC) and the Ministry of Consumer Affairs, Food & Public Distribution.



महाराष्ट्र विद्युत नियामक आयोग

Maharashtra Electricity Regulatory Commission



उपभोक्ता मामले विभाग

DEPARTMENT OF

CONSUMER AFFAIRS

सत्यमेव जयते



As a cornerstone of India's commitment to food security, **FCI, a public sector company**, plays a pivotal role in ensuring the equitable distribution of food grains across the nation. Entrusted with the responsibility of managing FCI's nationwide newspaper campaigns, Bluebird Advertising has designed impactful advertisements that raise awareness about various government programmes, including food procurement processes, storage advancements, and the Public Distribution System (PDS). These campaigns are strategically crafted to inform farmers, traders, and the general public about FCI's policies and achievements, while also promoting transparency and accountability. By placing these advertisements in leading newspapers, Bluebird ensures FCI's messages are communicated effectively across urban and rural audiences, reinforcing trust in the organisation's mission.

As a key regulator of **Maharashtra's expansive energy sector**, **MERC** was established by the State Government and is instrumental in shaping policies, setting tariffs, and promoting energy efficiency. Bluebird Advertising is privileged to partner with MERC in designing newspaper campaigns that provide critical updates to stakeholders, including tariff revisions, public hearing

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notifications, and awareness about energy-saving measures. These advertisements are tailored to engage diverse stakeholders, including industrial players, policymakers, and consumers, ensuring MERC's initiatives reach the right audience. Bluebird's strategic expertise in creating clear, accessible, and visually compelling content helps MERC enhance transparency while reinforcing its leadership in the energy sector.

Dedicated to protecting consumer rights and promoting ethical trade practices, **the Ministry of Consumer Affairs, Food & Public Distribution, Government of India**, has collaborated with Bluebird Advertising to launch a series of powerful promotional newspaper campaigns. These advertisements focus on educating citizens about consumer rights, grievance redressal mechanisms which empowers individuals to make informed decisions. Bluebird's creative approach ensures these campaigns are not only informative but also visually engaging, encouraging active participation from the public. By reaching millions of readers nationwide, these advertisements contribute to building a more aware and responsible consumer base.

Through these impactful collaborations, Bluebird Advertising has solidified its position as a trusted partner for public sector communication. By combining creative storytelling with strategic planning and extensive media outreach, Bluebird ensures that government organisations effectively connect with citizens, building trust and driving engagement at every level.

About Bluebird Advertising

Bluebird Advertising is a full-service marketing and advertising agency that specialises in creative, results-driven campaigns. With expertise across print, digital, and broadcast media, Bluebird helps brands convey their messages in ways that resonate with target audiences and drive business results.

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

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

**Date: 30.01.2025
Place: Delhi**