

October 13, 2026

SIL/FY26-27/CS/129

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| <b>To:</b><br>Listing Compliance<br><b>BSE Limited,</b><br>25 <sup>th</sup> floor,<br>Phiroze Jeejeebhoy Towers,<br>Dalal Street, Fort, Mumbai 400023<br>Stock Code: 544117 | <b>To:</b><br>Listing Compliance<br><b>National Stock Exchange of India Limited</b><br>Exchange Plaza, 5 <sup>th</sup> Floor,<br>Plot No. C/1, 'G' Block,<br>Bandra- Kurla Complex,<br>Bandra East, Mumbai 400 051<br>Symbol: SIGNPOST |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Dear Sir/Madam,

**Sub: Intimation under Regulations 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations") - Award of Exclusive Advertising Rights on Buses Operating under the Premium Bus Service by Chalo Mobility Private Limited ("Chalo Mobility")**

Pursuant to the provisions of Regulation 30 of the SEBI Listing Regulations, it is being informed that the Company has been granted Exclusive Advertising Rights on Buses Operating under the Premium Bus Service by Chalo Mobility. The details pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Master Circular No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026, is enclosed as Annexure A.

This intimation is also being uploaded on the Company's website at [www.signpostindia.com](http://www.signpostindia.com).

Kindly take the above information on record.

Thanking you,

Yours Sincerely,  
**For Signpost India Limited**

KINJAL YATIN  
MISTRY  
Digitally signed by KINJAL YATIN MISTRY  
Date: 2026.10.13 16:18:40 +05'30'

**Kinjal Mistry**  
**Company Secretary & Compliance Officer**

**Encl:** as above



## Annexure A

The details as required under the SEBI Listing Regulations, read with the SEBI Master Circular No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026:

| Sr. No | Particulars                                                                                                                                                                 | Description                                                                                                                    |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|
| 1      | Name of the entity awarding the order(s)/contract(s)                                                                                                                        | Chalo Mobility Private Limited                                                                                                 |
| 2      | Significant terms and conditions of order(s)/contract(s) awarded in brief                                                                                                   | Exclusive Advertising Rights on the Interior and Exterior of CHALO Premium Buses Operating on Key Arterial Roads Across Mumbai |
| 3      | Whether order(s)/contract(s) have been awarded by domestic/international entity                                                                                             | Domestic Entity                                                                                                                |
| 4      | Nature of order(s)/contract(s)                                                                                                                                              | Exclusive Advertisement Rights on Buses of "CHALO", the premium bus service operated in main arterial roads of Mumbai          |
| 5      | Whether domestic or international                                                                                                                                           | Domestic                                                                                                                       |
| 6      | Time period by which the order(s)/contract(s) is to be executed                                                                                                             | 5 years contract                                                                                                               |
| 7      | Broad consideration or size of the order(s)/contract(s)                                                                                                                     | Gross advertising revenue of approx. Rs. 36 crores                                                                             |
| 8      | Whether promoter the group/ promoter/ group companies have any interest in the entity that awarded the order(s)/contract(s)? If yes, nature of interest and details thereof | No                                                                                                                             |
| 9      | Whether the order(s)/contract(s) would fall within related party transactions? If yes, whether the same is done at "arm's length"                                           | Not applicable                                                                                                                 |

