

17th October 2024

The Manager – Listing Department
National Stock Exchange of India Limited,
“Exchange Plaza”, 5th Floor,
Plot No. C/1, G Block,
Bandra-Kurla Complex,
Bandra (East), Mumbai – 400 051.

Symbol: VERTOZ

Series: EQ

Sub: Press Release in connection with the appointment of Senior Management Personnel

Dear Sir/Madam,

Pursuant to Regulation 30 read with Schedule III of SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015 ("SEBI Listing Regulations"), we wish to inform you that the Company has appointed two key industry leaders as Senior Management Personnel.

The details of the personnel are as follows:

- Mr. Shashank Verma: Head of Sales of Vertoz Limited.
- Ms. Sudha Wadhwa: National Head of Business Growth

Please find enclosed a copy of the Press Release on **“AI-Powered MadTech & CloudTech, Vertoz Strengthens its Media Representation Business with Strategic Hires - Shashank Verma & Sudha Wadhwa”**.

The on the website of the Company at the URL <https://www.vertoz.com/ir/press-release/>.

This is for your information and records.

Thanking you,

Yours Faithfully,

**On behalf of Board of Directors
For Vertoz Limited
(Formerly known as Vertoz Advertising Limited)**

**Zill Shah
Company Secretary & Compliance Officer
M. No.: A51707
Encl: A/a**





AI-Powered MadTech & CloudTech, Vertoz Strengthens its Media Representation Business with Strategic Hires - Shashank Verma & Sudha Wadhwa

17th October 2024: Vertoz Limited (NSE: VERTOZ), an AI-powered Madtech and CloudTech Platform announces the appointment of two key industry leaders as part of its strategy to strengthen its leadership team and enhance media representation business growth. Both executives will be based out of Vertoz's Delhi NCR offices.



Shashank Verma, a seasoned professional with over 14 years of experience across key sectors including Media Publishing, Internet, and Banking, has joined Vertoz as **Head of Sales**. Shashank is recognized for his leadership in digital media trading, ad space selling, Google AdSense, affiliate marketing, and audience targeting. His 11+ year tenure at **The Indian Express** Digital saw him build the International, Network, and Education verticals from the ground up, fostering growth and innovation.

At **Vertoz**, Shashank will oversee sales initiatives across International, Domestic, Education, Healthcare, and Government sectors, leveraging his expertise to drive growth and enhance monetization strategies for digital publishers, further strengthening Vertoz's position in the MadTech industry.



Sudha Wadhwa, appointed as **National Head of Business Growth**. With over 16+ years of experience in business and revenue growth, Sudha is known for her proficiency in managing both agency and client partnerships, data monetization, and targeted audience segmentation. Her career, spanning from print to AI-driven digital media, has equipped her with an in-depth understanding of the digital ecosystem.

In her role at **Vertoz**, Sudha will be focusing on driving business growth through innovative digital marketing strategies by enhancing brand visibility and increasing revenue through strategic marketing communications and media advertising. Sudha's leadership in implementing innovative marketing strategies has already driven significant growth, increasing brand visibility and revenue at Vertoz. Her previous roles at **Bobble AI** and **KeyPoint Technologies** have further honed her ability to drive successful business outcomes, making her a key asset in Vertoz's ongoing expansion efforts.

Commenting on this development, **Hiren Shah, Founder of Vertoz** said,

“We are delighted to welcome Sudha Wadhwa and Shashank Verma to the Vertoz team. Their combined industry experience and deep expertise will be instrumental in propelling our growth and expanding our market reach. With their leadership, we are confident that Vertoz will continue to strengthen its representation business and deliver advanced AI-powered solutions to our clients.

These strategic hires are a significant step in our journey to further scale the business and meet the evolving needs of our customers. Their contributions will enhance our customer engagement and drive sustainable growth in the digital advertising landscape.”

Company Overview

Vertoz is an AI-powered MadTech and CloudTech platform, offering Digital Advertising, Marketing, Media and Monetization (MadTech), and Digital Identity and Cloud Infrastructure (CloudTech) catering to Businesses, Digital Marketers, Advertising Agencies, Digital Publishers, Cloud Providers, and Technology companies.

For more details please visit: <https://www.vertoz.com/>

For further information please contact:

**Vertoz Limited
(Formerly known as Vertoz Advertising Limited)**

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Note: *Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Further, past performance is not necessarily indicative of future results. Given these risks, uncertainties and other risk factors, viewers are cautioned not to place undue reliance on these forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.*