

September 30, 2026

To,
The Manager,
Listing Compliance Department,
National Stock Exchange of India Limited,
Exchange Plaza, Bandra Kurla Complex,
Bandra East, Mumbai – 400051, Maharashtra, India

Company Symbol: YAAP

ISIN: INE0U0J01015

Subject: Press Release for Press Release regarding YAAP Digital winning Social Media Mandate for Narayana Health's Hospital Units.

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a copy of Press Release in relation to **“YAAP Digital Bags Social Media Mandate for Narayana Health's Hospital Units, Spanning Five Regional Clusters.”**

The above information is being submitted for the information of the shareholders and stakeholders of the Company.

Kindly take the same on record.

Thanking You,
Yours Faithfully,

**For Yaap Digital Limited
(Formerly known as Yaap Digital Private Limited)**

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KAR TIWARI

Digitally signed by
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SHIVSHANKAR TIWARI
Date: 2026.09.30
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**Shivani Shivshankar Tiwari
Company Secretary & Compliance Officer
Membership No.: A54854**

Encl: as above



YAAP Digital Bags Social Media Mandate for Narayana Health's Hospital Units, Spanning Five Regional Clusters

The engagement marks a new addition to YAAP Digital's growing healthcare marketing portfolio

National- September 30, 2026: Yaap Digital Limited (NSE: YAAP | INE0U0J01015), a listed digital marketing agency with a decade of experience, has been onboarded for the social media mandate of Narayana Health hospital units in the North, East, West, South and Central regions. The mandate includes social media strategy, content development, creative execution, local storytelling, platform management and ongoing engagement, covering multiple hospital units and regional social media handles.

This win adds to YAAP Digital's presence in the healthcare space and reflects its experience managing large, geographically spread social media accounts. Given how much patient communities and cultural context vary across the country, the focus will be on storytelling that stays rooted in the identity of each individual hospital unit.



On the partnership, Mr. Abhishek Misra, Country Head – Brand & Marketing, Narayana Health, said, *"Our hospital units are deeply embedded in the communities they serve, and their social media presence needs to reflect that local context and relevance. Even as we maintain a consistent brand experience across the network, each unit engages with its audience differently. YAAP brings strong local storytelling capability and the ability to operate at scale across our unit pages, and we look forward to strengthening that connect."*



Manan Kapur, Sr Partner at YAAP Digital, said, *"Narayana Health is an iconic institution with a powerful legacy in making quality healthcare accessible. We're excited to partner with them and bring together creativity, technology and regional insights to build meaningful engagement at the community level. The opportunity here is to make their social media presence in these five regional clusters as impactful and trusted as the brand itself."*

Over the years, YAAP Digital has built expertise across digital strategy, performance marketing, social media and creative solutions, partnering with leading brands across categories.

As part of the mandate, YAAP will work closely with Narayana Health's hospital units to shape a social media approach suited to each cluster, helping hospitals across regions connect more meaningfully with their communities.

About Yaap Digital Limited

Yaap Digital Limited (“YAAP” or “the Company”) is a digital marketing, content, and technology services company focused on helping brands build meaningful connections with today’s digital-first consumers. Through an integrated approach that combines creative storytelling, data-driven insights, and AI-powered marketing technologies, the Company delivers a comprehensive suite of solutions spanning influencer marketing, content creation, performance marketing, UI/UX design, media buying, and marketing analytics.

Operating under the “YAAP” brand across India, the United Arab Emirates, and Singapore, the Company, along with its wholly owned subsidiaries, has established a strong regional presence. Backed by a team of over 100 professionals and nearly a decade of execution experience, YAAP has successfully delivered marketing campaigns across diverse sectors, including financial services, consumer goods, tourism, automotive, technology, healthcare, and government projects.

The company got listed on NSE Emerge in March, 2026.

Disclaimer

Certain statements in this document that are not historical facts are forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant 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.

For Further Information Please Contact:

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