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Date: October 28, 2025

To,

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

SYMBOL: CUDML
ISIN: INE0WL201014

Subject: Intimation regarding receipt of Outdoor Media Order under IMW Campaign 2025

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that Cash Ur Drive Marketing Limited (“the Company”) has received an Outdoor Media Order valued at approximately ₹2.43 Crore (Rupees Two Crore Forty-Three Lakh only) under the IMW Campaign 2025.

The said mandate entails execution of outdoor media campaigns across multiple cities in India. The Company shall manage the coordination, installation, maintenance, and monitoring of all campaign materials in line with the approved plans and timelines.

This order further reinforces CASHurDRIVE’s strong execution capabilities and its position as one of India’s most diversified and trusted transit and outdoor media companies.

The management believes that this new mandate will contribute meaningfully to the Company’s growth momentum, strengthen client relationships, and enhance shareholder confidence through consistent delivery and business expansion.

The disclosure is being made in accordance with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-2/P/CIR/2024/104 dated November 11, 2024 (Master Circular on Disclosure Requirements).

This is for your information and records.

For Cash Ur Drive Marketing Limited

Gagan Mahajan
Compliance Officer & Company Secretary
Membership No. A34028

CASHurDRIVE MARKETING LIMITED

(formerly known as CASHurDRIVE Marketing Private Limited)

Registered Office : 4th Floor, SCO 0032, Sector 17C, Chandigarh G.P.O., Chandigarh, India - 160017

CORPORATE OFFICE : 1103-1104, 11th Floor, World Trade Tower, Noida, U.P. - 201301

CIN : L74999CH2009PLC031677 | Email ID : account@cashurdrive.com | Contact : 0172 - 4667699

Annexure 1

Details required under the Listing Regulations read with SEBI Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024

Sr. No.	Particulars	Details
a)	Name of the entity awarding the order(s)/contract(s)	Pragyan Impact Solutions Private Limited
b)	Significant terms and conditions of the order(s)/contract(s)	Execution of outdoor media campaign across multiple Indian cities, including coordination, installation, maintenance, and monitoring of campaign materials as per approved plans and timelines.
c)	Whether order(s)/contract(s) have been awarded by domestic/international entity	Domestic
d)	Nature of order(s)/contract(s)	Outdoor advertising and campaign execution services
e)	Whether domestic or international	Domestic execution across multiple Indian cities
f)	Time period by which the order(s)/contract(s) is to be executed	30 days
g)	Broad consideration or size of the order(s)/contract(s)	Potential Revenue from this contract will be Approx. ₹2.43 Crore (Rupees Two Crores Forty-Three Lacs only)
h)	Whether the promoter/promoter group/group companies have any interest in the entity that awarded the order(s)/contract(s)? If yes, nature of interest and details thereof	No
i)	Whether the order(s)/contract(s) would fall within related party transactions? If yes, whether the same is done at "arm's length"	No

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MEDIA RELEASE

CASHurDRIVE Marketing Limited Bags Outdoor Media Project Worth ₹2.43 Crore

Pan-India Rollout Planned Under IMW Campaign 2025

New Delhi – October 27, 2025 | CASHurDRIVE Marketing Limited (NSE: CUDML), CASHurDRIVE Marketing Limited, a leading integrated outdoor and transit advertising company headquartered in Chandigarh, specializing in innovative branding solutions across airports, metros, railways and road networks, is pleased to announce that it has received **Order worth ₹2.43 Crore**. The order entails the **execution of outdoor media** under the **IMW Campaign 2025** across multiple cities in India.

Under this campaign, CASHurDRIVE will manage the execution of outdoor advertising at designated locations. The company will also oversee coordination, installation, maintenance and monitoring of all campaign materials in line with approved plans and timelines.

These wins reinforce CASHurDRIVE's strong execution capabilities and its position as one of India's most diversified and trusted transit media companies.

Commenting on the development, Mr. Raghu Khanna, Managing Director of CASHurDRIVE Marketing Limited, said:

"We are delighted to have been entrusted with this prestigious assignment. This order is a reflection of the confidence our clients place in Company's execution excellence, Pan-India network, and consistent delivery standards."

Over the years, we have built a strong reputation for offering end-to-end transit and outdoor media solutions that combine creativity with precision-driven implementation. The IMW Campaign 2025 gives us another opportunity to showcase our capabilities in managing large-scale, multi-city campaigns with superior quality and efficiency."

Our focus remains on strengthening partnerships, expanding our operational footprint, and driving innovation across all our media formats. We look forward to ensuring a smooth and impactful execution of this campaign, aligned with our client's brand vision."

Company Overview:

CASHurDRIVE Marketing Limited, incorporated in July 2009, is a growing outdoor and transit advertising company headquartered in India.

The Company offers a wide range of out-of-home (OOH) advertising solutions with a special focus on vehicle wrap advertising (i.e. transforming vehicles into mobile billboards), transit media, outdoor hoardings, digital wall paintings and integrated 360° brand campaigns across multiple cities. With a presence in major urban centres and key state markets, the Company leverages its operational network and creative infrastructure to serve a diverse client base across sectors.

CASHurDRIVE places a strong emphasis on operational efficiency, creative differentiation and technology-enabled execution to maintain high standards in campaign delivery and client service. As it expands further, the Company aims to capitalize on growth in transit and outdoor advertising, deepen relationships with marquee clients and continue evolving its media offerings to capture new geographies and categories.

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