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To

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

Symbol: CUDML

ISIN: INE0WL201014

Subject: Disclosure pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby submit the enclosed Press Release titled “**Cash Ur Drive Bags Multi-Segment Media Orders, Strengthening Footprint in Transit and Public Utility Advertising**” issued by the Company, the content of which is self-explanatory.

Kindly take the same on record.

Thanking You,

For **Cash Ur Drive Marketing Limited**
(formerly known as Cash Ur Drive Marketing Private 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

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Cash Ur Drive Bags Multi-Segment Media Orders, Strengthening Footprint in Transit and Public Utility Advertising

Noida, April 29, 2026: Cash Ur Drive Marketing Limited (NSE: CUDML | INEOWL201014), one of India's fast-growing transits and out-of-home media companies, is pleased to announce the securing of new advertising orders aggregating to approximately **₹5.43 crore** (Inclusive of applicable taxes), reinforcing its growing market presence and execution capabilities across high-impact transit and public utility media platforms.

The newly secured mandates comprise a **large-scale transit media campaign across autos and buses, along with multiple government and traditional OOH advertising deployments spanning strategic locations across multiple cities, including high-footfall urban transit corridors and key city clusters.** These orders further expand the Company's presence across transit branding, public utility media, EV mobility advertising, and city-wide outdoor activation platforms, while strengthening its foothold in institutional and mobility-led advertising segments.

Backed by urban mobility expansion, rising advertiser preference for high-visibility media formats, and an expanding addressable market, Cash Ur Drive remains well-positioned to capitalize on sectoral tailwinds through its scalable network, diversified media inventory, and execution-led business model.

Commenting on the order win, Mr. Raghu Khanna, Chairman & Managing Director of Cash Ur Drive Marketing Limited, said: *"These orders reflect continued demand for our transit and public utility media offerings and strengthen our visibility across key urban markets. We remain focused on scaling our media inventory and delivering consistent value to clients and shareholders."*

About Cash Ur Drive Marketing Limited

Founded in 2009, **Cash Ur Drive Marketing Limited** ("CUD" or "the Company") is one of India's fastest-growing out-of-home and transit media companies, pioneering sustainable and technology-driven advertising solutions. With a strong presence across major cities, CUD integrates transit, digital, outdoor, and green media assets to deliver impactful visibility for leading brands. The Company's focus on innovation, exclusive media rights, and expansion into EV charging station advertising has positioned it as a new-age leader in the evolving media landscape. Guided by a vision to make advertising more effective, eco-friendly, and inclusive, CUD continues to redefine how brands connect with audiences on the move.

For FY25, the Company reported a Total Income of ₹139.32 crore, EBITDA of ₹20.67 crore, and Net Profit of ₹17.68 crore.

The company got listed on NSE Emerge in August, 2025.

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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