




CASHurDRIVE

**Cash Ur Drive Marketing Limited**

H2 FY26 Investor Presentation

**MONETIZING NEW AGE INFRASTRUCTURE**



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# H2 & 12M FY26 Financial Highlights - Standalone

## H2 FY26

**₹113.41 Cr**  
Total Income   
**45.89%**  
YoY Growth

**₹20.02 Cr**  
EBITDA   
**86.14%**  
YoY Growth

**18.41%**  
EBITDA Margin   
**419 Bps**  
YoY Growth

**₹18.52 Cr**  
Net Profit   
**94.50%**  
YoY Growth

**16.33%**  
Net Profit Margin   
**408 Bps**  
YoY Growth

## FY26

**₹192 Cr**  
Total Income   
**35.12%**  
YoY Growth

**₹33.58 Cr**  
EBITDA   
**59.26%**  
YoY Growth

**17.99%**  
EBITDA Margin   
**286 Bps**  
YoY Growth

**₹29.40 Cr**  
Net Profit   
**64.86%**  
YoY Growth

**15.28%**  
Net Profit Margin   
**276 Bps**  
YoY Growth



# H2 & 12M FY26 Profit & Loss Statement - Standalone



CASHurDRIVE

All Figures In ₹ Cr & Margin In %)

Particulars	H2 FY26	H2 FY25	Y-o-Y	FY26	FY25	Y-o-Y
Net Sales	108.79	75.70		186.67	139.32	
Other Income	4.62	2.04		5.71	3.05	
<b>Total Income</b>	<b>113.41</b>	<b>77.74</b>	<b>45.89%</b>	<b>192.38</b>	<b>142.37</b>	<b>35.12%</b>
Expenses						
Cost of Services/Goods	78.5416	55.5419		135.57	102.24	
Employee Benefit Expenses	5.58	4.78		10.58	9.15	
Other Expenses	4.65	4.62		6.94	6.85	
Total Expenditure	88.77	64.94		153.09	118.24	
<b>EBIDTA</b>	<b>20.02</b>	<b>10.76</b>	<b>86.14%</b>	<b>33.58</b>	<b>21.08</b>	<b>59.26%</b>
<b>EBIDTA(%)</b>	<b>18.41%</b>	<b>14.21%</b>	<b>419.46 Bps</b>	<b>17.99%</b>	<b>15.13%</b>	<b>285.53 Bps</b>
Interest	0.09	0.12		0.12	0.13	
Depreciation	0.14	0.10		0.21	0.19	
PBT	24.42	12.58		38.96	23.81	
TAX Expense (Including Deferred Tax)	5.90	3.06		9.56	5.97	
<b>Net Profit</b>	<b>18.52</b>	<b>9.52</b>	<b>94.50%</b>	<b>29.40</b>	<b>17.83</b>	<b>64.86%</b>
Reported Net Profit	18.52	9.52		29.40	17.83	
Other Comprehensive Income	0.00	0.00		0.00	0.00	
<b>Total Comprehensive Income</b>	<b>18.52</b>	<b>9.52</b>		<b>29.40</b>	<b>17.83</b>	
<b>NPM(%)</b>	<b>16.33%</b>	<b>12.25%</b>	<b>408.08 Bps</b>	<b>15.28%</b>	<b>12.53%</b>	<b>275.61 Bps</b>
Diluted EPS(₹)	13.38	7.63	75.36%	21.24	14.28	48.74%



*"FY26 has been a transformational year for Cash Ur Drive, marked by strong financial performance, strategic expansion, and the successful execution of our long-term growth vision. Our ability to deliver healthy growth in Total Income, EBITDA and Profit reflects the strength of our business model, the increasing relevance of transit and outdoor media, and our disciplined focus on profitable growth. The expansion in margins demonstrates the scalability of our platform and our commitment to driving operating efficiencies while continuing to invest for the future.*

*FY26 was also a landmark year in our corporate journey as we successfully got listed on the NSE Emerge platform in August 2025, enhancing our visibility and providing a strong foundation for our next phase of growth. Alongside this milestone, we took significant strategic steps to expand beyond traditional transit media by establishing a presence in the urban mobility and EV infrastructure ecosystem. Our investment in Kolkata Call Taxi Private Limited, strategic stake acquisition in Charj Karo Greentech Mobility Private Limited, and the award of a 10-year EV charging infrastructure concession in Rishikesh collectively create a strong foundation for recurring, asset-linked and long-duration revenue streams.*

*As we enter FY27, we remain highly optimistic about the opportunities ahead. Rising urbanization, growing adoption of EVs, increasing demand for innovative advertising solutions, and our expanding portfolio of media rights and infrastructure assets provide significant headroom for growth. With a stronger platform, enhanced market presence following our successful listing, and sustained business momentum, we believe Cash Ur Drive is well positioned to accelerate value creation and build a scalable, future-ready enterprise capable of delivering long-term growth for all stakeholders."*

**- Mr. Raghu Khanna**  
Chairman & Managing Director

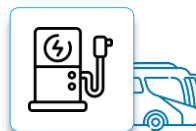


# Recent Strategic Expansion & Order Wins



## Urban Mobility Platform

~19.06% stake acquired in Kolkata Call Taxi Private Limited from Mega Cabs Private Limited.



## EV Charging Platform

50% stake in Charj Karo Greentech Mobility Private Limited with advertising rights across its EV charging network.



## EV Infrastructure Concession

10-year DBFOM concession from Nagar Nigam Rishikesh for 10 EV charging stations with advertising rights.



Expanding from Transit Media into Mobility Platforms and EV Infrastructure, Strengthening Long-tenure and Asset-linked Revenue Streams.



# Building India's largest Mobility Media Infrastructure Platform



**Cash Ur Drive Marketing Limited** is a mobility-led media infrastructure company enabling brands to access high-frequency urban audiences through scalable, asset-light monetization of transit and public infrastructure. The company operates across a diversified portfolio of media assets, including cabs, buses, EV charging stations, and digital outdoor formats, anchored by exclusive media rights and long-term strategic partnerships.

With a pan-India presence, the platform delivers integrated, multi-city campaign execution for marquee clients, supported by in-house capabilities across media planning, creative, and execution. Its dual-engine model combining controlled, high-margin exclusive inventory and scalable trade media provides both operating leverage and revenue diversification.

Strategically positioned at the convergence of urban mobility, digital out-of-home, and EV infrastructure, the company is building a differentiated, technology-enabled media network with strong visibility on scalable growth, improving asset monetization, and sustained margin expansion.

The Company got listed on NSE Emerge in August 2025.





# Scale & Performance at a Glance



## Corporate & Operating Scale

- 17+ Years Of Expertise
- 5,000+ Campaigns
- 2,000+ Clients Served
- 25+ Cities



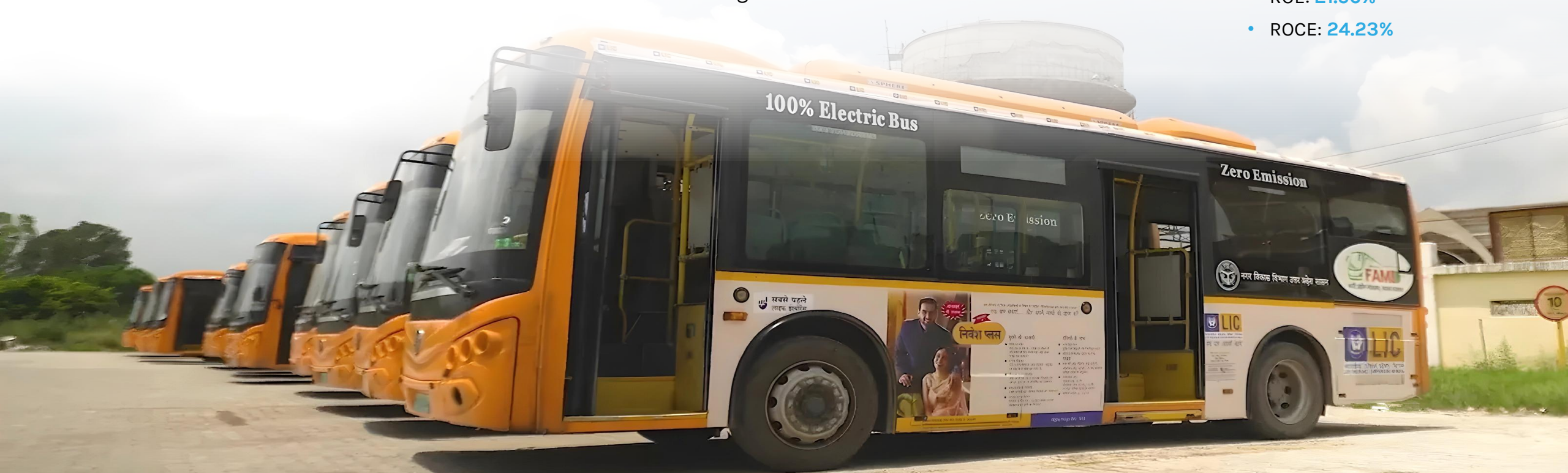
## Media Asset Footprint

- 1 Million+ Cabs
- 1,900+ Buses
- 498+ EV Charging Stations
- 354+ Public Bicycle Shelters
- 95+ Digital OOH Screens



## Financial Strength: FY26

- Total Income: ₹192.38 Crore
- EBITDA Margin: 17.99%
- PAT Margin: 15.28%
- ROE: 21.56%
- ROCE: 24.23%





## Industry Recognition & Capital Markets

- **2024** – BW Retail World Awards – Campaigns: Netflix (Archies), M&S
- **2025** – BW Merit Awards – Campaigns: CharjKaro, Zoho
- **2025** – OOHwards – Campaign: McDonald's
- **2025** – Listed on NSE Emerge; ₹60.79 crore raised
  - Pune city bus advertising LOA
  - Kumbh 2025 & IPL partnerships



## Sustainability-led Expansion

- **2021** – Entry into EV charging station advertising via Charjaro
- **2022** – Partnerships with Greencell & Olectra across **1,000+** electric buses



## Credibility & Category Presence

- **2016** – DAVP accreditation for government advertising
- **2020** – World's first exclusive Uber on-cab advertising partnership (India)



## Foundation & Early Scale

- **2009** – Incorporated as CASHurDRIVE Marketing Pvt. Ltd.
- **2011** – Exclusive transit media partnerships with Easy, Mega & Meru Cabs





# Business Model: Asset-Light, Transit-Led Media Monetization Platform



## Asset Aggregation (Supply Side)

- Exclusive / Semi-exclusive Rights Across **Cabs, Buses, EV Charging, OOH**
- Partnerships With **Fleet Operators, Municipalities, EV Infra Players**



## Inventory Creation

- Converts Mobility Assets Into **Advertising Inventory**
- Formats: **Transit | EV | OOH | DOOH**
- Bundled For **Multi-city Campaigns**



## Client Acquisition & Execution

- Direct Engagement With Brands & Enterprises
- End-to-end: **Strategy | Creative | Planning | Execution | Monitoring**



## Dual Revenue Engine

- **Exclusive Media:** Controlled Inventory, Long-term, Higher Margin
- **Trade Media:** Third-party Aggregation, Scalable



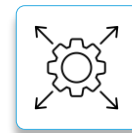
## Technology Layer

- **AI-driven** Planning & Route Optimization
- Data-led Targeting: **Traffic, Dwell Time, Heatmaps**
- **ROI Tracking & Performance Measurement**



## Revenue Drivers

- Campaign-based Pricing (**Duration + Asset + Geography**)
- Higher **Exclusive Mix** → **Margin Expansion**
- Improved **Utilization & Yield Per Asset**



## Scalability Levers

- Asset-light → **No Heavy Capex**
- Expansion via **PPP & Fleet Partnerships**
- Growth Aligned with **EV + Urban Mobility**

Scalable, Asset-light Model Monetizing High-frequency Urban Mobility Assets Through Exclusive Media Rights And Technology-led Execution.



# Integrated Media Solutions Across Transit, Outdoor, Digital & EV Ecosystems



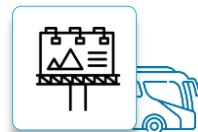
## Transit Media

- Bus
- Electric Bus
- Cab
- Metro Train



## EV Charging Media

- Ev Charging Stations
- Media Formats Integrated within Charging Infrastructure



## Outdoor Advertising

- Billboards
- Bus Shelters
- Public Bicycle Shelters
- Wall Paintings



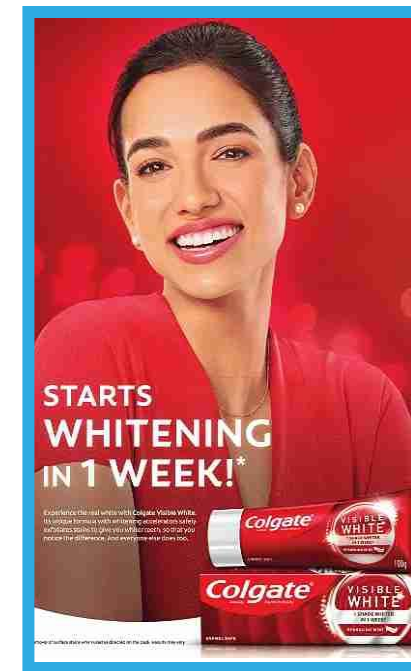
## Digital OOH (DOOH)

- LED Screens
- Vertical Pods
- Digital Transit Displays



## Print & Broadcast Media

- Newspaper Advertising
- Television Advertising





## Focused Transit-led Market Positioning

- Focus on **transit and mobility-led media (buses, EV fleets, charging infra)**
- Targets **high-frequency, on-the-move audience (~80% time spent on road)**



## Asset-light, Scalable Model

- No capex-heavy ownership; operates via **media rights & partnerships**
- Rapid scale through **PPP models and fleet partnerships**
- Enables **multi-city expansion without infrastructure investment**



## Dual Revenue Engine

- **Exclusive Media** → Higher margin, controlled inventory
- **Trade Media** → Scalable, full-service client offering
- Provides **end-to-end, one-stop media solution Pan India**



## Client Acquisition Strategy

- Focus on **large brands requiring multi-city execution**
- Direct client engagement reducing dependency on agencies
- Strong presence across **25+ cities enabling national campaigns**



## Technology-led Differentiation

- AI-driven **media planning & ROI tracking**
- Data-led **campaign optimization (route, visibility, heatmaps)**

Building a Scalable, Asset-light Transit Media Platform by Combining Exclusive Inventory, Multi-city Reach, and Technology-led Execution.



# Strategic Ecosystem Partnerships & Strong Client Portfolio

## Media And Transit Partner

### Multimedia



### Transit



### OOH



Municipal Corporation of Delhi



## Marquee Clients



Serving 100+ Clients Across 25+ Cities, Backed By An Extensive Pan-India Network



# Operational EV Infrastructure Footprint

## Key Charging Stations Across 6 Cities

**Delhi**  
456 EV Charging Stations

**Chandigarh**  
15 EV Charging Stations  
19 Battery Swapping Stations

**Dehradun**  
7 EV Charging Stations

**Agra**  
3 EV Charging Stations

**Rishikesh**  
10 EV Charging Stations

**Kashipur**  
10 EV Charging Stations



Delhi



Chandigarh



Dehradun



Agra



Rishikesh



RedBus (Primo)



FLIXBUS



Uber



Uber



Uber



Pimpri-Chinchwad  
Flipkart



McDonald's



UNI QLO



Ikea



# Marque Project Highlights



Center Fruit



McDonald's



Ikea



HAPPYDENT



Uber



Uber

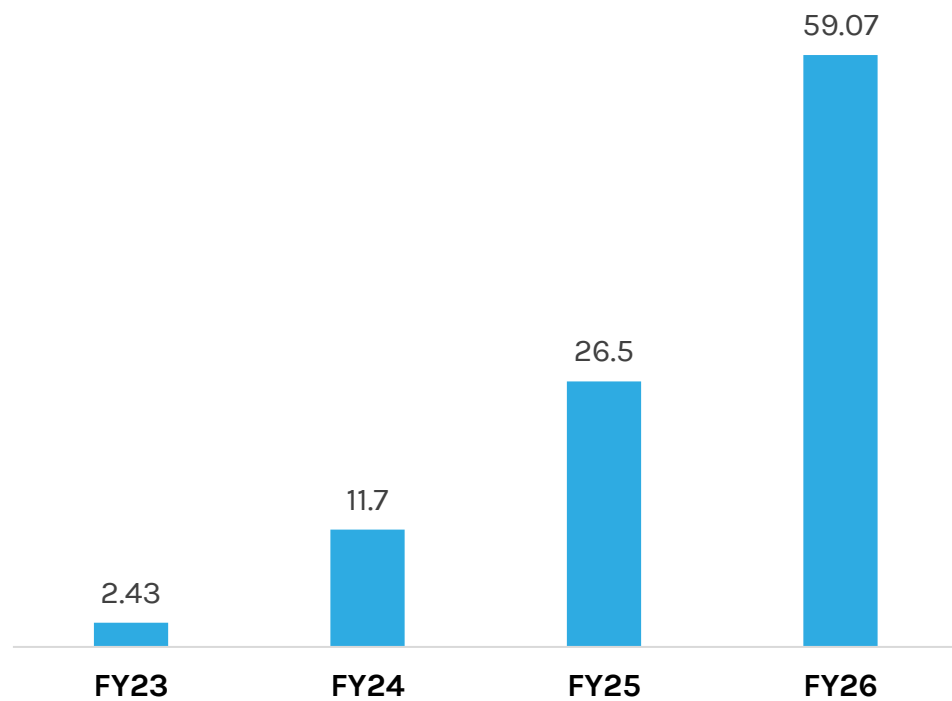


# Balanced Revenue Model: Exclusive and Trade Media

## Exclusive Media (Secured / Contracted Inventory)

Direct | Controlled | Long-Term Campaigns

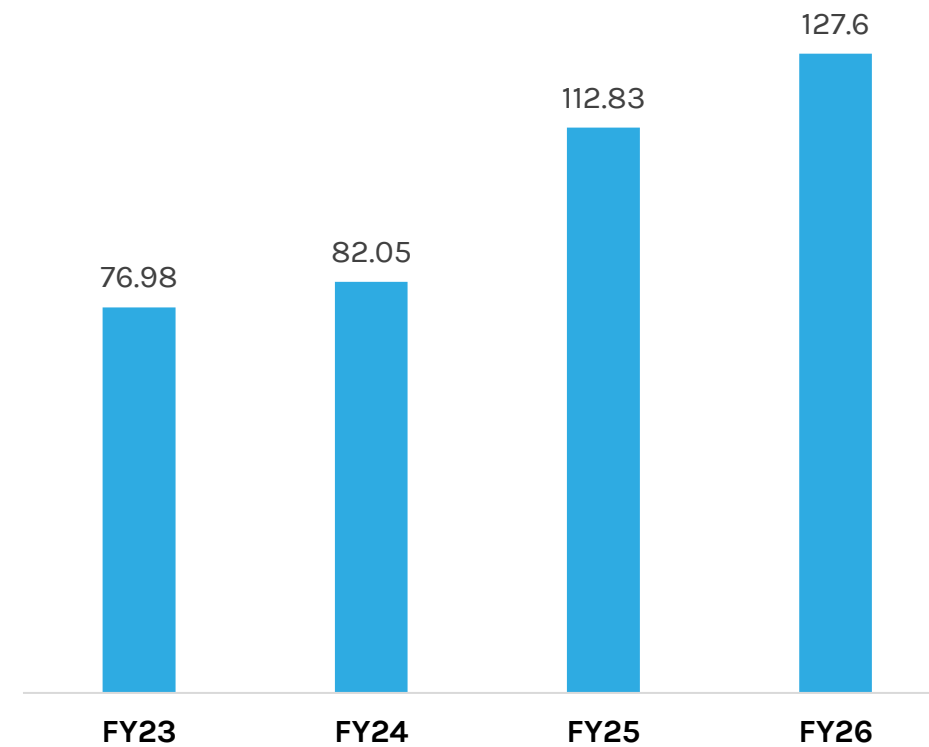
Revenue Contribution  
(In Cr)



## Trade Media (Third-Party Inventory Procurement)

External | Flexible | Short-Term Campaigns

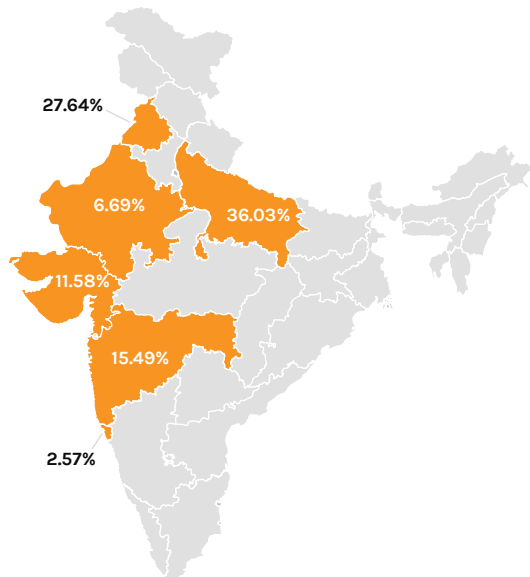
Revenue Contribution  
(In Cr)



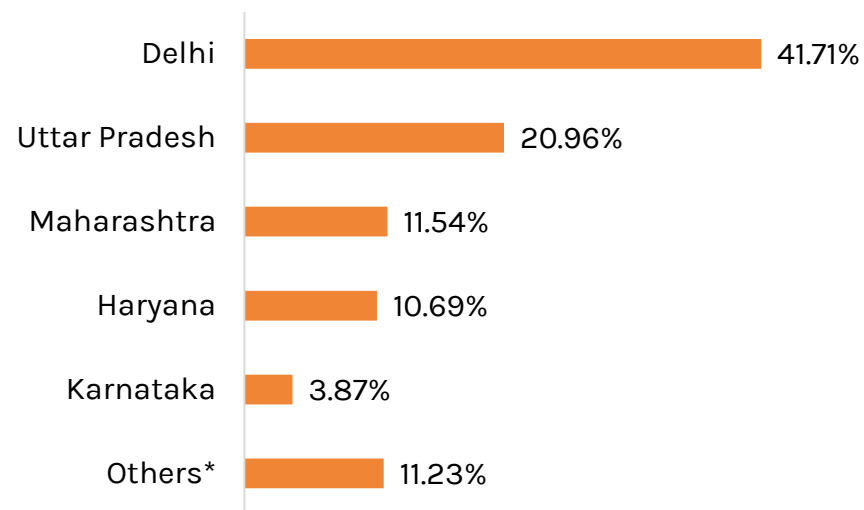


# Strong Presence Across High-Density Transit Markets

### FY26 State-wise Fleet (In %)

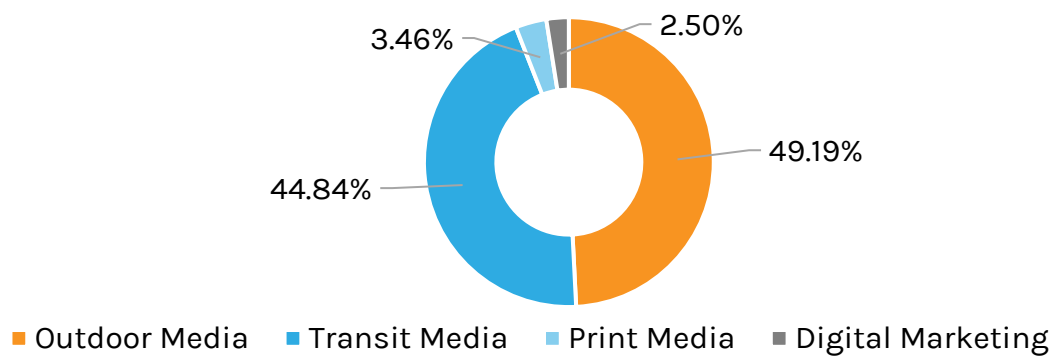


### FY26 Stat-wise Revenue Contribution (In %)

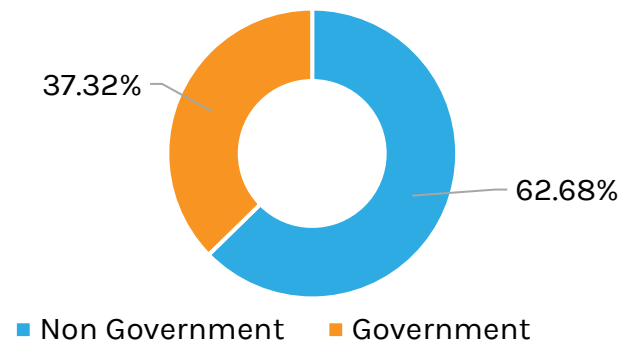


*\*Others include Gujarat, Madhya Pradesh, Chandigarh, West Bengal, Tamil Nadu, Assam, Rajasthan, Bihar, Chhattisgarh, Punjab, Telangana, Odisha, Himachal Pradesh, Andhra Pradesh, Uttarakhand, Puducherry, Meghalaya, Goa and Jharkhand*

### FY26 Segment-wise Revenue Mix (In %)



### FY26 Sector-wise Revenue Mix (In %)



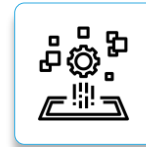


# Favorable Industry Tailwinds Driving Growth in Transit and OOH Media



## OOH Media Growth

- OOH advertising growing at **~10%**, driven by rising mobility and premium urban locations
- Growth led by **transit formats, billboards, and high-footfall corridors**



## Digital OOH (DOOH) Scaling

- DOOH revenues growing at **~78% YoY**
- Contributes **~12% of total OOH revenues**
- Increasing adoption of **LED screens and data-led formats**



## Advertising Market Expansion

- Indian advertising industry growing at **~8% annually**
- Supported by **urban consumption and brand-led demand across sectors**



## Structural Shift in Media Mix

- Digital advertising growing at **15–20% annually (global trend)**
- Increasing integration of **digital and physical (OOH) media formats**

Growth in mobility and digital formats is expanding high-visibility, scalable advertising opportunities across urban India.



# EV Ecosystem Creating a High-Growth, High-Visibility Media Opportunity



## Rapid Expansion of EV Ecosystem

- EV penetration expected to grow from ~5% to 40%+ by 2030 (Bain)
- EV ecosystem projected to generate \$100+ billion opportunity (Bain)



## Charging Infrastructure Scale-Up

- Target to deploy 72,000 fast chargers across India (Economic Times)
- Significant expansion in public charging infrastructure to support EV adoption



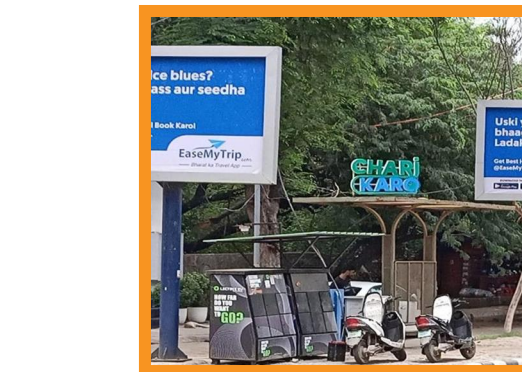
## Infrastructure-Led Advertising Opportunity

- Charging stations emerging as high-dwell, repeat-visibility locations
- Increasing integration of media with EV, transit, and urban infrastructure
- Strong relevance across electric buses, fleets, and mobility networks



## Commercial & Fleet Electrification

- EV adoption accelerating across buses, fleets, and logistics segments
- Charging infrastructure becoming critical to urban mobility ecosystems



EV infrastructure is creating a new layer of high-visibility, long-tenure advertising inventory aligned with urban mobility growth.



## Scale-Up of Exclusive Media

- Increase share of exclusive media (higher-margin segment)
- Targeting ~50% revenue mix over next 3-5 years
- Focus on long-term contracts (3-5 years) for revenue visibility



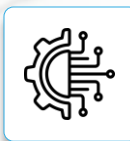
## Expansion Across Transit Infrastructure

- Expansion into new geographies (South India, Tier 2 & Tier 3 cities)
- Increasing presence across buses, EV fleets, metros, and public transport networks
- Expanding into new transit formats (metros, trains, airports)



## EV & Green Media Integration

- Scaling EV buses, EV charging stations, and green mobility media
- EV media already contributing ~22% within exclusive segment



## Technology & In-House Integration

- Expand deployment of AI-driven media planning and ROI tracking
- Setting up in-house printing facility (~₹6 Cr investment)

Targeting 30-35% growth trajectory supported by new media, geographies, and infrastructure expansion



## Risk

- Dependence on Key Partnerships & Contracts
- Client Concentration & Demand Volatility
- Working Capital Intensity & Receivables Risk
- Asset Utilization & Yield Risk
- Regulatory & Compliance Risk
- Execution & Operational Risk
- Technology & Data Reliability Risk
- Market Competition & Pricing Pressure
- Emerging EV Ecosystem Risk

## Mitigation

- Long-term agreements with fleet operators, municipalities & EV partners; diversified partner base to reduce concentration risk
- Broad client base across industries; focus on multi-city campaigns and repeat business; increasing direct client engagement
- Defined credit policies; active monitoring of debtor cycles; balanced mix of exclusive & trade media to optimize cash flows
- Centralized inventory planning; focus on improving fill rates and yield per asset; dynamic campaign allocation across assets
- Adherence to municipal and transport regulations; strong internal controls; continuous monitoring of policy changes
- Standardized processes for campaign execution; on-ground monitoring systems; experienced operations team
- Deployment of AI-driven tools; data validation frameworks; continuous investment in tech infrastructure
- Differentiation through exclusive media rights, pan-India scale, and EV-led inventory; integrated service offerings
- Early mover advantage in EV media; strategic partnerships; phased and scalable expansion approach

Proactive Identification and Mitigation of Risks to Ensure Stability, Scalability, and Long-term Value Creation.



# Board of Directors with Strong Governance & Strategic Oversight



**Mr. Raghu Khanna**  
Chairman & Managing Director  
15+ Years of Experience

## Category Creator | First-mover vision | Media Innovator

- Founder of Cash Ur Drive Marketing Limited, responsible for overall strategy, operations, and business expansion.
- Leads development of transit, outdoor, and EV-linked advertising platforms across urban markets.
- **Recipient of BW Disrupt “40 Under 40 – 2025”** recognition for leadership and innovation.
- Featured on the cover pages of **Silicon India** and **India Today**; recognized by **Young Biz Times**.

*Education: B.Tech – IIT, Guwahati*

**Ms. Parveen K Khanna**  
Whole time Director  
Experience: 15+ Years

**Mr. Bhupinder Kumar Khanna**  
Non-Executive Director  
Experience: 38+ Years

**Mr. Vivek Deorao Talmale**  
Non-Executive Independent Director  
Experience: 23+ Years

**Mr. Alok Nigam**  
Non-Executive Independent Director  
Experience: 35+ Years



# Management Team Driving Growth & Strategic Execution



**Raghu Khanna**  
Chairman & Managing Director  
15+ Years of Experience



**Rajat Singhal**  
Chief Financial Officer  
16+ Year of Experience



**Nitesh Nagpal**  
Chief Business Officer  
10+ Years of Experience



**Sonika Yadav**  
PR/IR Head  
12+ Years of Experience



**Gagan Mahajan**  
Company Secretary  
10+ Years of Experience



# Consistent Financial Performance with Strong Earnings Visibility



## Revenue Scale-Up

₹81.80 Cr → ₹186.67 Cr | ~32% CAGR

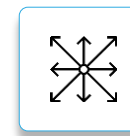
- Driven by **multi-city expansion (25+ cities)**
- Higher **inventory scale & campaign volumes**



## EBITDA Outpacing Revenue

₹6.47 Cr → ₹33.58 Cr | ~73% CAGR

- Growth led by **operating leverage**
- Improved **inventory utilisation (~45% → ~60%)**

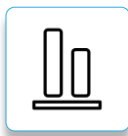


## Margin Expansion

EBITDA: 7.91% → 17.99% (+1,008 bps)

PAT: 6.69% → 15.28% (+859 bps)

- Increasing **share of exclusive media (2x margin vs trade)**
- Better **pricing power & cost control**



## Strong Bottom-Line Growth

PAT: ₹5.56 Cr → ₹29.40 Cr | ~74% CAGR

- EBITDA expansion flowing through to PAT
- Low finance cost → **high earnings conversion**



## Strong Returns with Asset-Light Operations

- ROCE: **24.23%** | ROE: **21.56%**
- **Near-zero debt** (D/E: 0.01x)
- Fixed Asset Turnover: 22.77x

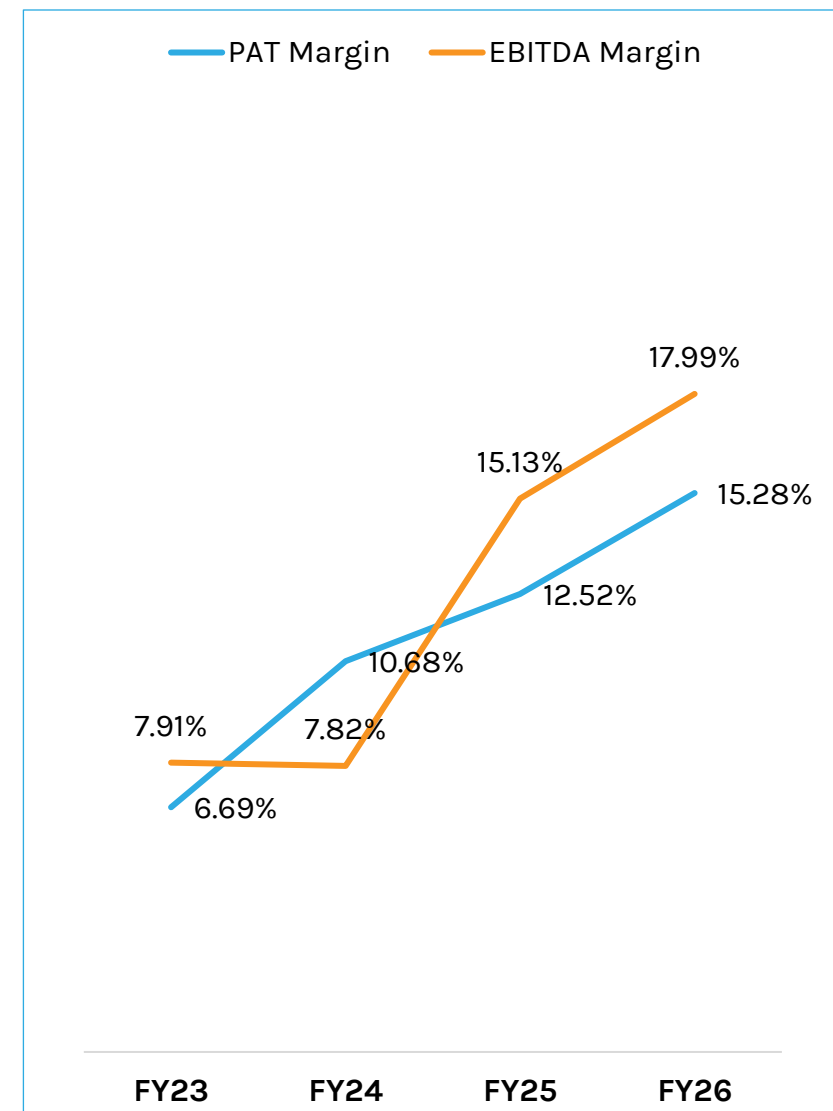
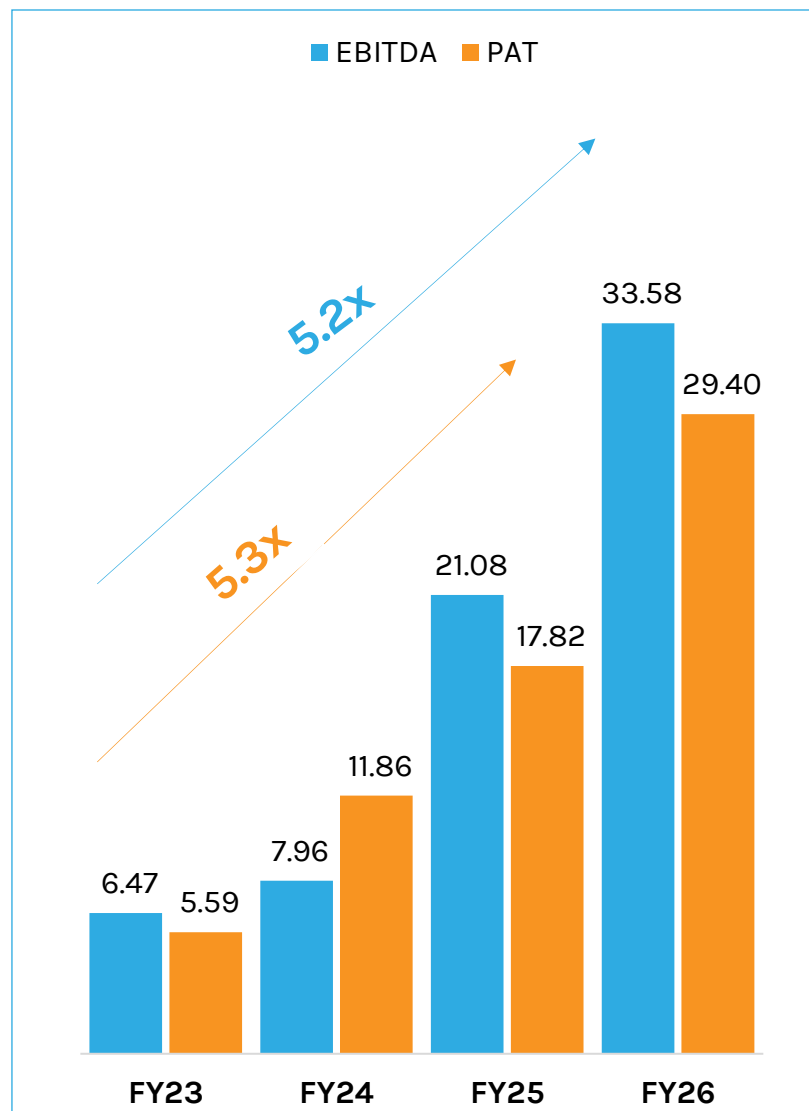
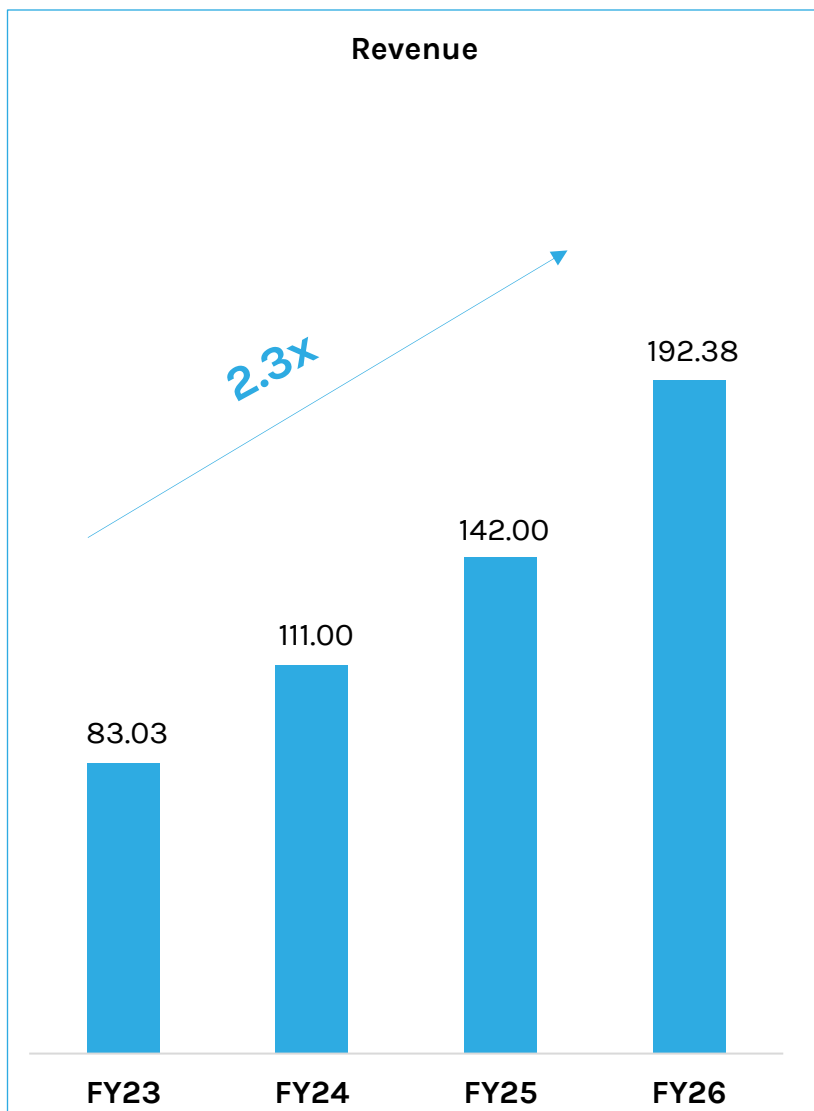
Note: CAGR calculations are based on the period from FY23 to FY26.

Scale-driven Revenue Growth + Improving Media Mix → Operating Leverage → Strong Margin And Earnings Expansion



# Strong Earnings Growth Supported by Operating Leverage

All Amount ₹ In Cr & Margins In %





# Standalone Profit & Loss | Cash Flow Statement

All Amount ₹ In Cr & Margins In %

Particulars	FY26	FY25	FY24	FY23
Revenues	186.67	139.32	101.89	81.80
Other Income	5.71	3.05	9.10	1.23
<b>Total Income</b>	<b>192.38</b>	<b>142.37</b>	<b>110.99</b>	<b>83.03</b>
Operating Expenses	135.57	102.24	76.24	63.41
Employee Costs	10.58	9.15	6.11	5.27
Other Expenses	6.94	6.85	11.57	6.66
Total Expenditure	153.09	118.24	93.92	75.33
<b>EBITDA</b>	<b>33.58</b>	<b>21.08</b>	<b>7.96</b>	<b>6.47</b>
<b>EBITDA Margin (%)</b>	17.99%	15.13%	7.82%	7.91%
Finance Costs	0.12	0.13	0.74	0.05
Depreciation	0.21	0.19	0.20	0.24
<b>PBT</b>	<b>38.96</b>	<b>23.81</b>	<b>16.12</b>	<b>7.41</b>
Prior Period Items	0.00	0.00	-0.63	0.00
PBT after exceptional item	<b>38.96</b>	<b>23.81</b>	<b>15.49</b>	<b>7.41</b>
Tax	9.56	5.98	3.63	1.85
<b>PAT</b>	<b>29.40</b>	<b>17.82</b>	<b>11.86</b>	<b>5.56</b>
<b>PAT Margin (%)</b>	15.28%	12.52%	10.68%	6.69%
<b>Cash Flow Statement</b>				
Cash Flow from Operating Activities	-19.56	-24.92	33.52	-0.61
Cash Flow from Investing Activities	-8.65	-9.72	-8.85	-6.72
Cash Flow from Financing Activities	53.36	14.31	-5.52	3.69
<b>Net Increase in Cash &amp; Cash Equivalents</b>	<b>25.15</b>	<b>-20.33</b>	<b>19.15</b>	<b>-3.64</b>



# Standalone Balance Sheet Statement

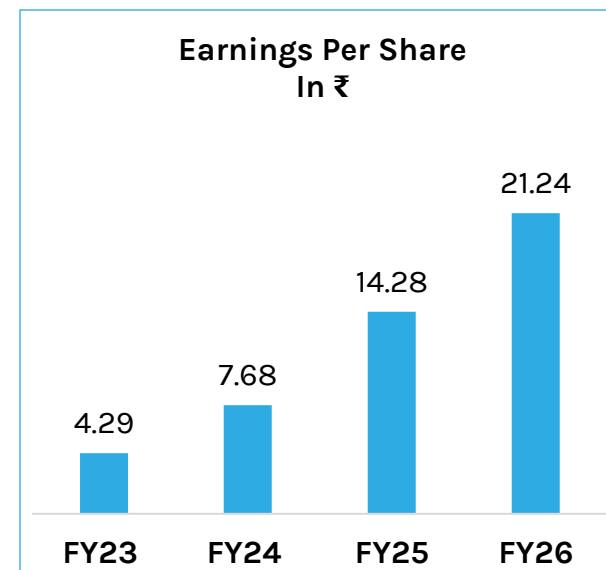
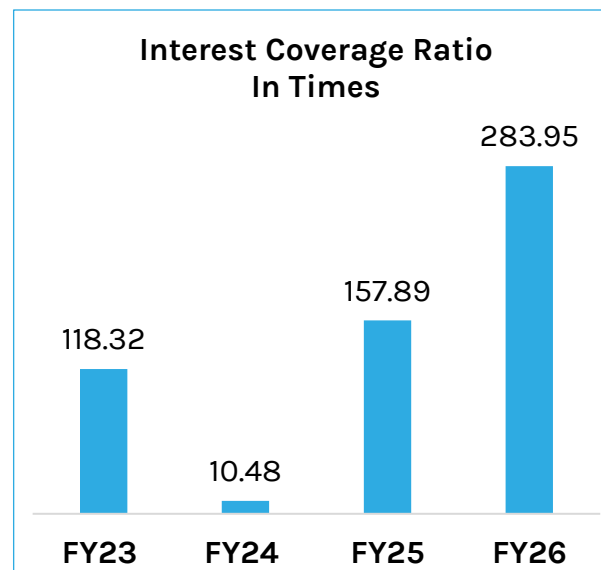
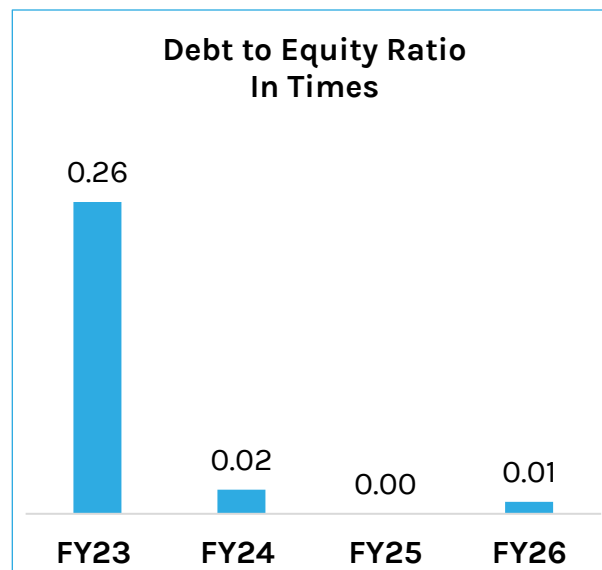
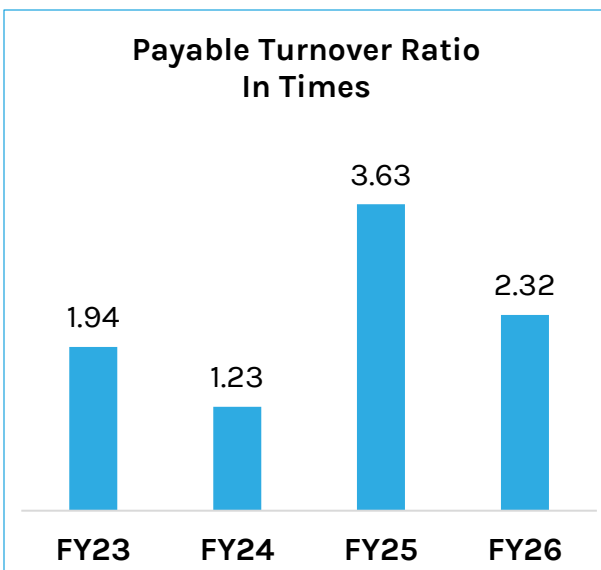
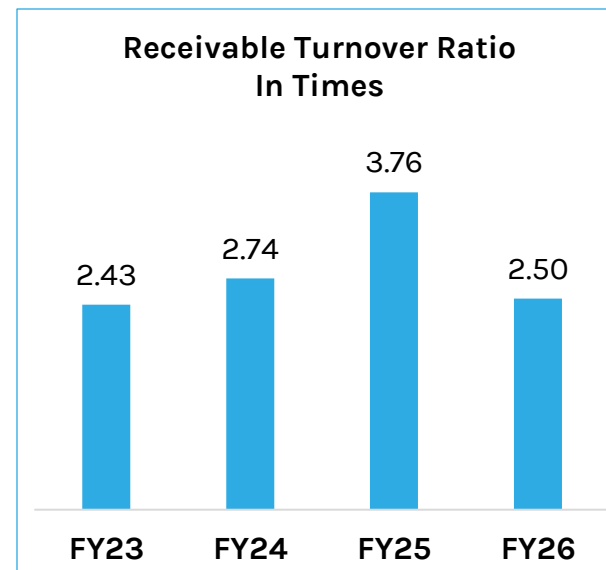
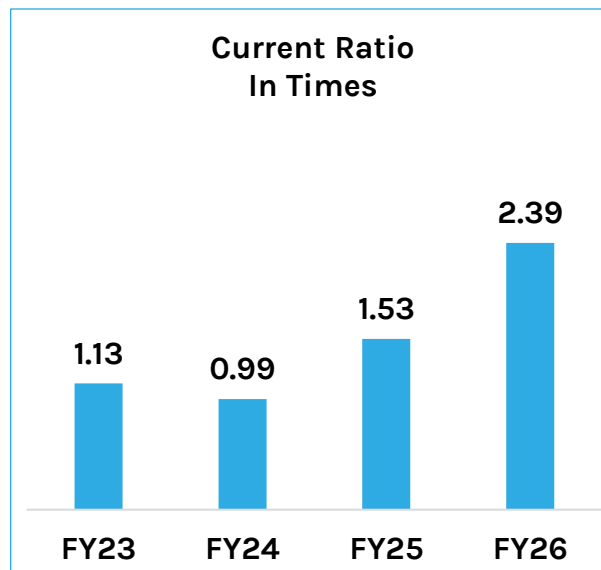
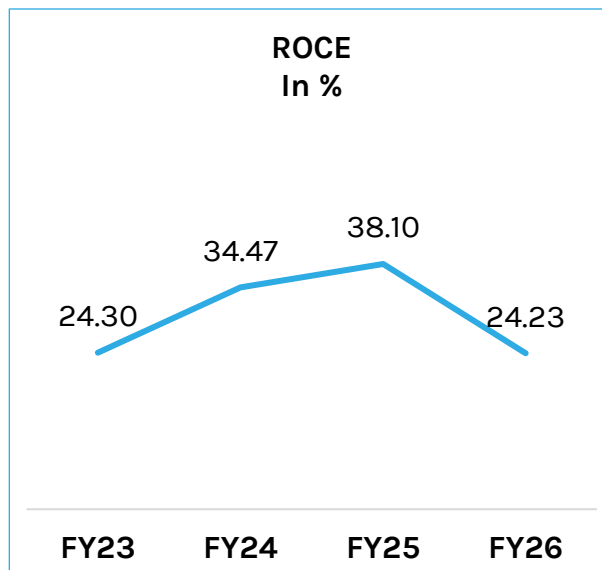
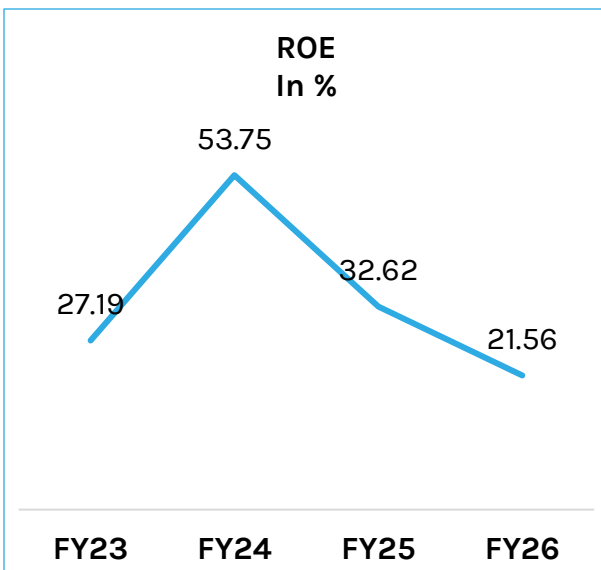
(In ₹ Cr)

(In ₹ Cr)

Equities & Liabilities	FY26	FY25	FY24	FY23	Assets	FY26	FY25	FY24	FY23
Equity	17.65	13.18	6.00	0.10	<b>Non-Current Assets</b>				
Reserves And Surplus	118.71	41.46	16.06	20.34	Fixed assets	8.20	2.25	1.46	1.05
<b>Total Equity</b>	<b>136.36</b>	<b>54.64</b>	<b>22.06</b>	<b>20.44</b>	Non-Current Investments	32.08	23.32	17.63	7.46
<b>Non-Current Liabilities</b>					Other Non-Current Financial Assets	0.00	0.00	1.26	8.86
Long Term Borrowings	1.17	0.00	0.27	5.06	Deferred Tax Assets	0.22	0.23	0.21	0.09
Other Long-Term Liabilities	0.00	0.00	0.00	0.00	Other Non-Current Assets	7.26	8.51	3.17	1.49
Long Term Provision	0.53	0.47	0.28	0.00	<b>Total Non-Current Assets</b>	<b>47.76</b>	<b>34.32</b>	<b>23.72</b>	<b>18.94</b>
Deferred Tax Liabilities	0.00	0.00	0.00	0.00	<b>Current Assets</b>				
<b>Total Non-Current Liabilities</b>	<b>1.70</b>	<b>0.47</b>	<b>0.56</b>	<b>5.06</b>	Inventories	0.00	0.00	0.38	2.81
<b>Current Liabilities</b>					Trade receivables	74.82	37.06	37.14	33.72
Short Term Borrowings	0.17	0.18	0.18	0.16	Cash & Bank Balance	33.25	8.11	28.44	9.28
Trade Payables	58.52	28.18	61.87	32.71	Short term Loans and Advances	36.63	5.77	15.20	9.10
Short Term Provisions	0.81	1.80	0.27	0.21	Other Current Assets	10.42	9.29	1.99	3.74
Other Current Liabilities	5.34	9.27	21.93	19.00	<b>Total Current Assets</b>	<b>155.13</b>	<b>60.23</b>	<b>83.14</b>	<b>58.65</b>
<b>Total Current Liabilities</b>	<b>64.84</b>	<b>39.44</b>	<b>84.24</b>	<b>52.09</b>	<b>Total Assets</b>	<b>202.89</b>	<b>94.55</b>	<b>106.86</b>	<b>77.59</b>
<b>Total Equity &amp; Liabilities</b>	<b>202.89</b>	<b>94.55</b>	<b>106.86</b>	<b>77.59</b>					



# Key Financial Ratios & Return Metrics





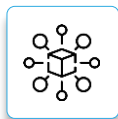
## Early Positioning in EV Advertising Layer

- EV-led media already contributing **~22% within exclusive segment**
- Direct exposure to **EV buses, charging infra, and new mobility ecosystems**



## Asset-Light Model Driving Scalable Growth

- Asset-light model enables **rapid expansion across cities without capex lock-in**
- Growth directly linked to **working capital deployment, not infra**



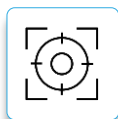
## Structural Margin Expansion Story

- Exclusive media generates **~2x margins vs traded media**
- Increasing mix of owned inventory drives **operating leverage and pricing control**



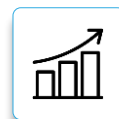
## Pan-India Execution Advantage

- Presence across **25+ cities enabling national campaign delivery**
- Ability to offer **single-window solution vs fragmented local competitors**



## Focused Play in Underpenetrated Segment

- Pure-play focus on **transit media with high-frequency urban visibility (~80% time on road)**
- Segment remains **fragmented with limited scaled national players**



## Clear Growth Visibility

- Robust Revenue CAGR of **~32%** Supported by Improving Profitability
- Utilization improvement (**~45% → ~60%**) provides **near-term operating upside**



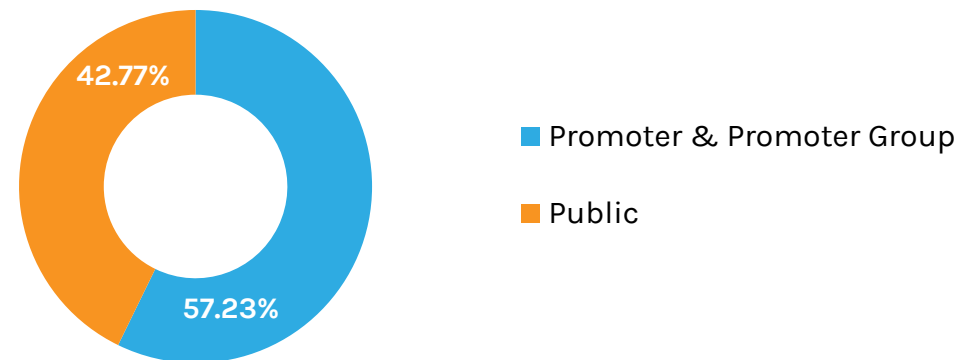
As on 01-06-2026

As on 31-03-2026

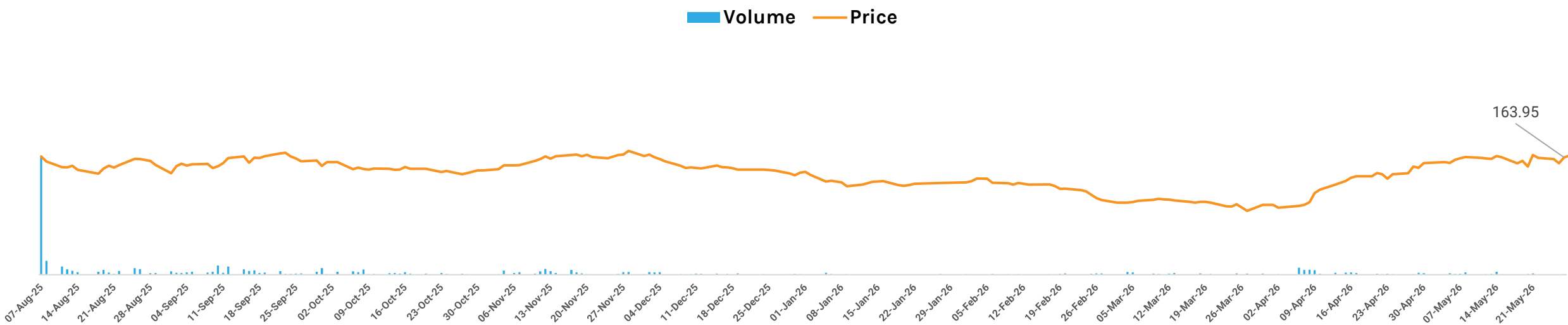
## NSE: BULCORP | ISIN: INEOSZ301012

Share Price (₹)	163.95
Market Capitalization (₹ Cr)	276
No. of Shares Outstanding	1,76,45,800
Face Value (₹)	10
52-week High-Low (₹)	166.50/84.95

## Share Holding Pattern



## Share Performance From 07<sup>th</sup> August, 2025 To 1<sup>st</sup> June, 2026



Source- NSE

# Thank You



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