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Date: 10th September 2025

To,

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

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

Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that the Company has appointed **Adfactors PR Private Limited** as its Investor Relations Agency with effect from **10th September 2025**.

Adfactors PR, being one of the leading strategic communications firms in India, will partner with the Company to strengthen its media engagement, enhance brand visibility, and support stakeholder communications. The agency will be responsible for managing the Company's external communications, media relations, and Investor positioning in alignment with our business objectives.

This appointment reflects the Company's continued commitment towards strengthening stakeholder communication and enhancing transparency through effective Investor relations and media outreach.

This is submitted for your information and records.

Thanking You

For Cash Ur Drive Marketing Limited

Gagan Mahajan

Company Secretary and Compliance Officer



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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