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To

August 20, 2025

National Stock Exchange of India Ltd
Listing Compliance Department
Exchange Plaza, 5th Floor, C. 1, Block G,
Bandra Kurla Complex, Bandra (E), Mumbai-400051

NSE SYMBOL: CUDML

Sub: Cash Ur Drive Marketing Limited awarded contract by Government of Uttar Pradesh

Dear Sir/Madam

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 been awarded a contract by the **Government of Uttar Pradesh** for advertisement of Government of Uttar Pradesh social initiatives and works.

The contract, valued at **₹4,85,86,500 (Rupees Four Crore Eighty-Five Lacs Eighty-Six Thousand Five Hundred only)**, is valid for the period from **August 21, 2025 to September 20, 2025**.

This prestigious mandate reflects the Government's trust in the Company's capabilities and further strengthens its position in the **transit and outdoor advertising industry**. Despite being short-term in duration, the contract is expected to contribute significantly to the Company's revenues during the period and enhance its visibility in a key state market.

The Company believes that successful execution of such government campaigns reinforces its credentials as a reliable partner for large-scale advertising initiatives and opens avenues for future opportunities, thereby enhancing long-term value for stakeholders.

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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