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To

October 13, 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

Subject: *Intimation regarding receipt of Letter of Award for Advertising Display Rights on Electric Buses under the Olectra Greentech Limited projects at PMPML, Pune*

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 received a **Letter of Award (LOA)** for undertaking **advertising display and branding rights on electric buses operating under the Olectra Greentech Limited projects with Pune Mahanagar Parivahan Mahamandal Limited (PMPML), Pune.**

The award grants the Company exclusive rights to install, manage, and operate advertisement displays on the designated electric buses for a period of **five (5) years**. The project carries a **Potential Revenue of approximately ₹40 Crores** over its tenure.

This mandate marks a key milestone for the Company, further strengthening its leadership in on-vehicle and transit media advertising, particularly in the rapidly expanding electric mobility segment.

Further details regarding the project will be disclosed upon execution of the definitive agreement.

You are requested to take the above information on record.

For Cash Ur Drive Marketing Limited

Gagan Mahajan
Compliance Officer
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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MEDIA RELEASE

CASHurDRIVE Marketing Limited Secures Exclusive Advertising Rights on Electric Buses in Pune

Project carries potential revenue opportunity of ~₹40 crore

New Delhi – October 13, 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 a Letter of Award (LOA) for exclusive advertising display and branding rights on electric buses operating under the Olectra Greentech Limited projects with Pune Mahanagar Parivahan Mahamandal Limited (PMPML), Pune.

Under this mandate, the Company will install, manage and operate advertisement displays on designated electric buses for a tenure of 5 years. The project carries a potential revenue opportunity of ~₹40 crore over its duration. The Company shall advertise on 151 buses and as and when additional buses are supplied to PMPML.

This award represents a significant milestone in CASHurDRIVE's growth journey, reinforcing its leadership in on-vehicle and transit media advertising, particularly within the fast-growing electric mobility ecosystem.

This mandate marks a key milestone for the Company, further strengthening its leadership in on-vehicle and transit media advertising, particularly in the rapidly expanding electric mobility segment.

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

"The receipt of this LOA from PMPML under the Olectra Greentech Limited projects marks a strategic milestone in our Company's journey to expand its presence in the electric mobility advertising ecosystem. This partnership reinforces the Company's position as a leading player in integrated transit and outdoor media, leveraging its proven expertise across airports, metros, railways and road networks."

This project with a tenure of five years will further strengthen recurring revenue visibility and deepen the Company's foothold in sustainable and technology enabled advertising formats."

The Management remains focused on scaling CASHurDRIVE's presence in high-growth mobility and public infrastructure platforms, aligning its strategy with India's evolving smart city and clean transport initiatives."

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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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