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August 18, 2025

To

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: Press Release – Intimation regarding award of contract for marketing rights

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to inform you that *Cash Ur Drive Marketing Limited* ("the Company") has been awarded a contract by the **Office of the Director State Transport, Punjab-cum-Managing Director, PUNBUS**.

Under this contract, the Company has received **exclusive marketing rights for display advertisements on 536 buses**, which include **284 Punjab Roadways buses and 252 PUNBUS buses**, for a period of three (3) years.

This prestigious contract further strengthens the Company's leadership position in the transit media advertising segment and provides an unparalleled opportunity for brands to reach millions of daily commuters across Punjab. The award is expected to generate a stable and recurring revenue stream for the Company over the next three years and reinforce our growth trajectory in the out-of-home (OOH) advertising industry.

We believe that this development will significantly enhance shareholder value and create long-term benefits for all stakeholders of the Company.

We further wish to submit that the **contract was awarded prior to the listing of the Company's equity shares on the Stock Exchange**. At that time, the Company had filed its Draft Red Herring Prospectus (DRHP) with SEBI, but the shares were not yet listed. Accordingly, the disclosure could not be made earlier under Regulation 30 of the SEBI LODR. Now that the Company's securities are listed, we are making this disclosure in compliance with the regulatory requirements.

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

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