

August 25, 2025

To: Listing Compliance BSE Limited 25 <sup>th</sup> floor, Phiroze Jeejeebhoy Towers Dalal Street, Fort, Mumbai 400023 Stock Code: 544117	To: Listing Compliance National Stock Exchange of India Limited Exchange Plaza, 5 <sup>th</sup> Floor Plot No. C/1, 'G' Block Bandra- Kurla Complex Bandra East, Mumbai 400 051 Stock Code: SIGNPOST
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Dear Sir/Madam,

**Sub.: Press Release titled "Signpost India Secures 9-Year Exclusive Contract for Bengaluru Metro Advertising with Up to ₹700 Crore Revenue Potential".**

Please find enclosed a Press Release issued by the Company today i.e. August 25, 2025 titled "**Signpost India Secures 9-Year Exclusive Contract for Bengaluru Metro Advertising with Up to ₹700 Crore Revenue Potential**".

The aforesaid Press Release is also being hosted on the website of the Company <https://signpostindia.com/> in accordance with Regulation 46 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Kindly take the same on record.

Thanking you,  
Yours Sincerely,

**For Signpost India Limited**

**Jenny Shah**  
**Company Secretary & Compliance Officer**

Encl: As Above



## Signpost India Secures 9-Year Exclusive Contract for Bengaluru Metro Advertising with Up to ₹700 Crore Revenue Potential

Strategic Win Reinforces Firm's "Signs of Tomorrow" Vision and Transit Media Leadership

**Bengaluru, August 25, 2025** - Signpost India Limited, a leader in digital out-of-home and urban infrastructure media, announced a new **9-year exclusive contract** with Bangalore Metro Rail Corporation Limited (BMRCL) for advertising rights across **67 Namma Metro stations**. This long-term partnership covers over **100000+ sq. ft.** of premium media space and holds a revenue potential of up to **₹700 crore**.

This partnership advances Signpost India's **"Signs of Tomorrow"** vision by transforming transit media from static displays into dynamic, data-driven platforms for city storytelling and brand engagement. Leveraging nearly two decades of expertise of **carefully curated blend of premium static and cutting-edge digital media** and guided by the belief that **"Less is More," Signpost India is committed to respecting public spaces and ensuring media interventions are purposeful, premium, and non-intrusive** to the commuter's journey. The company's approach places equal emphasis on urban aesthetics and brand visibility, creating value for both citizens and advertisers.

This new collaboration further strengthens Signpost India's established track record of implementing impactful transit media solutions across key Indian cities, including Mumbai, Bengaluru, Chennai, Kolkata, Pune, and Hyderabad.

Signpost India's expansion into the Bengaluru Metro network marks a **milestone in establishing Signpost India's dominance in Bengaluru's transit media landscape, adding to its stronghold across bus and Bus Queue Shelter (BQS) networks**. It is strategically timed, as metro advertising is gaining significant traction. A recent report highlighted that metro advertising provides a high-recall and impactful medium, as commuters are in a captive environment with a clear mindset for information consumption. With the metro's monthly ridership in Bengaluru reaching a record of **3.0 Cr (monthly)**. This network offers a unique opportunity for brands to connect with a diverse and engaged audience of professionals, students, and urban shoppers in India's fastest-growing metropolitan market.

**Shripad Ashtekar, Managing Director, Signpost India**, said, *"This is more than a media win— it's a canvas for city storytelling and a step forward in India's digital evolution. Bengaluru, the Silicon Valley of India, deserves innovation at every touchpoint. Partnering with BMRCL marks a strategic leap in creating immersive, data-driven experiences for millions of daily commuters. Our vision is to use this platform not just for advertising, but to celebrate Bengaluru's culture and visual identity through meaningful beautification."*



SIGNS of tomorrow

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INDIA

The addition of the Bengaluru Metro, underscores Signpost India leadership in the transit media space, providing a powerful combination of DOOH assets, real-time data analytics, and hyperlocal content that enables smart city engagement.

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