

August 22, 2025

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

**Sub.: Intimation under Regulations 30(12) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations") – Exclusive advertising rights for key metro stations operated by Bangalore Metro Rail Corporation Ltd. (BMRCL)**

Pursuant to Regulation 30(12) of the SEBI Listing Regulations, 2015, we are pleased to inform you that the Company has been awarded the **exclusive advertising rights for all the 67 key metro stations** operated by **BMRCL**, which attracts around 3 crore monthly ridership, for a tenure of **9 (nine) years till 2034**. The exclusive rights contract is expected to have a revenue potential of **Rs. 600 crores to Rs. 700 crores** (excluding GST) over the tenure of the contract.

BMRCL is a Special Purpose Vehicle formed as a joint venture between Government of Karnataka and Government of India for the implementation and operation of the Bangalore Metro Rail Project, popularly known as '**Namma Metro**'.

This prestigious win significantly enhances the Company's national transit media portfolio and strengthens its long-term recurring revenue base. The project will offer a cumulative display space—both static and digital—**aggregating to over 95,000 square feet**, across strategically located high-footfall metro stations in the city of Bengaluru.

This development is aligned with our growth strategy to expand our presence across major urban transit ecosystems and positions the Company as a fastest growing player in the Out-of-Home (OOH) advertising industry.



This intimation is also being uploaded on the Company's website at <https://signpostindia.com/>.

Kindly take the same on record.

Thanking you,  
Yours Sincerely,

**For Signpost India Limited**

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

SIGNs of tomorrow

