



DAPS ADVERTISING LIMITED

• CIN No.: L51109UP1999PLC024389 • GSTIN No.: 09AABCD8028K1ZF

Ref: DAPS/2024-25/45

Date: February 14, 2025

To,
BSE Limited
Department of Corporate Services
Floor 25, P J Towers,
Dalal Street, Mumbai
Maharashtra, - 400 001

Scrip Code: 543651

Subject: Business Update Pursuant to Regulation 30 of the SEBI (LODR) Reg., 2015

Dear Sir/Ma'am,

We are thrilled to share a significant milestone in the journey of DAPS Advertising Limited. We are pleased to announce that **our Company has been officially empanelled as multimedia agency with the Ministry of Information & Broadcasting, Central Bureau of Communication (CBC)** vide advisory issued by CBC. This is a prestigious recognition that places us among an exclusive group consisting of only 19 agencies nationwide.

As a result of this empanelment, our Company is now authorized to design and produce creative assets of all types for Central Government, various State Governments, all other government related organisations which includes Public Sector Undertakings like Indian Railways, government companies etc. This treasure of new opportunities will help us contribute to national initiatives and campaigns, furthering our reputation as a trusted partner in multimedia advertising and creative services.

This recognition underlines the quality of work, creativity and commitment to excellence that our Company has consistently delivered over the years. We are confident that this empanelment will enable us to serve a wider array of government projects which will result not only in enhancing our market position but also generating revenues.

You are requested to take the same on record.

Thanking you.

Yours faithfully,

For DAPS Advertising Limited

Vinny Saxena

Company Secretary and Compliance Officer

Encl: Advisory from Central Bureau of Communication (CBC), New Delhi.

No 22204/MMA/Empt/CBC/23-24
MINISTRY OF INFORMATION AND BROADCASTING
CENTRAL BUREAU OF COMMUNICATION
(AV PRODUCTION WING)

Soochna Bhawan, CGO Complex
Lodhi Road, New Delhi – 110003
18th Jan 2025

ADVISORY

Subject: Empanelment of Multimedia Agencies without Rate Card – regarding.

This is with reference to the applications submitted by interested entities to CBC for empanelment as Multimedia Agencies without Rate Card.

2. The list of applicants shortlisted for empanelment under Categories 'A', 'B', and 'C' in addition to the existing panel is enclosed as **Annexure - I**. The respective category of empanelment for each agency is indicated alongside the agency's name.

3. These agencies are empanelled with the Central Bureau of Communication solely for the purpose of design and production of creative assets.

This issues with the approval of the competent authority


(K Anurag Kumar)
Assistant Director
सहायक निदेशक / Assistant Director
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication
सूचना और प्रसारण मंत्रालय / Ministry of Information & Broadcasting
भारत सरकार / Government of India
नई दिल्ली-110003 / New Delhi-110003

ANNEXURE – I

List of applicants shortlisted for empanelment under Categories 'A', 'B', and 'C' of the Multimedia Panel without Rate Card is as under:

S. No	Agency Name	Empanelled Category
i.	M/s TV 18 Broadcast Ltd.	Category 'A'
ii.	M/s Viacom 18 Media Pvt. Ltd.	
iii.	M/s Design Indya	
iv.	M/s ZEE Entertainment Enterprises Ltd.	
v.	M/s Creative Land Asia Pvt. Ltd.	
vi.	M/s Panchtatva Advertising	Category 'B'
vii.	M/s Adwit India Pvt. Ltd.	Category 'C'
viii.	M/s ANJ Creations Pvt. Ltd.	
ix.	M/s Ankur Media Pvt. Ltd.	
x.	M/s Barasia Advertising Ltd.	
xi.	M/s DAPS Advertising Ltd.	
xii.	M/s Hashtag Orange	
xiii.	M/s Softline Studio Services	
xiv.	M/s Thinking Cap Creatives Pvt. Ltd.	
xv.	M/s Showcraft Productions Pvt. Ltd.	
xvi.	M/s Object One Information Systems Ltd.	
xvii.	M/s Prayas Creations	
xviii.	M/s Giraffe Advertising & Marketing Pvt Ltd.	
xix.	M/s MG Advertising	


के. अनुराग कुमार / K Anurag Kumar
सहायक निदेशक / Assistant Director
केन्द्रीय संचार ब्यूरो / Central Bureau of Communication
सूचना और संचार मंत्रालय / Ministry of Information & Broadcasting
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