



DAPS ADVERTISING LIMITED

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

Ref: DAPS/2024-25/44

Date: January 29, 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 (Listing Obligations and Disclosure Requirements), 2015

Dear Sir/Ma'am,

We are thrilled to announce the **addition of 2 new hoardings and 2 new LED screens** at locations with exceptionally high traffic throughout the day. This expansion enables brands to achieve maximum visibility and further strengthens our position in the outdoor advertising market. The details of new hoardings & led screens are as follows-

1. *Two* Hoardings in Green Park Stadium Circle each measuring 40x20 ft.
2. LED screen on Zudio at Company Bagh facing Chandra Shekhar Azad University measuring 22x10 ft.
3. LED screen on Zudio at Company Bagh facing Emerald Garden Road measuring 22x10 ft.

During the year 2024, our Company started operating 8 hoardings and 1 LED screen strategically placed on prime locations of Kanpur like Ghantaghar & Phool Bagh in respect of which business update was made on BSE. As we have entered the year 2025, we feel delighted to share that now our company operates a total of 10 hoardings and 3 LED screens throughout the Kanpur city.

Moreover, we retain all advertising rights related to all these existing as well as newly added hoardings and LED screens, ensuring we control a key segment of the outdoor advertising space and are poised for sustained revenue growth. We firmly believe that this business expansion will not only enhance our ability to serve a larger base of clients but also open new avenues for revenue generation in the near term.

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: Real time images of LED screens & hoardings

REGISTERED OFFICE : 9-B, IInd Floor, 128 "Clyde House" Opp. Heer Palace, The Mall, Kanpur - 208001

Contact No.: 0512-2302770, 9935 430555, 9839 032555

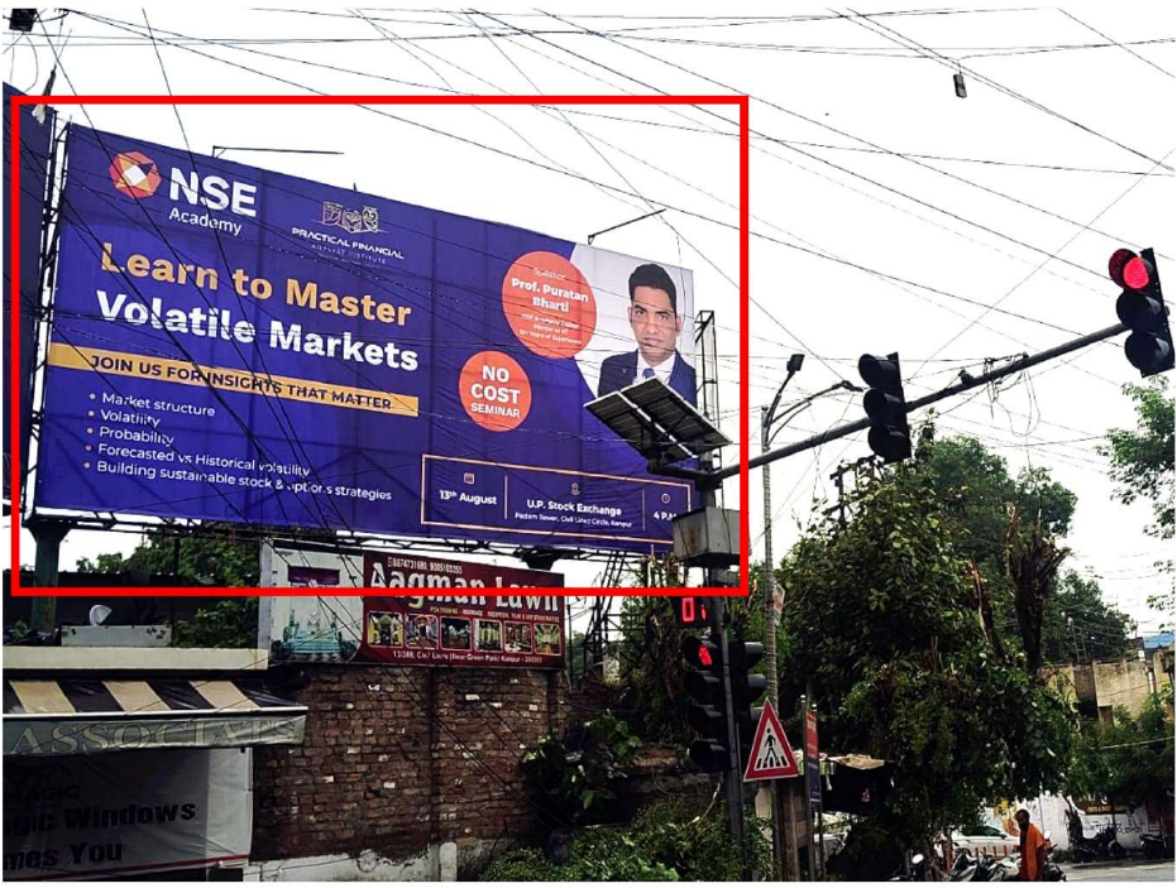
Email : daps.transfer@gmail.com | Website : www.dapsadvertising.com

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THE INDIAN NEWSPAPER SOCIETY

Two New Company's Hoarding in Green Park Stadium Circle



Company's LED screen shining bright on Zudio at Company Bagh facing Emerald Garden Road



Company's LED screen on Zudio at Company Bagh facing Chandra Shekhar Azad (CSA) University

