

May 31, 2024

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot No. C/1, 'G' Block
Bandra-Kurla Complex
Bandra (E)
Mumbai 400 051
Scrip Code: SIGNPOST

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai 400 001
Scrip Code: 544117

Dear Sir,

Sub: Press Release on BPCL Contract

Please find enclosed herewith the Press Release on the contract between Signpost India Limited and BPCL. The contract is regarding Digital Hoardings at BPCL Retail Outlets across 60 cities on signage fee basis for 5 years.

Kindly take the above on record.

Yours faithfully,

For Signpost India Limited

Naren

Suggula

Naren Suggula

Chief Financial Officer

Digitally signed by Naren
Suggula
Date: 2024.05.31
17:20:15 +05'30'



Media Release

BPCL ONBOARDS MEDIA TECH COMPANY SIGNPOST INDIA TO INCREASE ITS NON-FUEL REVENUE ACROSS 60 CITIES

Mumbai, 31st May 2024: Signpost India Ltd. has entered an arrangement to generate additional non-fuel revenue for Bharat Petroleum Corporation Ltd. spanning across eight major metros, prominent business hubs, and key tourist and religious destinations. The award of the contract shall create strong network for the brands on the Signpost cloud-based platform with 20% shared space for BPCL businesses, the contract shall grow the presence and increase the non-fuel revenue for the principal and create an innovative revenue stream for the stakeholders of Signpost India.

The strongest network of fuel pumps across the arterial roads within the 60 cities shall enable the deployment of smart city information panels with commercial display spaces. The strategic model of this project has been designed to the specific markets which has contributed significantly to the national economy by generating Rs. 109 lakh crore in GST (FY 2023), including the substantial growth in vehicle ownership, with the number of vehicles reaching 6.93 crore. This economic dynamism and urban growth highlight the transformative impact of these regions in shaping the business model envisaged by the team of Signpost India.

This strategic collaboration presents immense opportunities for Signpost India to deliver compelling value propositions to all stakeholders in the years ahead. The geographic scope of the project includes a comprehensive list of cities and their respective populations, reflecting a targeted approach toward maximising outreach and impact.

The project aligns with the broader national agenda of digital transformation, enhancing infrastructure, and creating smart cities that are equipped with cutting-edge technology.

**Network of 60 cities covered on page 3*



About Signpost India Ltd.

Signpost India Limited, India's leading media tech organisation, is an independent ISO-certified media enterprise. It has vast experience in implementing large scale public-oriented projects, including street furniture, transit, public bicycle sharing and internet traffic monitoring systems with over 32 Government authorities across the country.

With the vision, 'Signs of Tomorrow', it serves over 500 premier brands through its network of 7 offices. It has earned global recognition for its pioneering role in innovative and sustainable advertising solutions with 150+ awards including ABBYS, EMVIES, KYOORIUS, Dragon of Asia and Global Digital Signage Awards. With the merger with Pressman Advertising Ltd, an independent full-service advertising agency, they now offer an expanded suite of solutions in advertising, digital marketing, and public relations, in addition to their core urban infrastructure projects in DOOH.



Network of cities covered

New Delhi
Mumbai
Bangalore
Chennai
Hyderabad
Kolkata
Gurgaon
Pune
Ahmedabad
Chandigarh
Lucknow
Bhopal
Cochin
Guwahati
Indore
Surat
Jaipur
Mysore
Nagpur
Ranchi
Udaipur
Vadodara
Trivandrum
Varanasi
Vijayawada
Visakhapatnam
Noida
Gr. Noida
Jalandhar
Ludhiana
Jammu
Jodhpur
Srinagar
Raipur
Leh
Mangalore
Madurai
Madgaon
Panjim
Puri
Shirdi
Tirupati
Prayagraj
Agra
Ayodhya
Coimbatore
Jamshedpur
Pondicherry
Daman
Dharamshala
Durgapur
Gangtok
Haridwar
Hubli
Bodh Gaya
Shillong
Shimla
Siliguri
Faridabad
Ghaziabad