

# LUCENT INDUSTRIES LIMITED

(Formerly Known as SYLPH EDUCATION SOLUTIONS LIMITED)

CIN: L74110MP2010PLC023011

Regd. Off: Second Floor, 448-D, Scheme No.51, Sangam Nagar, Indore, (M.P.)-452006

E-mail: sylphedu@gmail.com www.lucendentries.life

26<sup>th</sup> September, 2024

To  
The General Manager-Listing  
Corporate Relationship Department  
BSE Limited, Ground Floor,  
P.J. Towers, Dalal Street, Mumbai.

**Scrip Code: 539682**

**Sub: Outcome of Meeting of Board of Directors Held on September 26, 2024**

**Ref: Disclosure under Regulation 30 & 33 of the Securities and Exchange Board of India (Listing Obligations and Disclosures Requirements) Regulations, 2015.**

Dear Sir/Madam,

With reference to above subject and in compliance with Regulation 33 and 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby submit the outcome of the Meeting of the Board of Director held on today i.e. **Thursday, September 26, 2024**, has considered and approved the following: -

1. Appointment of Mr. Ishank Joshi (DIN: 05289924) as an additional (Executive Director) of the Company w.e.f. September 26, 2024.

In compliance with SEBI Letter dated June 14, 2018 and BSE Circular LIST/COMP/14/ 2018-19 dated June 20, 2018, we wish to confirm that Mr. Ishank Joshi has not been debarred from holding the office of Director by virtue of any SEBI order or any other Authority.

The details required under Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 are given in **Annexure A**.

2. Appointment of Mr. Kunal Kothari (DIN: 07111105) as an additional (Executive Director) of the Company w.e.f. September 26, 2024

In compliance with SEBI Letter dated June 14, 2018 and BSE Circular LIST/COMP/14/ 2018-19 dated June 20, 2018, we wish to confirm that Mr. Kunal Kothari has not been debarred from holding the office of Director by virtue of any SEBI order or any other Authority.

The details required under Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 are given in **Annexure B**.

3. Appointment of Mr. Tejas Rathod (DIN: 07111110) as an additional (Executive Director) of the Company w.e.f. September 26, 2024

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In compliance with SEBI Letter dated June 14, 2018 and BSE Circular LIST/COMP/14/ 2018-19 dated June 20, 2018, we wish to confirm that Mr. Tejas Rathod has not been debarred from holding the office of Director by virtue of any SEBI order or any other Authority.

The details required under Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 are given in **Annexure C**.

4. Constitute Amalgamation Committee containing Mr. Tejas Rathod and Mr. Sumit Bhansali as a chairman and member, respectively of the Amalgamation Committee, to delegate all powers and to consider proposal for amalgamation/Merger of Mobavenue Media Private Limited (Detailed profile of the entity is enclosed herewith) which is a Growth & Tech platform dedicated to empowering Brands, Agencies, and Publishers with MadTech (MarTech & AdTech) solutions to drive Acquisition, Growth, Engagement, and Monetization whose product suites purpose-built to drive brand performance, by way of vertical expansion of Company; and such powers include power to add/ change the members of this committee. Upon receipt of final draft of Scheme from the Amalgamation Committee, the Board will submit and comply with requirement of Reg. 30 of the SEBI LODR.
5. Reviewed the other business of the company.

You are requested to kindly take the same on record.

The Board Meeting commenced at 04.00 P.M. and concluded at 05.15 P.M.

Thanking you,

Yours faithfully

**For Lucent Industries Limited**

For Lucent Industries Limited  
For, Lucent Industries Limited

  
Pareshbhai Ganpatbhai Sengal  
Director/Authorised Signatory  
DIN: 08444758

Encl.: a/a

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## ANNEXURE-A

**Disclosure of information pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, read with circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated Jul 13, 2023 for the said appointments are as follows:**

S.N.	Particulars	Details
1.	Reason for Change Viz., Appointment, Resignation, removal, death or otherwise;	Appointment of Mr. Ishank Joshi (DIN: 05289924) as an additional (Executive Director)
2.	Date of Appointment	September 26, 2024
3.	Brief profile	Mr. Ishank, CEO of Mobavenue Media Private Limited, is a dynamic entrepreneur renowned for nurturing strategic partnerships, driving business growth, and prioritizing customer and employee satisfaction.
4.	Disclosure of relationships between directors (in case of Appointment of a director)	There is no relationship between the current directors, but Mr. Ishank, Mr. Kunal and Mr. Tejas are co-founders of Mobavenue Media Private Limited.

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## ANNEXURE-B

S.N.	Particulars	Details
1.	Reason for Change Viz., Appointment, <del>Resignation, removal, death or otherwise;</del>	Appointment of Mr. Kunal Kothari (DIN: 071111105) as an additional (Executive Director)
2.	Date of Appointment	September 26, 2024
3.	Brief profile	<p>Mr. Kunal, CGO and founder of Mobavenue Media Private Limited, a versatile entrepreneur, propels business growth across multiple industries through customized MadTech solutions, fueling brand success.</p> <p>Mr. Kunal is also Forbes Asia 30under30 honoree, he has helped over 300 brands drive business growth across multiple sectors.</p>
4.	Disclosure of relationships between directors (in case of Appointment of a director)	There is no relationship between the current directors, but Mr. Ishank, Mr. Kunal and Mr. Tejas are co-founders of Mobavenue Media Private Limited.

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**Annexure-C**

S.N.	Particulars	Details
1.	Reason for Change Viz., Appointment, <del>Resignation, removal, death or otherwise;</del>	Appointment of Mr. Tejas Rathod (DIN: 071111110) as an additional (Executive Director)
2.	Date of Appointment	September 26, 2024
3.	Brief profile	Mr. Tejas Rathod, COO and founder of Mobavenue Media Private Limited, has helped 300+ brands in acquisition, retention, and growth.  Mr. Tejas is also Forbes Asia 30under30 honoree.
4.	Disclosure of relationships between directors (in case of Appointment of a director)	There is no relationship between the current directors, but Mr. Ishank, Mr. Kunal and Mr. Tejas are co-founders of Mobavenue Media Private Limited.



# AI-Powered Programmatic & Digital Growth Platform

July 2024

GOING BEYOND WALLED GARDENS

# Unlocking the True Potential of Open Internet using Programmatic Media



Despite high ad spend in walled gardens, most user engagement/transactions occur across more open platforms

# Impact at Every Turn



## 1. Identify

Identify & reach high-intent users



## 2. Acquire

Engage & acquire valuable users



## 3. Maximize

Optimize bids, ROAS & budget effectively



We help you drive programmatic media tailored to your ROAS goals



PROPEL YOUR BUSINESS WITH

# AI-Powered Programmatic & Growth Platform

MobAvenue's proprietary GMP<sup>360</sup> unified platform, powered by generative AI which enhances brand performance, optimizes costs, and drives monetization beyond walled gardens for digital businesses, enterprises, media agencies and publishers using advanced machine learning models.



Established in **2017** by tech enthusiasts & business leaders, our team has a combined professional experience of over **50 years**.



Our Purpose-Built **AI-Powered** Programmatic Growth & AdTech platforms propel digital engagement globally.



Expanded to **7+** strategic locations, we've driven growth for **150+** digital businesses and delivered **30,000+** campaigns since inception.

# Mission & Vision

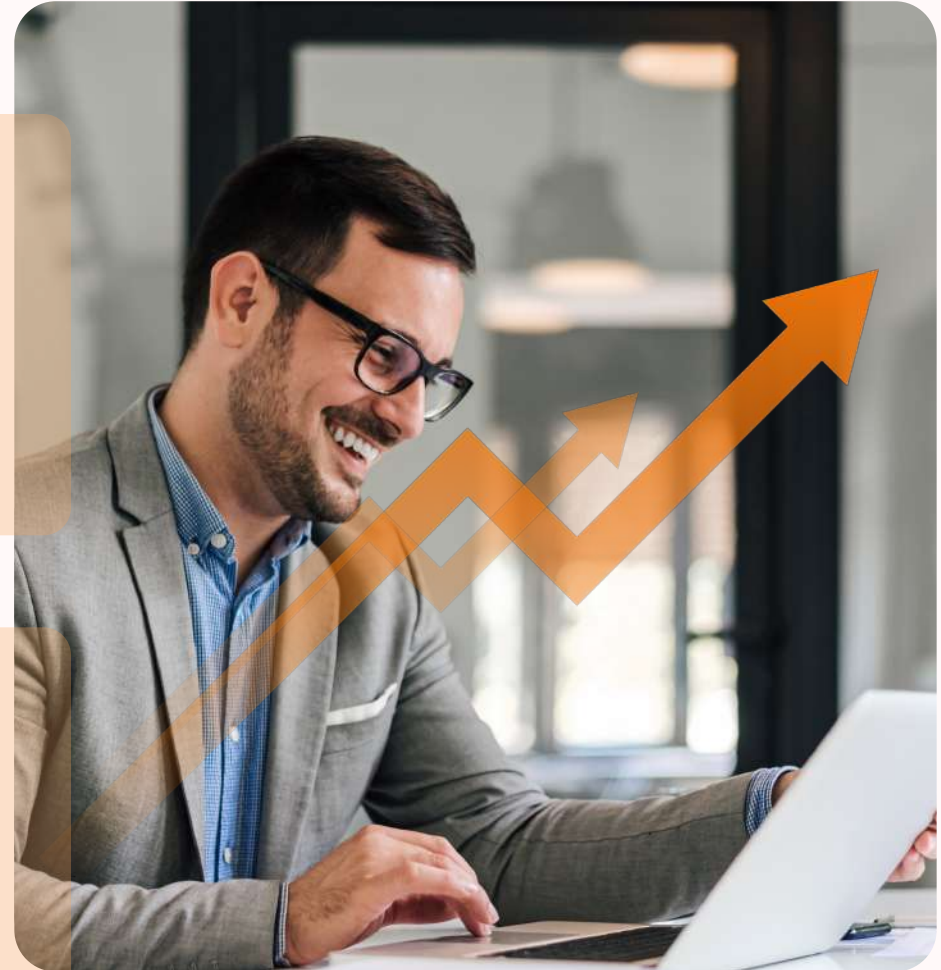
## MISSION

To revolutionize business growth for our customers with proprietary Machine Learning and Generative AI platforms.

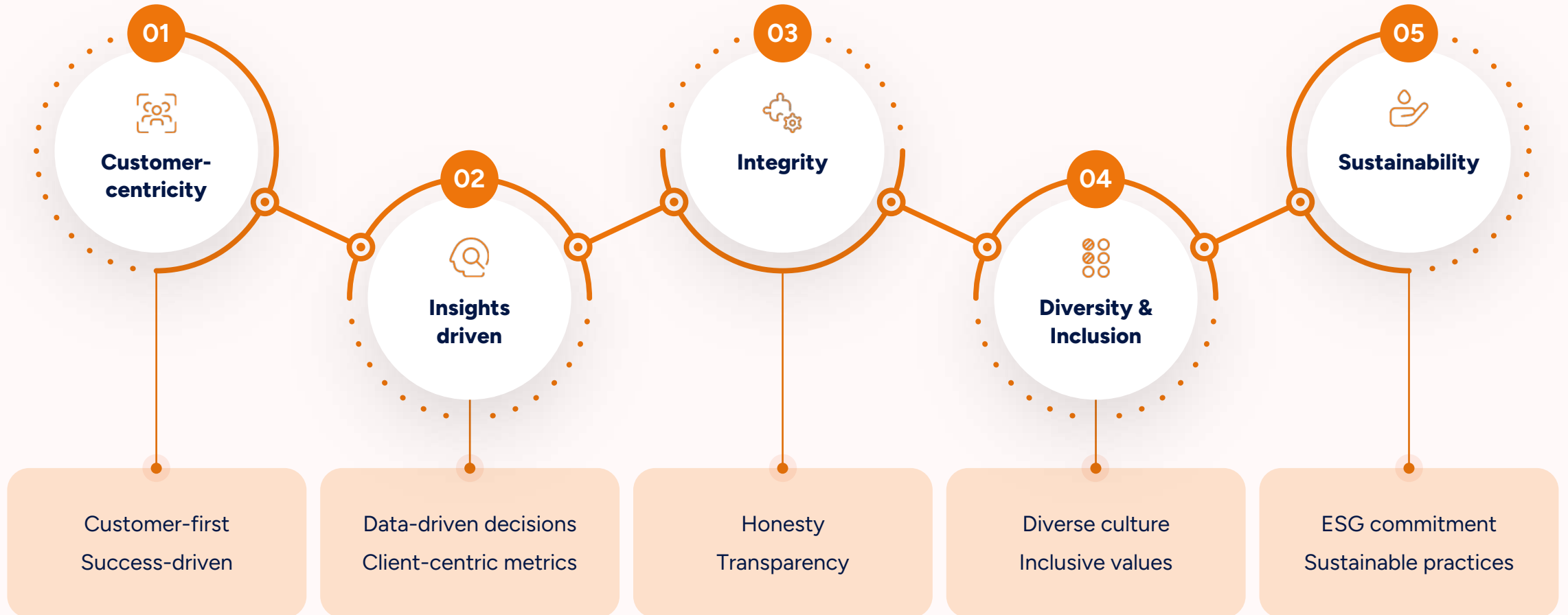


## VISION

Achieve market leadership by 2030 by expanding our global reach in AI-driven business growth solutions, setting the benchmark for targeted, contextual, programmatic & performance marketing.



# Our Purpose Pillars



# A Snapshot of MobAvenue's Growth

## Journey & Growth



7+ Years of proven global excellence



Bootstrapped to Profitability with \$45+ million in cumulative revenue in India



From India to a global presence with local teams and partners in 7+ countries

## Technology & Team



Expanding AI & ML frontiers with 15+ deep tech experts and partners



Leaders from enterprise, AdTech & consumer internet companies



70+ in-house growth, media buying and engineering experts

CELEBRATING EXCELLENCE

## Our Awards



Founders Kunal Kothari and Tejas Rathod were featured in Forbes Asia 30 under 30 (2023) for their achievements in Media, Marketing & Advertising.

Source: [Forbes](#)



CEO Ishank Joshi was honored with the Leader 2.0 Award by Adgully in 2023 for his leadership and innovation.

Source: [Adgully](#)

CELEBRATING EXCELLENCE

# Our Awards And Achievements



**DIGIXX**

Performance Platform  
of the Year



**Datamatix**

Best Programmatic  
Capabilities by a Platform



**E4M**

MarTech Agency  
of the Year



**Adgully**

Most Promising Mobile  
Platform of the Year

Industry  
Associations



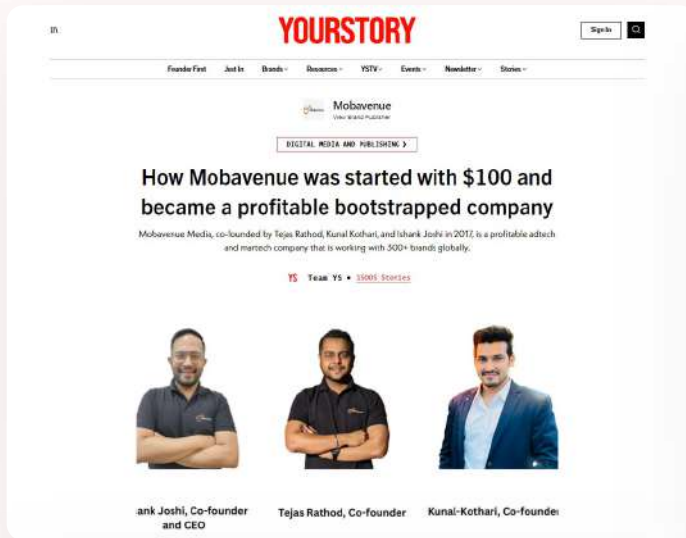
#startupindia



Honored with over 40+ prestigious awards for delivering exceptional campaigns to our clients



# MobAvenue in the News






**YOURSTORY**

Mobavenue  
DIGITAL MEDIA AND PUBLISHING

## How Mobavenue was started with \$100 and became a profitable bootstrapped company

Mobavenue Media, co-founded by Tejas Rathod, Kunal Kohari, and Ishank Joshi in 2017, is a profitable adtech and martech company that is working with 300+ brands globally.

15 Team 'YS' • 1000+ Stories

ank Joshi, Co-founder and CEO | Tejas Rathod, Co-founder | Kunal Kohari, Co-founder



**THE TIMES OF INDIA**

Opinion

NEWS | BLOGS | BUSINESS | Crime and Justice | Education | Health | India | World | Entertainment | Sports | Spirituality | Business | Environment | ...

BUSINESS

## Cookie-less future beckons for marketers

July 3, 2023, 3:26 PM IST | Kunal Kohari in Voices, Business, TOI

FACEBOOK | TWITTER | LINKEDIN | EMAIL



**Kunal Kohari**  
The author is Co-Founder and Chief Growth Officer, Mobavenue Media Pvt Ltd.

As we move closer to a cookie-less world, it's time to reimagine the world without third-party cookies and its profound impact on marketers. Reports suggest that Google is set to phase out third-party cookies in Chrome by 2024. Web browsers such as Safari and Firefox already have blocked third-party cookies by default. Apple and Google have placed limitations on Mobile ad identifiers (MAIDs).

Initially, a cookie-less world will be a nightmare for brands relying on third-party cookies to engage customers. Privacy concerns have led regulators around the world to propose legislation aiming to eliminate third-party cookies.

As cookies die a slow death, marketers will have to grapple with a different digital advertising targeting landscape, and cookie-related media spending will have to be channelled to other platforms. In the short term, there will be disruption as marketers will find it hard to target and re-target audiences, as privacy and consent will become paramount. Digital ad measurement will have to be re-thought, and marketers will have to invest in market research and sign publisher-direct deals.

**TOP VOICES**

- Dia Mirza**  
TOI Editor-in-Chief
- Bachchan**  
Bollywood
- Jug Suraya**  
Juggernaut
- Speaking Tree**  
TOI Editor



**[IMPACT]**

FROM **STARTUP** to Success AND BUILDING A THRIVING CULTURE



**Mobavenue Media**

Founder & CEO, Ishank Joshi

Highlights the company's growth, vibrant culture, and promising future ahead.



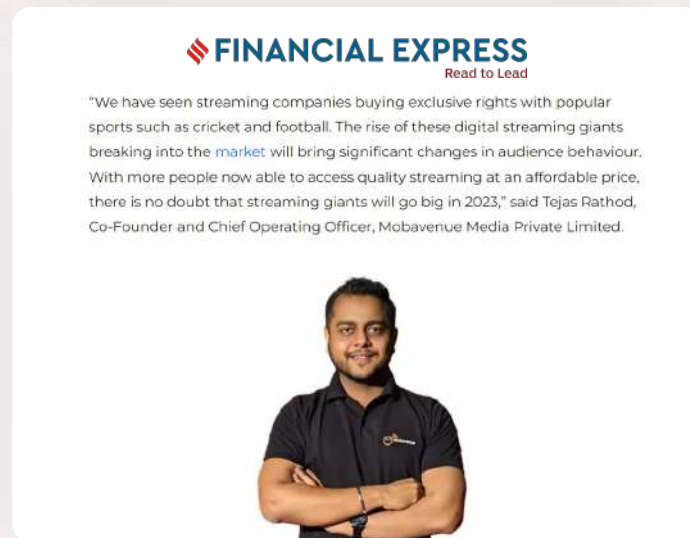
**Mobavenue**

**dentsu**




“The meteoric rise of programmatic advertising is not just a trend but a clear indicator of where the future of digital marketing is headed—toward automation and intelligence. The ability to use AI to identify and target the right audience is not just about serving ads; it's about creating meaningful connections and delivering value.”

**Tejas Rathod**  
Founder and COO, Mobavenue Media



**FINANCIAL EXPRESS**  
Read to Lead

“We have seen streaming companies buying exclusive rights with popular sports such as cricket and football. The rise of these digital streaming giants breaking into the market will bring significant changes in audience behaviour. With more people now able to access quality streaming at an affordable price, there is no doubt that streaming giants will go big in 2023,” said Tejas Rathod, Co-Founder and Chief Operating Officer, Mobavenue Media Private Limited.




**CRAFTING BHARAT...**  
A Startup Guide

Episode 8

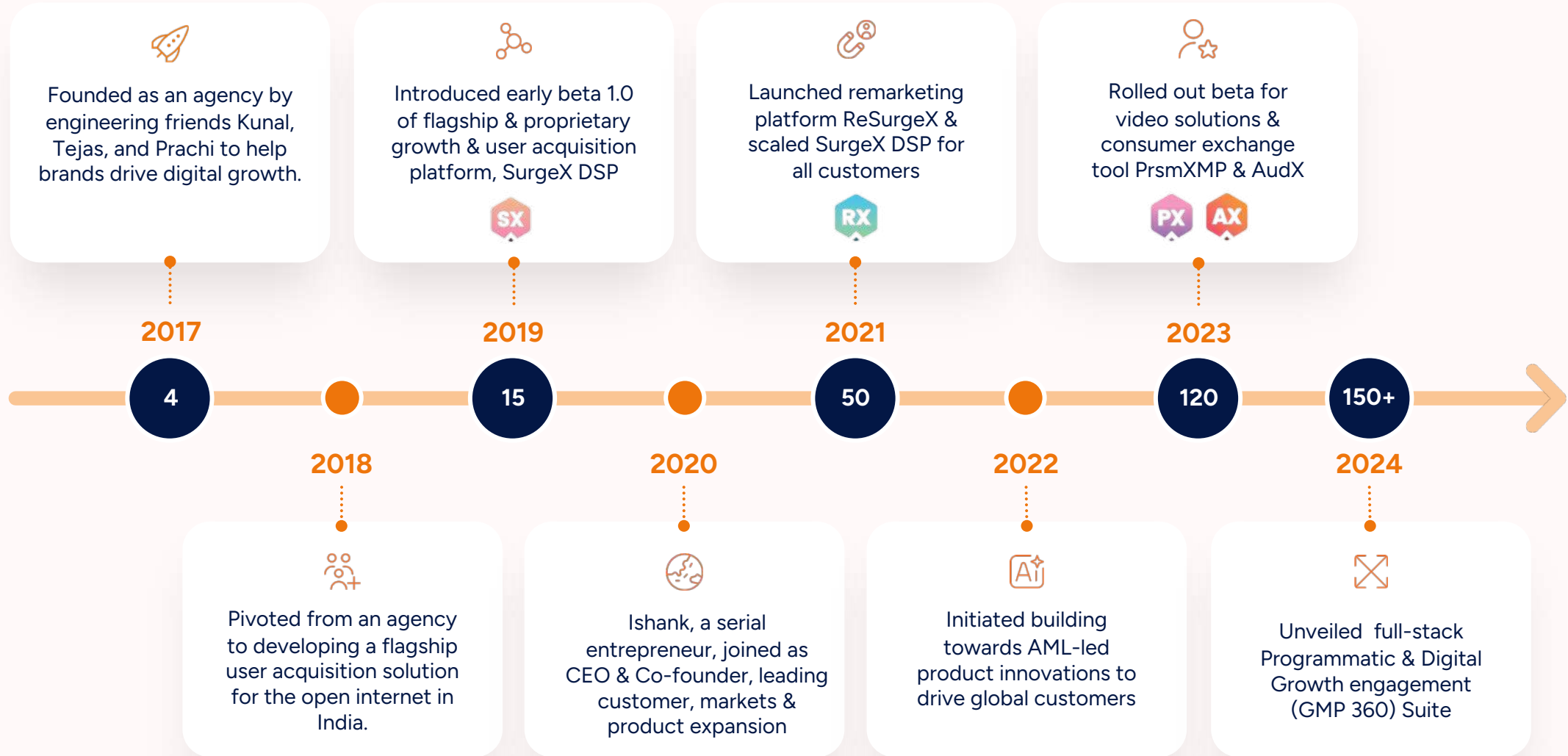
**Tejas Rathod**  
Co-Founder & COO, Mobavenue

in conversation with Gautam Srinivasan

Powered by **aws startups**

Media Partner: **NEWS REACH** | Production Partner: **smarcast** | Sponsored by: **VCCIRCLE**

# Our Journey From Agency To Technology





# Our Company Metrics that Matter



**+25,000**

Campaigns Delivered

Bootstrapped and profitable since inception, with gross margins exceeding 35%



**+\$45 Mn**

Cumulative Revenue

Achieved a revenue CAGR of 45%+ over the past five years



**+2 Bn Consumers**

Worldwide Reach

Served over 150+ customers globally

# Our Global Reach and Impact



**7+**  
Offices  
Worldwide



**8+**  
New sales offices  
planned by 2026



**150+**  
Dedicated & Global  
Young Professionals

# Overview of Our **Top\* Partners** in India



**18+**

Listed Enterprises

**\$300 Bn+**

Market Cap



**25+**

Unicorn & Soonicorns

**\$28 Bn+**

Investment Raised



**7+**

Growth Startups

**\$1 Bn+**

Investment Raised

Customers in India utilizing our programmatic and digital growth platforms spend over \$400 million annually on programmatic media beyond walled gardens

# Our Trusted & Proud Partners in India

## Top 10 of 20 Banks & Insurance



## Top 10 of 15 Securities



## Top 15 of 25 Commerce



## Top 10 of 20 Real Money Gaming



## Top 18 of 25 FinTech



## Top 10 of 20 Travel



## Top 10 of 20 OTT & Entertainment



# Our Global Client Network

## Fintech



## Commerce



## Gaming



## Others

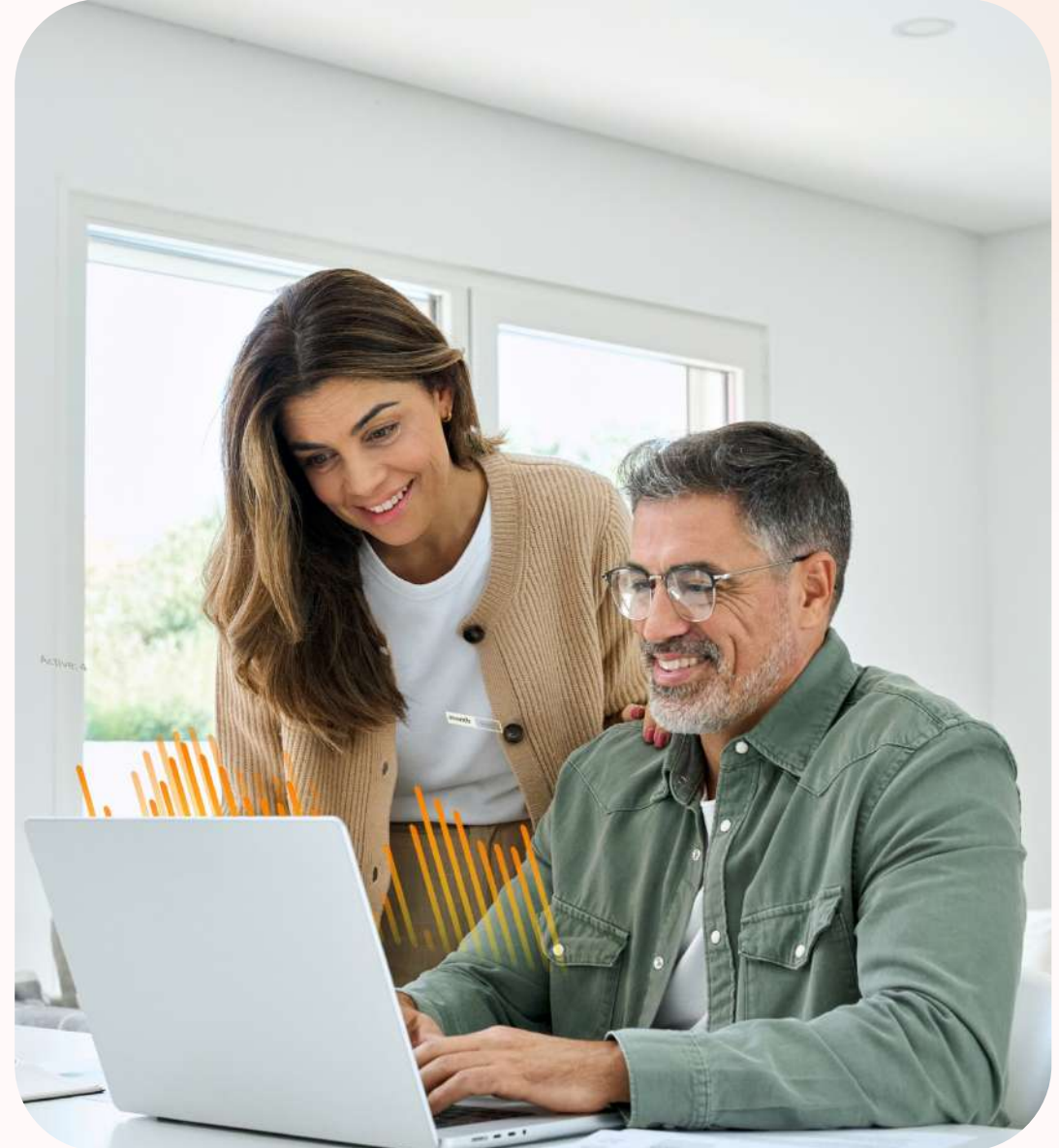


Agency Partners



# Introducing **GMP<sup>360</sup> Suite** by MobAvenue

Programmatic & Digital  
Growth Platforms



# Our Core Proposition

Making Programmatic & Digital Growth as Unified Platform



100% Transparency  
& Deep Analytics



Easy to  
Implement & Brand Safe



Drive Engagement  
& Performance

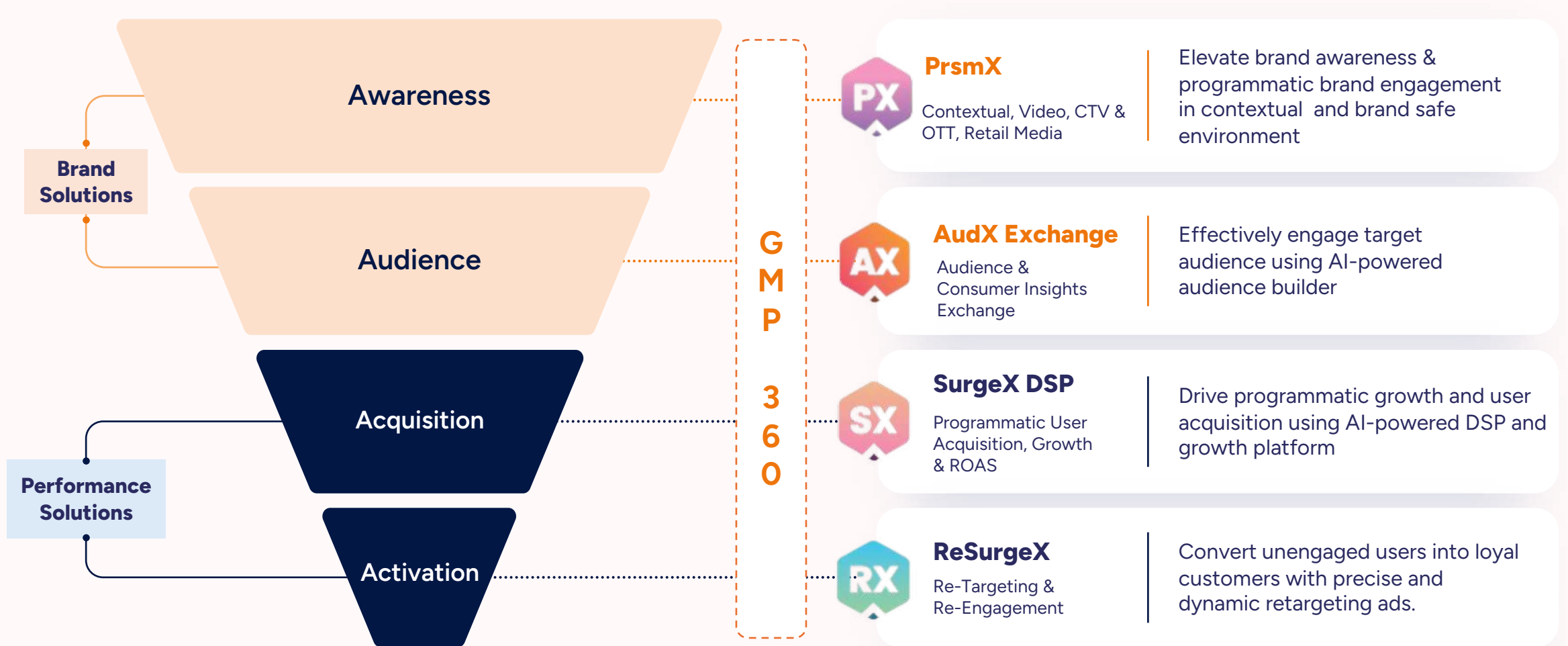


Grow & Scale Across  
Consumer Journey



Driving programmatic & digital growth beyond walled gardens from start to end

# Approach for Digital Businesses





# Our Platform Metrics that Matter



**~2 Bn**

Devices reached  
monthly worldwide



**35 Bn+**

Impressions served monthly



**~800 Bn**

Ad requests processed  
monthly



**>15 Ms**

of response time



**50+**

Countries reached monthly



**150+**

Customers served

# Unlock Unmatched Performance with Advanced Data & Technology

## Growth Marketing Platform<sup>360</sup> (GMP<sup>360</sup>)



### Accelerated Performance

Seamlessly set up, manage,  
and scale with ML-driven  
growth strategies



### Complete Transparency

Gain full visibility with real-  
time analytics and granular  
campaign insights



### Effortless Scalability & ROI Optimization

Maximize ROI on Completed  
Views, Engagement, CPI, CPA, &  
ROAS with streamlined scalability  
and precise metrics



### AI and ML-Powered Optimization

Achieve precise targeting, real-  
time optimization, and superior  
campaign performance



### Flexible Platform Options

Choose between managed  
and self-serve solutions to  
suit diverse campaign needs



### Innovative Creative Studio

Utilize AI-driven tools and  
dynamic ad formats for  
superior creative outcomes



### Advanced First-Party Data

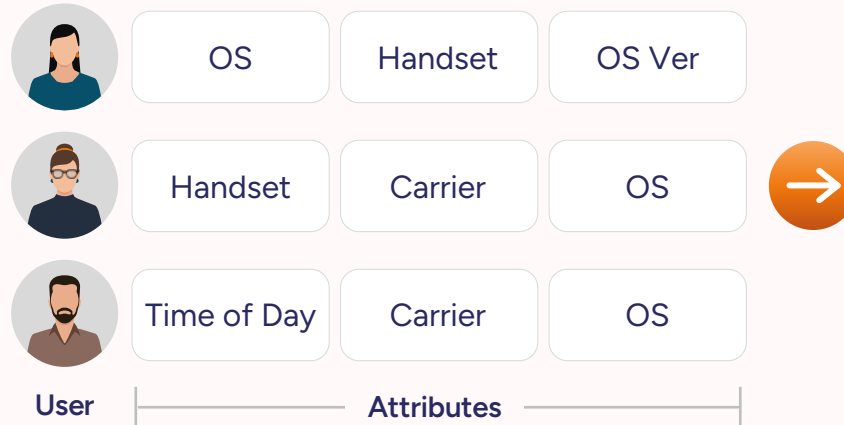
Leverage precise, real-time  
first-party data to enhance user  
targeting and maximize ROI

# Our Approach To Maximize Engagement

## 1. Exchange/Bid Requests



## 2. Extract Attributes



## 3. ML Bidder

Compute Attribute Importance & Value

iPhone 8

12:30pm

Verizon

Supply Factors

Compute Attribute Score



7



2



8

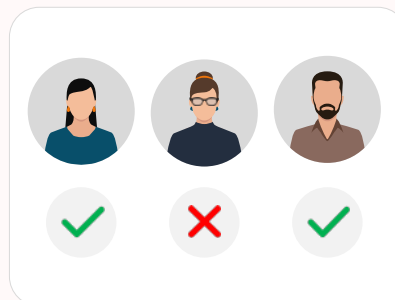
ML Based Prediction Engine

Campaigns scaled with our powerful ML- bidder that optimizes towards goals

Post-back data updates attribute scoring via machine learning

Ad Served to High Scoring Users

Compute Bids (for your goals)



# Capitalize Our **First-Party Data**

## Leveraging First-Party Data

### Impression-Level Data



App Placement



Day & Time



Creative Type



RTB Exchange



Historical Performance

### User-Focused Features



Category Retention



Geo Location



Installed Apps



Usage Patterns



Persona Insights



Session Depth

### Engagement Analysis



Click Tendency



In-App Behavior



Click Depth



Viewability

Our advanced algorithms, powered by machine learning and AI, analyze multiple data points and insights to accurately predict user actions such as clicks, installs, and revenue generation.

# Leveraging Cutting-Edge ML Algorithms

## Utilizing Advanced Machine Learning in Surge Platforms



Processes  
2+ million ad  
auctions per  
second



Targets audiences  
with precision



Predicts impression  
values and user  
interactions through  
ML models



Enables precise  
bidding for deep-  
funnel event KPIs



Forecasts user  
demographics  
(age, gender)

# Think Programmatic **Think Mobavenue**



## Fastest DSP

One of the Fastest DSP in the world; 4Ms response time vs 12-20 Ms for Competition



## Managed Service & daily Support

Dedicated success managers; daily support; ad hoc/ customizations support



## Growing Reach

+2.5 Bn connected devices globally; 1 Bn+ UU & 1 Bn+ device context map in ASEAN



## Unified Product

Engagement+ Audience + Performance + Mobile + Web + Creative Automation = Full Stack



## Proprietary Audiences

Own first party data + third-party data sets; 200+ ready & prebuilt cohorts.



## Reporting

Rest APIs & Customized reporting dashboards (as many needed) based on business goals

**The largest independent Programmatic DSP & Growth Platform in India**

# Our Process To Maximize Marketing Impact

Our 10+ machine learning models and AI-Powered platform enable precise bidding and audience targeting by comprehending the unique behavior of each application at scale. This empowers marketers to diversify spending and expand reach beyond traditional platforms effectively.

01



## Exploration

Collecting initial data through demographic-based bidding

02



## Foundational Logic

Utilizing basic targeting algorithms based on collected data

03



## Advanced Classification

Implementing customized targeting models optimized for engagement, user acquisition and growth

04



## Engagement Optimization

Enhancing retention and in-app purchases using full-funnel data

05



## Scalable Solutions

Strategically scaling campaigns to maximize reach and impact

# Our Integrated Partners

## Key Partners



ADJUST



KOCHAVA★



affise

TRACKIER®



## Exchange Partners



Vungle



Mintegral



PubMatic

Recognized as one of the top media sources in mobile advertising





# Get Real-Time Reporting and Deep Insights with Customizable Templates

Home > Reports > Campaign Report

Campaign Report COLUMNS EXPORT CSV

Filter by

Today Yesterday **Last 7 Days** This Month Last Month Jun, 08 2024 - Jun, 14 2024

Country... Exchange... OS... SEARCH

Campaign...  Cumulative

Date	ID	Campaign Name	Bids	Impressions	Clicks	Spends (\$)	Installs	Purchase Events	Registration Events	Repeat Events	Win Rate	Daily Cap (\$)	CTR	eCPM
2024-06-14	3845		209	24	0	0.1	0	0	0	0	11.48	200	0	4.17
2024-06-14	3735		269,790	32,776	11,903	131.1	3	0	2	2	12.15	500	36.32	4
2024-06-14	3866		537,322	92,373	2,583	20.62	0	0	0	0	17.19	25	2.8	0.22
2024-06-14	3782		1	1	0	0	0	0	0	0	100	50	0	0
2024-06-14	3813		74,392	1,390	0	1.39	0	0	0	0	1.87	80	0	1
2024-06-14	3388		79	0	0	0	0	0	0	0	0	10	0	0
2024-06-14	3842		6,037,743	2,305,274	7,058	231.33	13	0	2	2	38.18	300	0.31	0.1
2024-06-14	3589		2,607,383	508,301	189	101.66	1	0	1	1	19.49	200	0.04	0.2

# Meet Our MobStars





# Leading the Conversation at Premier Thought Leadership Events



# Thank You

Let Us Help Supercharge Your  
Programmatic & Digital Growth

