

March 05, 2024

signpost[®]
INDIA

National Stock Exchange of India Limited
Exchange Plaza, C-1,
Block G, Bandra – Kurla Complex,
Bandra (East),
Mumbai – 400 051
Scrip Code: SIGNPOST

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

Dear Sir/ Madam,

Sub: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Please find enclosed the Press Release titled “SIGNPOST INDIA LIMITED TO ILLUMINATE FICCI FRAMES 2024 AS CONVENTION PARTNER.”

Kindly take the same on record.

Thanking you,

Yours faithfully,
For SIGNPOST INDIA LIMITED

Paulami Mukherjee
Company Secretary and Compliance Officer
Membership No. A49780

Encl.: as above



SIGNPOST INDIA LIMITED TO ILLUMINATE FICCI FRAMES 2024 AS CONVENTION PARTNER

Mumbai, 4th March, 2024: Signpost India Limited, India's largest Digital Out-of-Home (DOOH) company and integrated advertising media enterprise, is proud to announce its association with FICCI Frames, to be held at The Westin, Powai in Mumbai from March 5th-7th, 2024.

FICCI FRAMES has been one of the most definitive platforms for the Media & Entertainment Industry over the last 24 years. As Asia's largest convention on the business of media and entertainment, it serves as a forum to brainstorm on issues related to the sector, ideate solutions, share global best practices, showcase cutting-edge technologies, and facilitate communication and exchange between key industry figures, influencers, and policy makers. Over the years, FRAMES has brought together more than 400,000 professionals from India and abroad. This year, FICCI Frames 2024 is set to welcome a host of dignitaries including government officials, Shri Sanjay Jaju, Secretary of the Ministry of Information & Broadcasting, alongside media industry experts Ms. Sandhya Devanathan, Vice President and Head of Meta India, with entertainment industry titans like actress Ms. Rani Mukherjee and director Mr. Imtiaz Ali.

Following Signpost India's recent debut on the NSE and BSE and continued strong financial performance, this collaboration with FICCI FRAMES reinforces Signpost India's commitment to forging a future where audience engagement is enriched through deeper, more meaningful interactions that are both creatively stimulating and technologically advanced. Signpost India is poised to introduce immersive experiences and exhibitions that pay homage to Atal Bihari Vajpayee, as well as the scriptwriters and lyricists of the industry, within the uniquely designed Signpost Media Lounge at the event.

Furthermore, Mr. Shripad Ashtekar, Managing Director and Chairman of Signpost India, is invited as a panelist in the session "Reinvent: Navigating the Future of Media and Entertainment Industry." His participation reflects Signpost India's thought leadership within the M&E space and its dedication to shaping the future of the industry through innovation and collaboration.



Mr. Ashtekar, shares, “Signpost India’s commitment to data-driven digital out-of-home advertising is not just about keeping pace with change—it's about setting the pace. The synergy between technology and creativity is transforming the landscape of the industry and broadening the scope of possibilities. This collaboration aims to forge a future where connections with audiences are enriched, fostering deeper, more meaningful interactions that are both creatively stimulating and technologically advanced.”

About Signpost India Ltd.

Signpost India Limited, India’s leading Digital Out of Home (DOOH) and integrated advertising company, 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. Signpost India is listed on the Indian stock exchanges: BSE (544117) and NSE (SIGNPOST).

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, will enable it to offer an expanded suite of solutions in advertising, digital marketing, and public relations, in addition to their core urban infrastructure projects in DOOH.

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