

March 19, 2024

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 of acquisition of Commercial Property

This is to inform pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 with reference to the captioned subject that as per the approval of the Board of Directors in their meeting to purchase Commercial Property for their office space. Purchase of property from Pressman Realty Private Limited to Signpost India Limited was executed on 18th March 2024. The details of the transactions and the Media Release are mentioned in the Annexures below.

This is for your information and record.

Thanking you,

Yours faithfully,
For SIGNPOST INDIA LIMITED

Paulami Mukherjee
Company Secretary and Compliance Officer
Membership No. A49780

Encl.: as above



Annexure A

Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 for Purchase of Property

Details of Counterparties (including name and relationship with the listed entity)	Name: Pressman Realty Private Limited Relationship: Promoter Group
Purpose of entering into the agreement	Expansion of Business and for an owned building for office space
Shareholding, if any, in the entity with whom the agreement is executed	Signpost India Limited does not have any shareholding in Pressman Realty Private Limited. Pressman Realty Private Limited holds 0.07% of shares in Signpost India Limited
Significant terms of the agreement (in brief)	<ul style="list-style-type: none"> - Address of Property: Pressman House, 70A Nehru Road, Vile Parle (E), Mumbai 400 099, Maharashtra - Property Details: Building comprising Basement, Ground plus 6 (Six) upper floors with Municipal Built up area admeasuring 1338.21 square meters, constructed on non-agricultural, freehold land admeasuring 710.50 sq. meters bearing City Survey No. 76A, of Village Brahmanwada. Vile Parle Division - Sale Value: Rs. 54 Crores - Source of Funds: Bank Loan of Rs. 42.46 Crores and Internal accruals Rs. 11.54 Crores
Extent and the nature of impact on management or control of the listed entity	Not Applicable
Whether the said parties are related to promoter/promoter group/group companies in any manner. If yes, nature of relationship;	Yes, Promoter Group
Whether the transaction would fall within the related party transactions? If yes, whether the same is done at "arm's length",	Yes, the transaction has been done at arm's length.



Annexure B

Media Release

PRESSMAN HOUSE BECOMES SIGNPOST HOUSE

Mumbai, March 18, 2024: Signpost India Limited, a leading adtech enterprise in India, is pleased to announce the successful acquisition of a premier multi-storey commercial property near Mumbai International Airport. This significant deal, valued at 54 crore INR and finalized today, signifies a significant advancement for the company.

The newly acquired property, a distinguished commercial building, boasts a municipal built-up area of 15000 sq ft apart from the service features. Its strategic location on Nehru Road, near Santacruz Airport, ensures exceptional connectivity, making it an invaluable addition to Signpost India Limited's solution portfolio. This acquisition seamlessly aligns with the company's forward-looking vision of "SIGNS of Tomorrow" and serves as a centralized hub for all divisions.

Mr. Shripad Ashtekar, Chairman and Managing Director of Signpost India Limited, expressed his enthusiasm for the acquisition, emphasizing, "The Signpost House underscores our strategic initiative to strengthen our infrastructure and deliver innovative advertising solutions. This prime commercial property not only enhances our operational capabilities but also expands our service offerings, reinforcing our presence in the media and advertising sector. Moreover, it demonstrates our unwavering commitment to our stakeholders, including investors and talent."

About Signpost India Ltd.

Signpost India Limited, India's leading integrated media and advertising enterprise, is an independent, ISO-certified media enterprise with 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 seven 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. 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.

Contact:

Girija Balan - +91 98217 36716

girija.balan@signpostindia.com