

HOARDINGS, SIGN BOARDS, CINEMA
SLIDES, NEWS PAPER, MAGAZINE
KIOSKS, RADIO, BANNERS,
SHOWCASE DISPLAY, CABLE T.V.
RLY. ADVERTISEMENT, B.E.S.T. AD,
FILM MODELLING EVEBT & SALES
PROMOTION AND DIGITAL PRINTING
THROUGHOUT INDIA

Bright Outdoor Media Limited
(Formerly known as Bright Outdoor Media Private Limited)
CIN - U74300MH2005PLC156444



Registered Office- 801, 8th Floor, Crescent Tower, Near Morya House, Fame Infinity Mall, Off New Link Road, Andheri (West),
Mumbai 400 053, Maharashtra, India.

Contact No.- 67140000-99 | **FAX** 67140011-22 | **Email ID-** Brightoutdoor@gmail.com | **Website-** www.brightoutdoor.com

Date: 20th February, 2024

To
The Manager,
BSE SME Platform
Department of Corporate Services
25th Floor, P.J. Towers, Dalal Street
Fort, Mumbai - 400 001

BSE Scrip Code: 543831

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to inform you that the Company has received In-principle approval under Regulation 28(1) of the SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015, vide letter dated February 20, 2024 from Stock Exchange i.e. BSE Limited for the issue of 7,00,000 equity shares of Rs.10/- each at a price not less than Rs. 502/- to promoters and non-promoters on a preferential basis.

The In-principal approval letter is attached herewith for your reference and records.

Kindly take the above information on your records.

Yours Faithfully

By Order of the Board of Directors
For Bright Outdoor Media Limited

Yogesh Jiwanlal Lakhani
Managing Director
DIN: 00845616
Place: Mumbai

February 20, 2024

LOD/PREF/DA/FIP/1267/2023-24

The Company Secretary,
Bright Outdoor Media Ltd.
801, Crescent Tower, 8th Floor, Near Morya House,
Fame Infinity Mall, Off New Link Road, Mumbai, Maharashtra, 400053
Dear Sir,

Re: 'In-principle' approval under Regulation 28(1) of the SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015.

We refer to your application seeking our **In-principle approval for the issue of 7,00,000 equity shares of Rs.10/- each at a price not less than Rs. 502/- to promoters and non-promoters on a preferential basis."**

The Exchange hereby grants its 'in-principle' approval for the aforesaid issue. This 'in-principle' approval should not be construed as our approval for listing of aforesaid security, and you are required to duly and separately comply with the requirements in respect thereof.

You are advised to ensure that the issue and allotment of securities is strictly in accordance with the provisions of the Companies Act, 2013, Securities Contracts (Regulation) Act, 1956, the Securities and Exchange Board of India Act, 1992, the Depositories Act, 1996 including the Rules, Regulations, Guidelines, etc. made there under, Chapter V of SEBI (Issue of Capital and Disclosure Requirements) Regulations, 2018 (ICDR Regulations), the SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015 (LODR Regulations) and the Listing Agreement signed with us. In addition, you shall also obtain such statutory and other approvals as are required for the purpose.

Further, the company is advised to strengthen internal controls (to monitor trades being executed by the proposed allottees in the scrip of the company) before allotment of securities in order to avoid any non-compliances in respect of trades being executed by the allottees in contravention to provisions of Chapter V of SEBI (ICDR) Regulations. In this regard,

- a) Company is advised to obtain an undertaking from the allottee(s) confirming that they shall not do intra-day trading in the scrip of the company or any sale in the scrip of the company till the allotment date of the security as required under SEBI (ICDR) Regulations.
- b) The company may note that the responsibility/onus is solely on the Issuer company to verify the above (a) and ensure compliance with applicable provisions including Regulation 167(6) of SEBI ICDR regulations, 2018.
- c) The company may also note that any non-compliances, if observed by the exchanges post the undertaking and verification by the Issuer company may impact the listing of such shares.

On allotment of securities pursuant to this 'in principle' approval you are required to make a listing application without delay, with applicable fees, in terms of Regulation 14 of the LODR Regulations and comply with the post issue formalities. Listing application and the checklist for post issue listing formalities can be downloaded from the link: <https://www.bseindia.com/static/about/downloads.aspx>. Further, it should be noted by Depositories and the Company that in case of allotment of Convertible Securities, there would be automatic release of excess lock-in period of Pre-Preferential Holding of allottees by Depositories in compliance with SEBI(ICDR) Regulations,2018 without requirement of any NOC by the Exchange.

In addition to above, the company should note that as per Schedule XIX – Para (2) of ICDR Regulations and as specified in SEBI circular no. SEBI/HO/CFD/DIL2/CIR/P/2019/94 dated August 19, 2019, "the issuer or the

issuing company, as the case may be, shall, make an application for listing, **within twenty days** from the date of allotment, to one or more recognized stock exchange(s)" along with the documents specified by stock exchange(s) from time to time. Any Non-compliance with the above requirement will attract, the fine as mentioned in SEBI circular no. SEBI/HO/CFD/DIL2/CIR/P/2019/94 dated August 19, 2019.

82

The Exchange reserves its right to withdraw this 'in-principle' approval at any stage if the information submitted to the Exchange is found to be incomplete/ incorrect/ misleading/ false or if it contravenes any Rules, Bye-laws and Regulations of the Exchange, LODR Regulations, ICDR Regulations and Guidelines/ Regulations issued by any statutory authorities etc.

Yours faithfully,



Sabah Vaze
Senior Manager



Divya Asawa
Assistant Manager