



DAPS ADVERTISING LIMITED

• CIN No.: L51109UP1999PLC024389 • GSTIN No.: 09AABCD8028K1ZF

Ref: DAPS/2023-24/44

Date: March 06, 2024

To,
BSE Limited
Department of Corporate Services
Floor 25, P J Towers,
Dalal Street, Mumbai
Maharashtra, - 400 001

Scrip Code: 543651

Subject: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015: Business Update

Dear Sir/Ma'am,

In pursuance of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, we hereby submit business update of our company.

Expansion of our Presence in the Outdoor Advertising-

We are thrilled to share an exciting business update regarding our recent strategic moves in expanding our outdoor advertising presence. As part of our commitment to enhancing our market position and driving revenue growth, we have secured display rights to a significantly large hoarding space spanning 3000 square feet in the heart of the city at the Ghantaghar area.

Currently, the space hosts two large hoardings measuring 40×35 and 40×40 feet respectively. Notably, this space has the potential to accommodate approximately eight standard-sized hoardings simultaneously, presenting us with immense opportunities for driving unparalleled brand awareness for our clients. Situated adjacent to the Railway station of Kanpur, this prime location offers exceptional visibility and engagement opportunities, and thus we are proud to showcase our dominant presence in the area with our existing hoardings of various sizes including 35×15, 25×15, 10×15, 30×15 and 20×20 feet as well as a brightly shining LED that is about 20×10 feet.

Furthermore, we have also acquired two hoardings measuring 30×30 feet each in the renowned Phoolbagh area situated along the bustling Mall Road. Such positioning ensures maximum exposure to a diverse audience, driving significant traffic and enhancing brand visibility.

We firmly believe that these investments in expanding our display rights and acquiring premium hoarding spaces will significantly boost our revenue streams and further establish us as a leader in the outdoor advertising industry. As we continue to leverage our strong market presence and innovative advertising solutions, we remain committed to delivering value to our clients and stakeholders alike.

You are requested to take the same on record.

Thanking you
Yours faithfully,

For DAPS Advertising Limited

Pooja Kapoor
Company Secretary and Compliance Officer

Encl- As above



75x40 feet hoarding space at Ghataghar currently featuring two large hoardings



Two hoardings of 30x30 feet each at Phoolbagh, Mall Road