E: info@cashurdrive.com
W: www.cashurdrive.com

To,

Dated: 18th November 2026

The Manager- Listing Compliance
National Stock Exchange of India Limited
Listing Department Exchange Plaza,
Plot no. C-1, G Block, Bandra –Kurla Complex,
Bandra (East), Mumbai – 400051

NSE Symbol: CUDML
ISIN: INE0WL201014

Sub: Investor Presentation under Regulation 30 read with Para A of Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

In continuation of our earlier communication dated November 15, 2026 and November 16, 2026 Earning release, regarding the schedule of the conference call (Group Conference call) to discuss the financial performance of the Company for the Half year ended 30th September, 2026 and earning release, please find enclosed the Investor Presentation pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

The aforesaid presentation is being used during the meeting with investors scheduled to be held on Wednesday, November 18, 2026.

The Investor Presentation is also being disseminated on Company's website at www.cashurdrive.com.

Kindly take the above information on record.

Yours Faithfully

For Cash Ur Drive Marketing Limited
(earlier known as Cash Ur Drive Marketing Private Limited)

GAGAN MAHAJAN
Digitally signed by GAGAN MAHAJAN
Date: 2026.11.18 12:57:26 +05'30'

Gagan Mahajan
Company Secretary and Compliance Officer
Membership No: A34028









CASHurDRIVE

Cash Ur Drive Marketing Limited

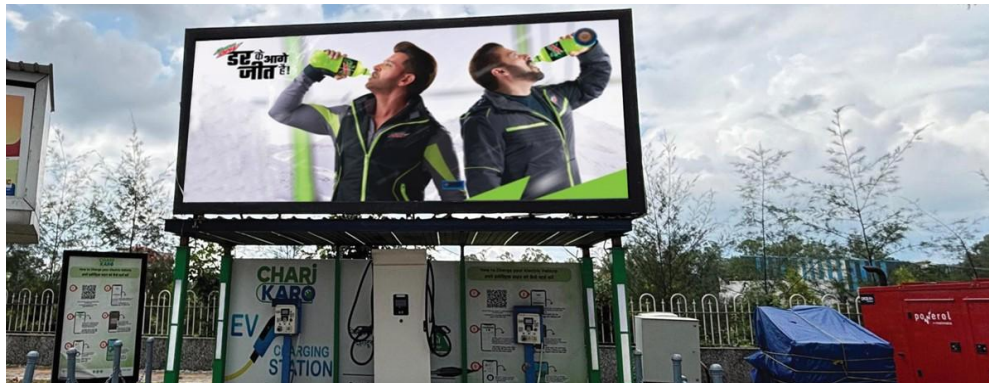
H1 FY27 Investor Presentation

MONETIZING NEW AGE INFRASTRUCTURE









Disclaimer

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This presentation contains certain forward-looking statements concerning the Company's future business prospects and business profitability, which are subject to a number of risks and uncertainties and the actual results could materially differ from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, competition (both domestic and international), economic growth in India and abroad, ability to attract and retain highly skilled professionals, time and cost over runs on contracts, our ability to manage our international operations, government policies and actions regulations, interest and other fiscal costs generally prevailing in the economy. The Company does not undertake to make any announcement in case any of these forward-looking statements become materially incorrect in future or update any forward-looking statements made from time to time by or on behalf of the Company.

H1 FY27 At A Glance

CASHurDRIVE

Revenue From Operations

₹80.32 Crores

YoY +3.1%

EBITDA

₹15.28 Crores

YoY +12.7%

EBITDA Margin

19.02%

YoY +162 bps

PAT

₹11.70 Crores

YoY +7.6%

PAT Margin

14.43%

YoY +65 bps

Operating Cash Flow

₹3.62 Crores

FY26: (₹19.56 Crores)

Key Messages

Profit Grew Faster Than Revenue

EBITDA +12.7% and PAT +7.6% YoY on revenue +3.1%; EBITDA margin up 162 bps to 19.02%.

Better Service Margins

Cost of services fell 4.5% YoY to ₹54.45 Crores, lifting gross margin to 32.2% from 26.8%.

Cash Flow Turned Positive

Operating cash flow of ₹3.62 Crores in H1 as receivables and advances came down.

EBITDA excludes other income; EBITDA margin on revenue from operations; PAT margin on total income.

H1 FY27 Profit & Loss Statement - Standalone

(All Figures In ₹ Crores & Margin In %)

Particulars	H1 FY27	H1 FY26	Y-o-Y
Net Sales	80.32	77.88	
Other Income	0.79	1.09	
Total Income	**81.12**	**78.97**	**2.72%**
Expenses			
Cost of Services/Goods	54.45	57.03	
Employee Benefit Expenses	5.97	5.00	
Other Expenses	4.62	2.29	
Total Expenditure	65.05	64.32	
EBITDA	**15.28**	**13.55**	**12.71%**
EBITDA (%)	**19.02%**	**17.40%**	**162 Bps**
Interest	0.06	0.03	
Depreciation	0.25	0.08	
PBT	15.75	14.53	
TAX Expense (Including Deferred Tax)	4.05	3.65	
Net Profit	**11.70**	**10.88**	**7.59%**
Reported Net Profit	11.70	10.88	
Other Comprehensive Income	0.00	0.00	
Total Comprehensive Income	11.70	10.88	
NPM(%)	**14.43%**	**13.78%**	**65 Bps**
Diluted EPS(₹)	8.46	7.86	7.63%

EBITDA excludes other income; EBITDA margin is calculated on revenue from operations

H1 FY27: Building Momentum, Expanding Horizons and Shaping What's Next

"We are pleased with the progress achieved during H1 FY27, supported by multi-city transit campaigns, outdoor and public utility media wins, expansion in EV mobility advertising and the EV charging infrastructure opportunity. EBITDA grew by 13% year-on-year, while Net Profit increased by 8% year-on-year during the period. Going forward, we remain focused on improving owned-media utilisation, increasing the share of owned media, scaling EV media, expanding into new geographies and formats, and strengthening audience measurement.

The growing adoption of digital out-of-home (DOOH) advertising, increasing demand for measurable advertising formats, and the expansion of EV charging infrastructure are creating opportunities for the outdoor advertising industry"

- Mr. Raghu Khanna
Chairman & Managing Director

One Year Since Listing: What Has Changed

CASHurDRIVE

Revenue From Operations

₹139 → **₹187**

Crores, FY25 → FY26

Exclusive Media Share

19% → **32%**

of revenue, FY25 → FY26

EBITDA Margin

15.1% → **19.0%**

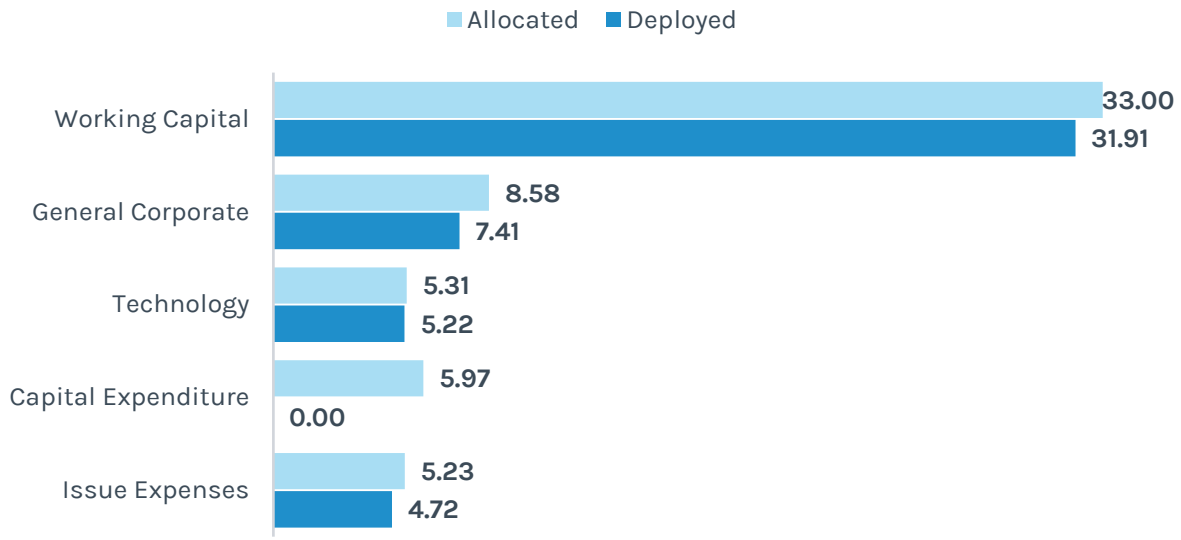
FY25 → H1 FY27

Net Worth

₹55 → **₹148**

Crores, Mar-25 → Sep-26

IPO Proceeds: Allocated vs Deployed (₹ Crores, 30-Sep-2026)



Milestones Since Listing

Aug 2025 Listed on NSE Emerge; IPO size ₹58.10 Crores

Jan 2026 10 EV charging stations with advertising rights, Chandigarh (10-year O&M)

Feb 2026 Acquired 50% stake in CharjKaro Greentech Mobility

Mar–Jun 2026 Multi-city transit and outdoor mandates (₹7.17, ₹5.43 and ₹3.29 Crores)

Recent Key Developments

CASHurDRIVE

Transit Media

Multi-city transit campaigns across autos and buses for a leading mobility-tech platform, with orders worth **₹7.55 Cr** and **₹3.07 Cr**.

Outdoor and Public Utility Media

Campaigns across hoardings, unipoles and flag signs at key city locations, with orders worth **₹3.29 Cr**, **₹2.36 Cr** and **₹2.12 Cr**.

EV Mobility Advertising

Electric bus branding across multiple cities, strengthening the Company's sustainable transit media presence.

EV Charging Infrastructure

LOA for establishing, operating and maintaining EV charging stations, with a **10-year O&M period**.



Growing Transit and Outdoor Orders While Building EV Mobility and Charging Assets

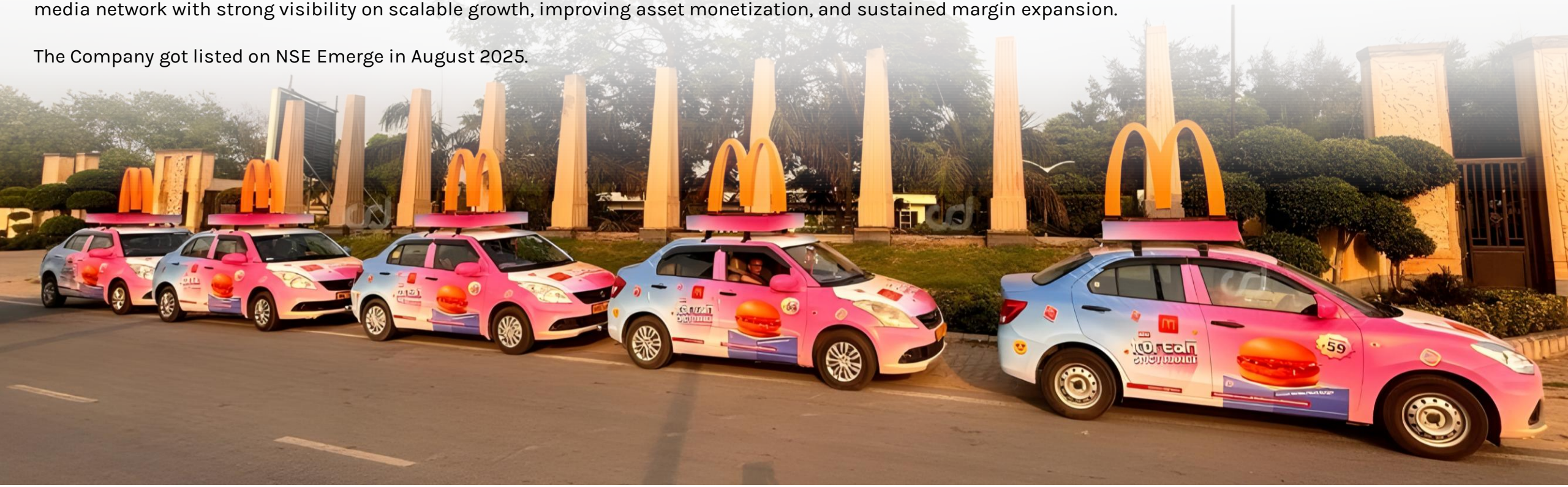
Building a Leading Mobility Media Infrastructure Platform in India

Cash Ur Drive Marketing Limited is a mobility-led media infrastructure company enabling brands to access high-frequency urban audiences through scalable, asset-light monetization of transit and public infrastructure. The company operates across a diversified portfolio of media assets, including cabs, buses, EV charging stations, and digital outdoor formats, anchored by exclusive media rights and long-term strategic partnerships.

With a pan-India presence, the platform delivers integrated, multi-city campaign execution for marquee clients, supported by in-house capabilities across media planning, creative, and execution. Its dual-engine model combining controlled, high-margin exclusive inventory and scalable trade media provides both operating leverage and revenue diversification.

Strategically positioned at the convergence of urban mobility, digital out-of-home, and EV infrastructure, the company is building a differentiated, technology-enabled media network with strong visibility on scalable growth, improving asset monetization, and sustained margin expansion.

The Company got listed on NSE Emerge in August 2025.



Why CASHurDRIVE Is Different

CASHurDRIVE

Inventory

Conventional: Static hoardings and sites in a few cities

CASHurDRIVE: Mobility-linked inventory: cabs, buses, e-buses, EV chargers, bicycle shelters and DOOH

Capital Model

Conventional: Capex on structures; long site leases

CASHurDRIVE: Media rights and concessions; partners fund the asset (e.g. CharjKaro funds chargers)

Reach

Conventional: Local, city-specific players

CASHurDRIVE: Single-window, multi-city campaigns across 25+ cities

Revenue Engine

Conventional: Rental of own sites

CASHurDRIVE: Exclusive media (own rights) plus trade media (third-party inventory) under one roof

EV Infrastructure

Conventional: Limited exposure

CASHurDRIVE: Early mover: 501 charging-station media sites and e-bus branding

Measurement

Conventional: Footfall estimates

CASHurDRIVE: AI-led planning, route and heatmap data, ROI tracking

25+ Cities	**1,900+** Buses	**501** EV Charging Media Sites	**32%** Exclusive Media Share (FY26)

Scale & Performance at a Glance

Corporate & Operating Scale

- **17+** Years Of Expertise
- **5,000+** Campaigns
- **2,000+** Clients Served
- **25+** Cities

Media Asset Footprint

- **1 Million+** Cabs
- **1,900+** Buses
- **501** EV Charging Stations
- **354+** Public Bicycle Shelters
- **95+** Digital OOH Screens

Financial Strength: FY26

- Total Income: **₹192.38 Crore**
- EBITDA Margin: **17.99%**
- PAT Margin: **15.28%**
- ROE: **21.56%**
- ROCE: **24.23%**



Charting a Growth Journey Across Media, Mobility and Infrastructure

Industry Recognition & Capital Markets

- **2024 –** BW Retail World Awards – Campaigns: Netflix (Archies), M&S
- **2025 –** BW Merit Awards – Campaigns: CharjKaro, Zoho
- **2025 –** OOHwards – Campaign: McDonald's
- **2025 –** Listed on NSE Emerge; ₹60.79 crore raised
  - Pune city bus advertising LOA
  - Kumbh 2025 & IPL partnerships

Sustainability-led Expansion

- **2021** – Entry into EV charging station advertising via Charjkaro
- **2022** – Partnerships with Greencell & Olectra across **1,000+ electric buses**

Credibility & Category Presence

- **2016** – DAVP accreditation for government advertising
- **2020** – World's first exclusive Uber on-cab advertising partnership (India)

Foundation & Early Scale

- **2009** – Incorporated as CASHurDRIVE Marketing Pvt. Ltd.
- **2011** – Exclusive transit media partnerships with Easy, Mega & Meru Cabs



Business Model: Asset-Light, Transit-Led Media Monetization Platform

CASHurDRIVE

Asset Aggregation (Supply Side)

- Exclusive / Semi-exclusive Rights Across **Cabs, Buses, EV Charging, OOH**
- Partnerships With **Fleet Operators, Municipalities, EV Infra Players**

Inventory Creation

- Converts Mobility Assets Into **Advertising Inventory**
- Formats: **Transit | EV | OOH | DOOH**
- Bundled For **Multi-city Campaigns**

Client Acquisition & Execution

- Direct Engagement With Brands & Enterprises
- End-to-end: **Strategy | Creative | Planning | Execution | Monitoring**

Dual Revenue Engine

- **Exclusive Media:** Controlled Inventory, Long-term, Higher Margin
- **Trade Media:** Third-party Aggregation, Scalable

Technology Layer

- **AI-driven** Planning & Route Optimization
- Data-led Targeting: **Traffic, Dwell Time, Heatmaps**
- **ROI** Tracking & Performance **Measurement**

Revenue Drivers

- Campaign-based Pricing (**Duration + Asset + Geography**)
- Higher **Exclusive Mix → Margin Expansion**
- Improved **Utilization & Yield Per Asset**

Scalability Levers

- Asset-light → **No Heavy Capex**
- Expansion via **PPP & Fleet Partnerships**
- Growth Aligned with **EV + Urban Mobility**

Scalable, Asset-light Model Monetizing High-frequency Urban Mobility Assets Through Exclusive Media Rights And Technology-led Execution.

Integrated Media Solutions Across Transit, Outdoor, Digital & EV Ecosystems

CASHurDRIVE

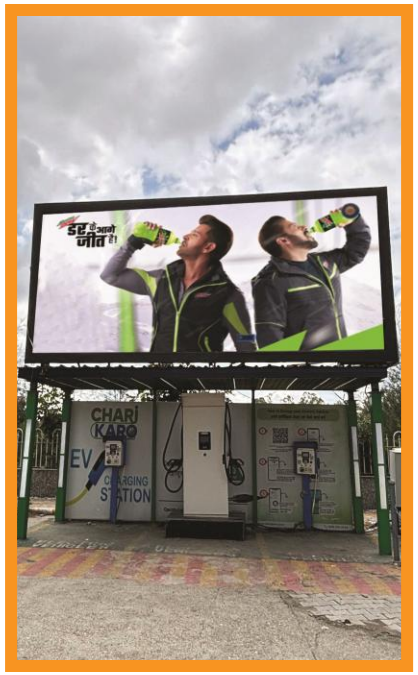
Transit Media

- Bus
- Electric Bus
- Cab
- Metro Train



EV Charging Media

- Ev Charging Stations
- Media Formats Integrated within Charging Infrastructure



Outdoor Advertising

- Billboards
- Bus Shelters
- Public Bicycle Shelters
- Wall Paintings



Digital OOH (DOOH)

- LED Screens
- Vertical Pods
- Digital Transit Displays



Print & Broadcast Media

- Newspaper Advertising
- Television Advertising



Go-To-Market Strategy

CASHurDRIVE

Focused Transit-led Market Positioning

- Focus on **transit and mobility-led media (buses, EV fleets, charging infra)**
- Targets **high-frequency, on-the-move audience (~80% time spent on road)**

Asset-light, Scalable Model

- No capex-heavy ownership; operates via **media rights & partnerships**
- Rapid scale through **PPP models and fleet partnerships**
- Enables **multi-city expansion without infrastructure investment**

Dual Revenue Engine

- **Exclusive Media** → Higher margin, controlled inventory
- **Trade Media** → Scalable, full-service client offering
- Provides **end-to-end, one-stop media solution Pan India**

Client Acquisition Strategy

- Focus on **large brands requiring multi-city execution**
- Direct client engagement reducing dependency on agencies
- Strong presence across **25+ cities enabling national campaigns**

Technology-led Differentiation

- AI-driven **media planning & ROI tracking**
- Data-led **campaign optimization (route, visibility, heatmaps)**

Building a Scalable, Asset-light Transit Media Platform by Combining Exclusive Inventory, Multi-city Reach, and Technology-led Execution.

Strategic Ecosystem Partnerships & Strong Client Portfolio

CASHurDRIVE

Media And Transit Partner

Multimedia

INS
THE INDIAN NEWSPAPER SOCIETY

Transit

Olectra
ETO
WTi cabs
GreenCell MOBILITY
MegaCabs

OOH

CHARJ KARO
MCD
Municipal Corporation of Delhi
Agra

Marquee Clients

DIAGEO India
redBus
pepsico
IKEA
asianpaints
PERFETTI van Melle
NOBROKER
make my trip
PUNJAB KINGS
FAST RETAILING
MITSUBISHI ELECTRIC

Serving 2,000+ Clients Across 25+ Cities, Backed By An Extensive Pan-India Network

Operational EV Infrastructure Footprint

Key Charging Stations Across 6 Cities

Delhi	Chandigarh	Dehradun	Agra	Rishikesh	Kashipur
456 EV Charging Stations	**15 EV** Charging Stations **19** Battery Swapping Stations	**7** EV Charging Stations	**3** EV Charging Stations	10 EV Charging Stations	10 EV Charging Stations



Delhi



Chandigarh



Dehradun



Agra



Rishikesh

Recent Projects



RedBus (Primo)



FLIXBUS



Uber



Uber



Uber



Flipkart



McDonald's

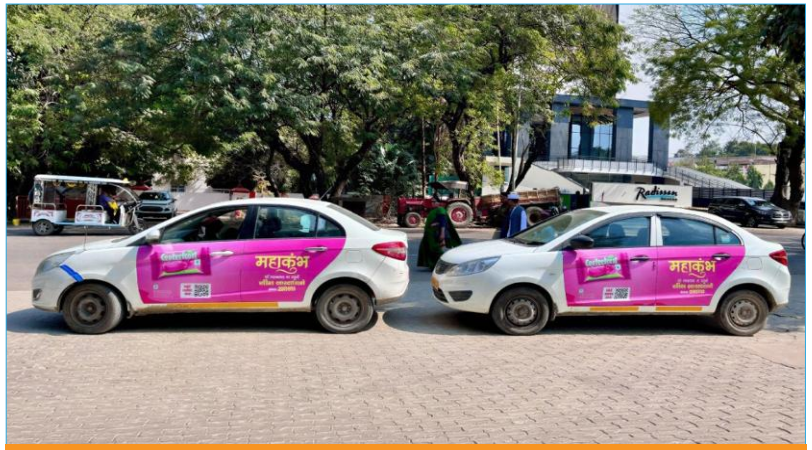


UNIQLO



Ikea

Marquee Project Highlights



Center Fruit



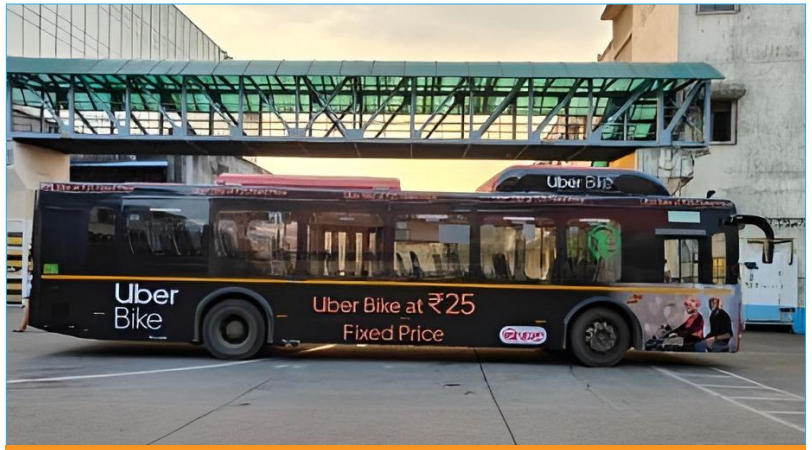
McDonald's



Ikea



HAPPYDENT



Uber

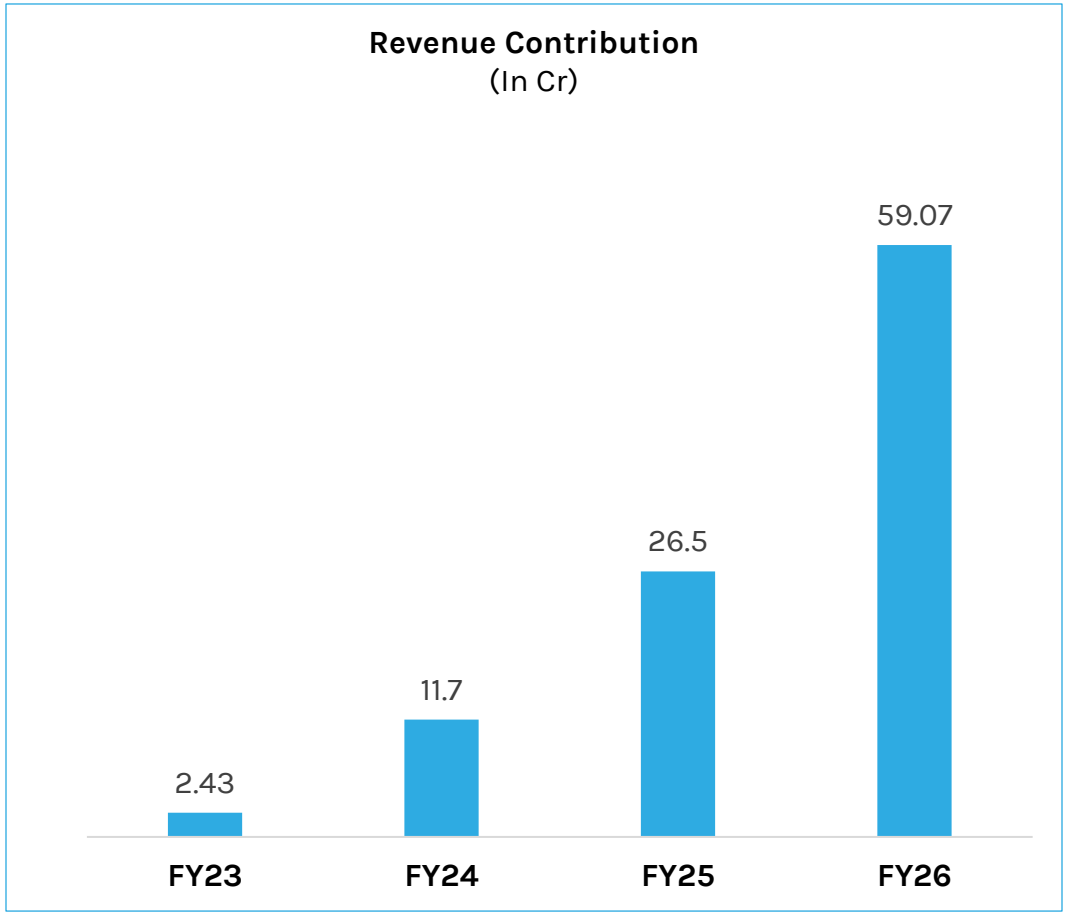


Uber

Balanced Revenue Model: Exclusive and Trade Media

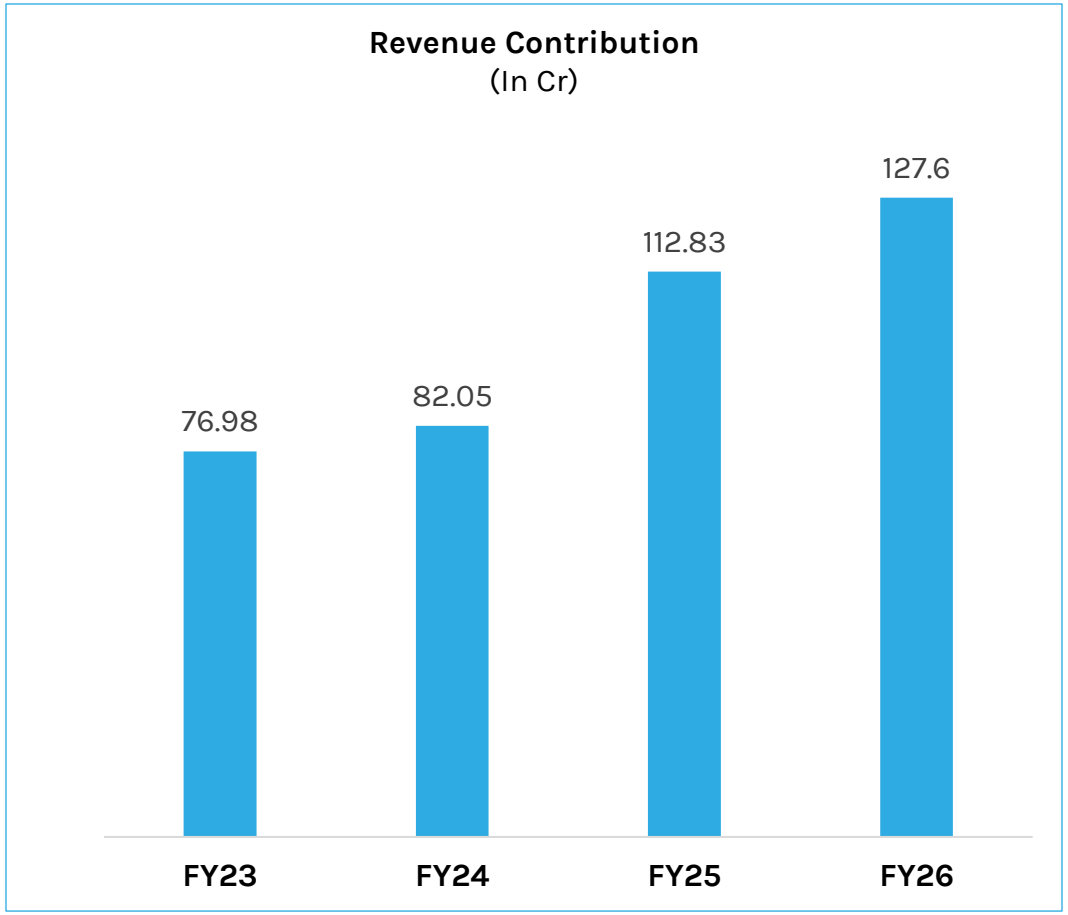
Exclusive Media
(Secured / Contracted Inventory)

Direct | Controlled | Long-Term Campaigns



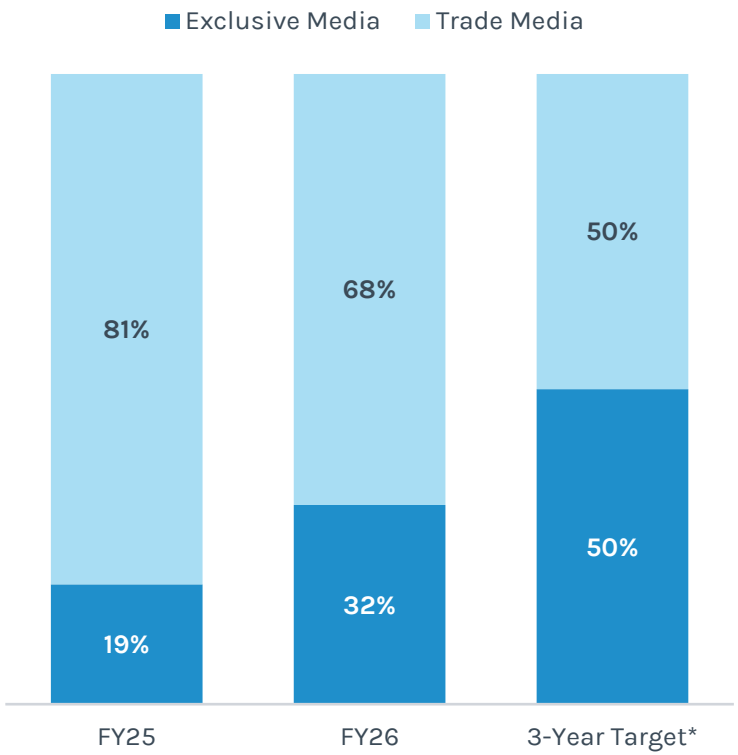
Trade Media
(Third-Party Inventory Procurement)

External | Flexible | Short-Term Campaigns

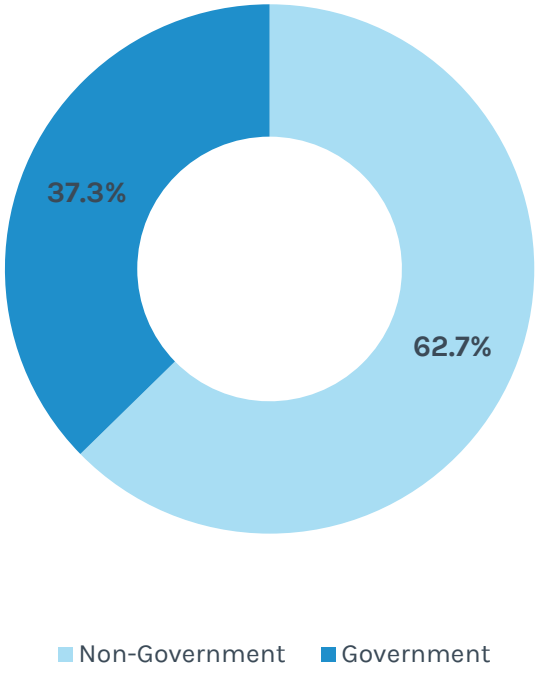


Revenue Quality: Visible vs Campaign-Led

Exclusive vs Trade Media (Share Of Revenue)



Government vs Non-Government (FY26)



Revenue Visibility Ladder

Exclusive Media · 32%

Contracted inventory on long-tenure rights; pricing and availability controlled

Repeat Clients · 25–30%

Brands returning campaign after campaign

Government · 37%

National and state campaigns; same 90–120 day payment cycle

Trade Media · 68%

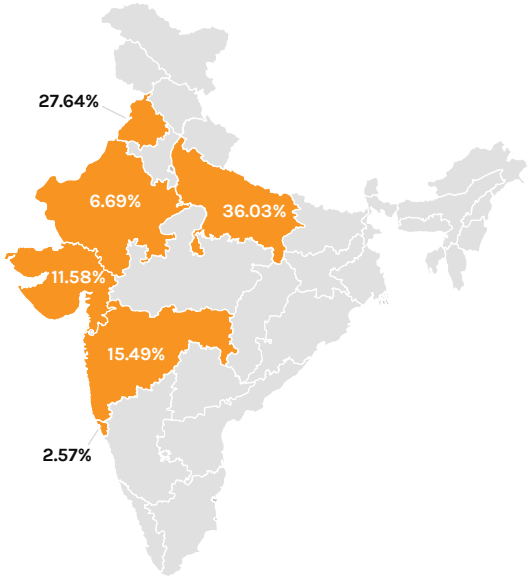
Third-party inventory sold campaign by campaign

Higher visibility at the top; segments overlap

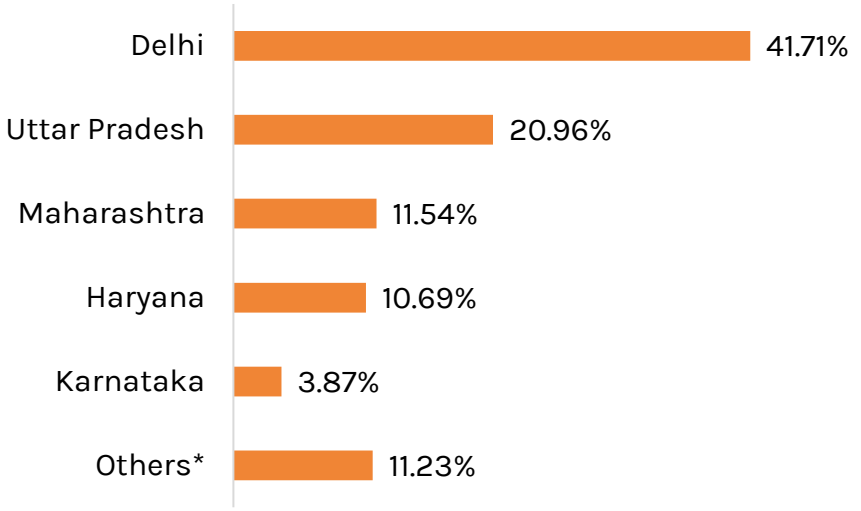
No order book: every order is a time-bound campaign. Visibility comes from contracted inventory and repeat clients; H2 carried 58% of FY26 revenue.

Strong Presence Across High-Density Transit Markets

FY26 State-wise Fleet (In %)

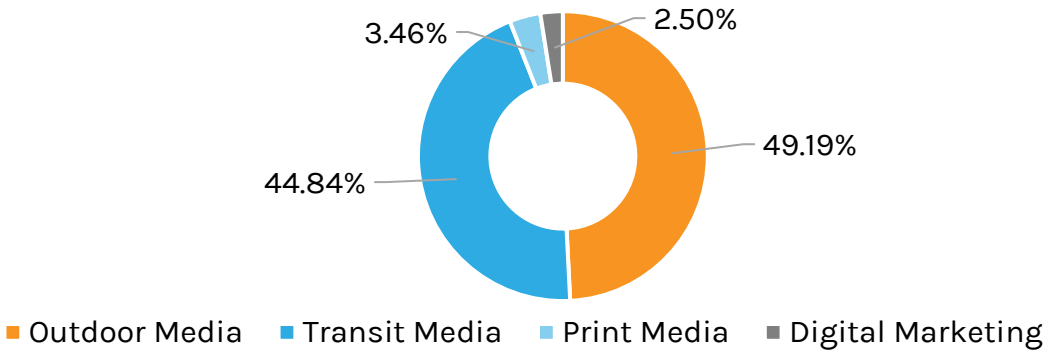


FY26 Stat-wise Revenue Contribution (In %)

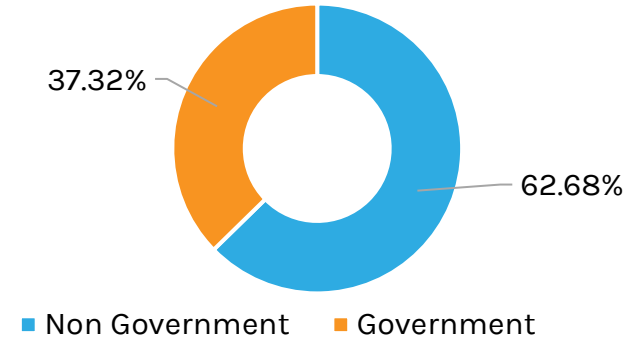


**Others include Gujarat, Madhya Pradesh, Chandigarh, West Bengal, Tamil Nadu, Assam, Rajasthan, Bihar, Chhattisgarh, Punjab, Telangana, Odisha, Himachal Pradesh, Andhra Pradesh, Uttarakhand, Puducherry, Meghalaya, Goa and Jharkhand*

FY26 Segment-wise Revenue Mix (In %)



FY26 Sector-wise Revenue Mix (In %)



Favorable Industry Tailwinds Driving Growth in Transit and OOH Media

CASHurDRIVE



OOH Media Growth

- OOH advertising growing at **~10%**, driven by rising mobility and premium urban locations
- Growth led by **transit formats, billboards, and high-footfall corridors**



Digital OOH (DOOH) Scaling

- DOOH revenues growing at **~78% YoY**
- Contributes **~12% of total OOH revenues**
- Increasing adoption of **LED screens and data-led formats**



Advertising Market Expansion

- Indian advertising industry growing at **~8% annually**
- Supported by **urban consumption and brand-led demand across sectors**



Structural Shift in Media Mix

- Digital advertising growing at **15–20% annually (global trend)**
- Increasing integration of **digital and physical (OOH) media formats**

Growth in mobility and digital formats is expanding high-visibility, scalable advertising opportunities across urban India.

Source: Bain & Company Ernst & Young

EV Ecosystem Creating a High-Growth, High-Visibility Media Opportunity

CASHurDRIVE

Rapid Expansion of EV Ecosystem

- EV penetration expected to grow from **~5% to 40%+ by 2030** *(Bain)*
- EV ecosystem projected to generate **$100+ billion opportunity** *(Bain)*

Charging Infrastructure Scale-Up

- Target to deploy **72,000 fast chargers across India** *(Economic Times)*
- Significant expansion in public charging infrastructure to support EV adoption

Infrastructure-Led Advertising Opportunity

- Charging stations emerging as **high-dwell, repeat-visibility locations**
- Increasing integration of media with **EV, transit, and urban infrastructure**
- Strong relevance across **electric buses, fleets, and mobility networks**

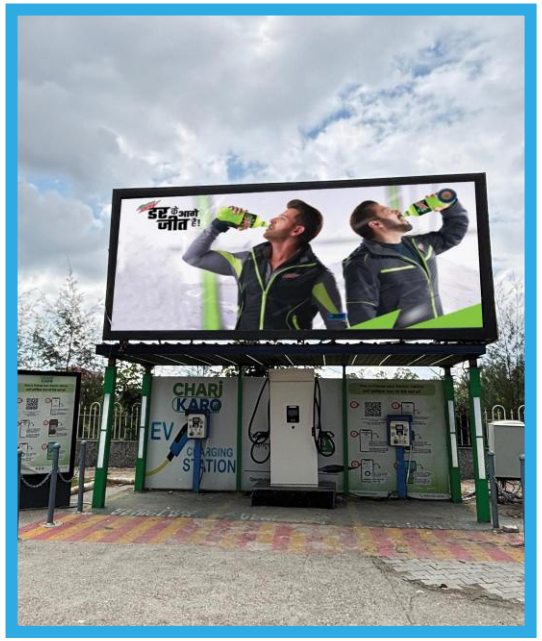
Commercial & Fleet Electrification

- EV adoption accelerating across **buses, fleets, and logistics segments**
- Charging infrastructure becoming critical to **urban mobility ecosystems**









EV infrastructure is creating a new layer of high-visibility, long-tenure advertising inventory aligned with urban mobility growth.

Source: Bain & Company Economic Times

Way Ahead: Five Growth Levers

Exclusive Media Growth

32% → **~50%**

share of revenue (3 years)

- ~2x the margin of trade media
- Contracts of 3–5 years; concessions up to 10 years

Higher Utilisation

~45% → **50–55%**

inventory utilisation (FY27)

- Industry average ~65%
- Same fixed cost, more campaigns per asset

EV Media Layer

501 sites

charging-station media sites

- EV media ~22% of exclusive revenue
- 50% stake in CharjKaro
- Chandigarh: 10 stations, 10-year O&M
- E-bus branding across cities

New Inventory & Cities

25+ cities

current national footprint

- Pune city bus advertising LOA
- Metros, airports, trains and public transport
- South India, Tier 2 & 3 cities

Execution Efficiency

₹5.97 Crores

IPO capex for in-house printing

- Printing facility to cut production cost
- AI-led planning and ROI tracking (₹5.22 Crores invested)

Management aims to sustain the growth trajectory of recent years, led by a higher exclusive share and better use of existing inventory.

Targets as stated by management on the H2 FY26 earnings call; forward-looking statements are subject to the disclaimer.

Structured Risk Management Framework

CASHurDRIVE

Risk	Mitigation
Dependence on Key Partnerships & Contracts	Long-term agreements with fleet operators, municipalities & EV partners; diversified partner base to reduce concentration risk
Client Concentration & Demand Volatility	Broad client base across industries; focus on multi-city campaigns and repeat business; increasing direct client engagement
Working Capital Intensity & Receivables Risk	Defined credit policies; active monitoring of debtor cycles; balanced mix of exclusive & trade media to optimize cash flows
Asset Utilization & Yield Risk	Centralized inventory planning; focus on improving fill rates and yield per asset; dynamic campaign allocation across assets
Regulatory & Compliance Risk	Adherence to municipal and transport regulations; strong internal controls; continuous monitoring of policy changes
Execution & Operational Risk	Standardized processes for campaign execution; on-ground monitoring systems; experienced operations team
Technology & Data Reliability Risk	Deployment of AI-driven tools; data validation frameworks; continuous investment in tech infrastructure
Market Competition & Pricing Pressure	Differentiation through exclusive media rights, pan-India scale, and EV-led inventory; integrated service offerings
Emerging EV Ecosystem Risk	Early mover advantage in EV media; strategic partnerships; phased and scalable expansion approach

Proactive Identification and Mitigation of Risks to Ensure Stability, Scalability, and Long-term Value Creation.

Board of Directors with Strong Governance & Strategic Oversight



Mr. Raghu Khanna
Chairman & Managing Director
15+ Years of Experience

Category Creator| First-mover vision | Media Innovator

- Founder of Cash Ur Drive Marketing Limited, responsible for overall strategy, operations, and business expansion.
- Leads development of transit, outdoor, and EV-linked advertising platforms across urban markets.
- **Recipient of BW Disrupt "40 Under 40 – 2025"** recognition for leadership and innovation.
- Featured on the cover pages of **Silicon India** and **India Today**; recognized by **Young Biz Times**.

Education: B.Tech – IIT, Guwahati

Ms. Parveen K Khanna
Whole time Director
Experience: 15+ Years

Mr. Bhupinder Kumar Khanna
Non-Executive Director
Experience: 38+ Years

Mr. Vivek Deorao Talmale
Non-Executive Independent Director
Experience: 23+ Years

Mr. Alok Nigam
Non-Executive Independent Director
Experience: 35+ Years

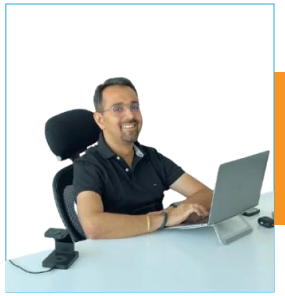
Management Team Driving Growth & Strategic Execution



Raghu Khanna
Chairman & Managing Director
15+ Years of Experience



Rajat Singhal
Chief Financial Officer
16+ Years of Experience



Nitesh Nagpal
Chief Business Officer
10+ Years of Experience



Sonika Yadav
PR/IR Head
12+ Years of Experience



Gagan Mahajan
Company Secretary
10+ Years of Experience

Consistent Financial Performance with Strong Earnings Visibility

Revenue Scale-Up

₹81.80 Cr → ₹186.67 Cr | ~32% CAGR

- Driven by **multi-city expansion (25+ cities)**
- Higher **inventory scale & campaign volumes**

EBITDA Outpacing Revenue

₹6.47 Cr → ₹33.58 Cr | ~73% CAGR

- Growth led by **operating leverage**
- Utilisation headroom: **~45%** in FY26, targeting **50–55%**

Margin Expansion

EBITDA: 7.91% → 17.99% (+1,008 bps)

PAT: 6.69% → 15.28% (+859 bps)

- Increasing **share of exclusive media (2x margin vs trade)**
- Better **pricing power & cost control**

Strong Bottom-Line Growth

PAT: ₹5.56 Cr → ₹29.40 Cr | ~74% CAGR

- EBITDA expansion flowing through to PAT
- Low finance cost → **high earnings conversion**

Strong Returns with Asset-Light Operations

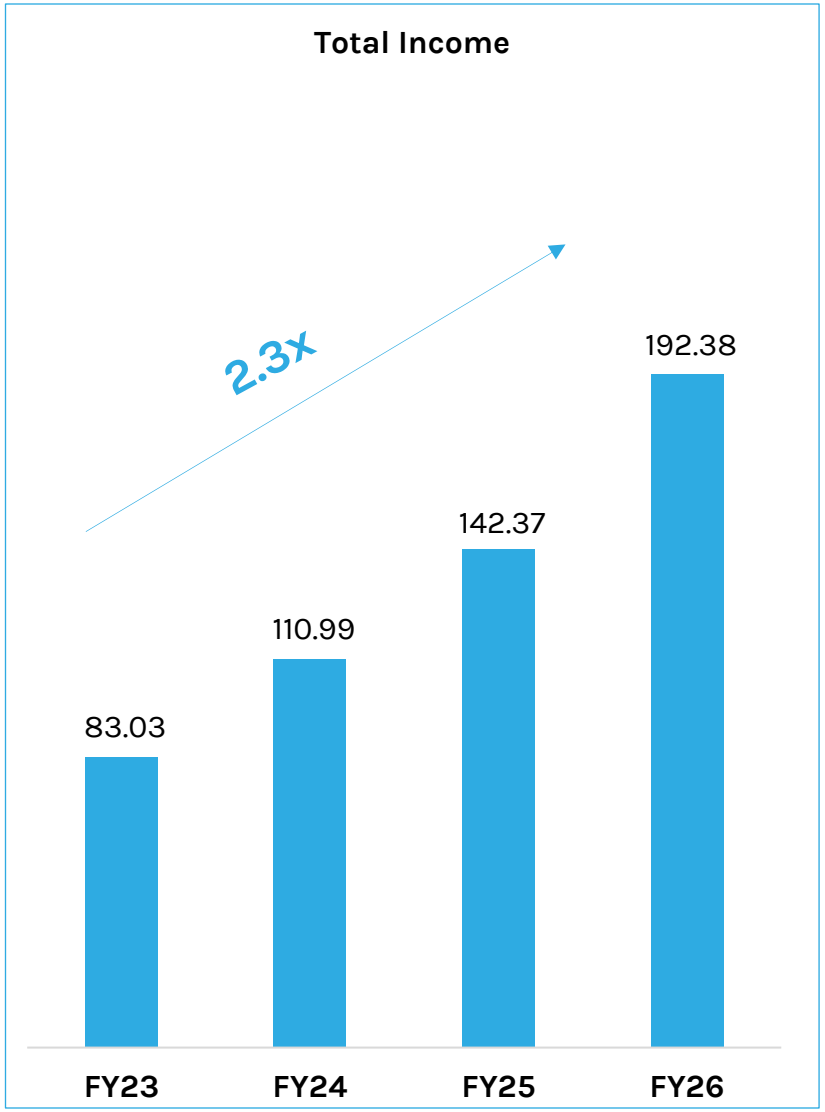
- ROCE: **24.23%** | ROE: **21.56%**
- **Near-zero debt** (D/E: 0.01x)
- Fixed Asset Turnover: 22.77x

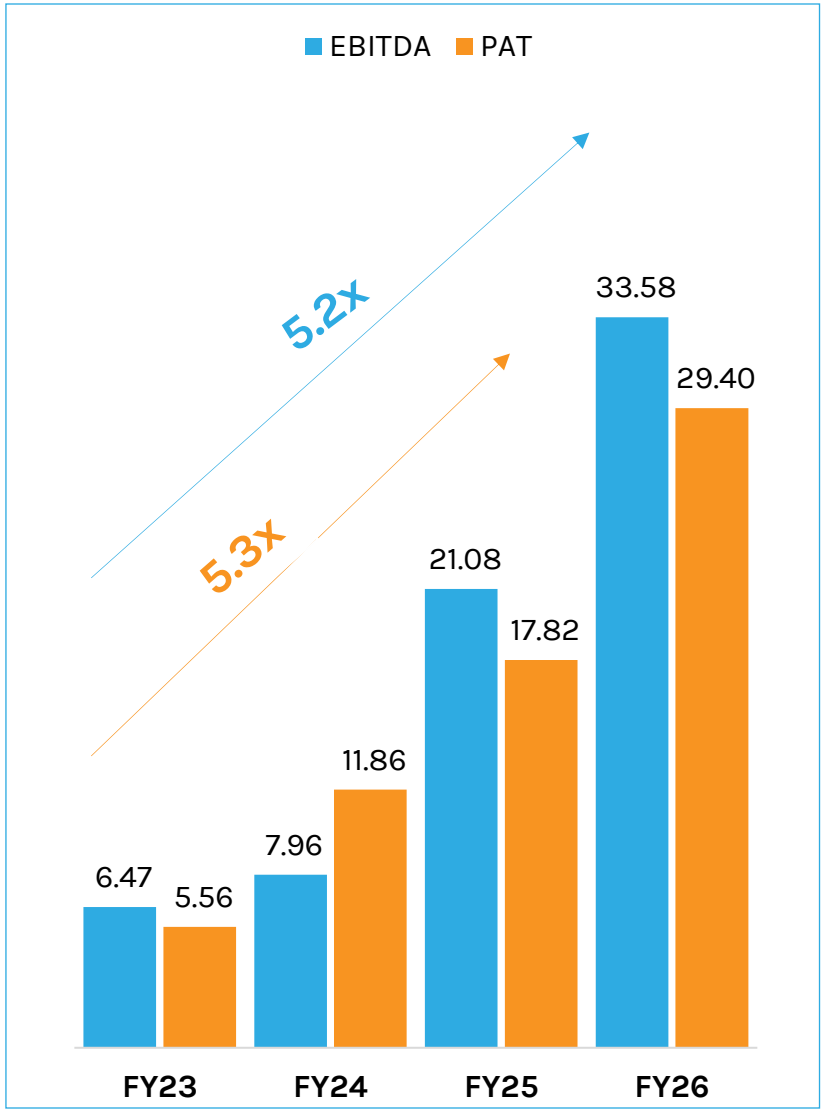
Note: CAGR calculations are based on the period from FY23 to FY26.

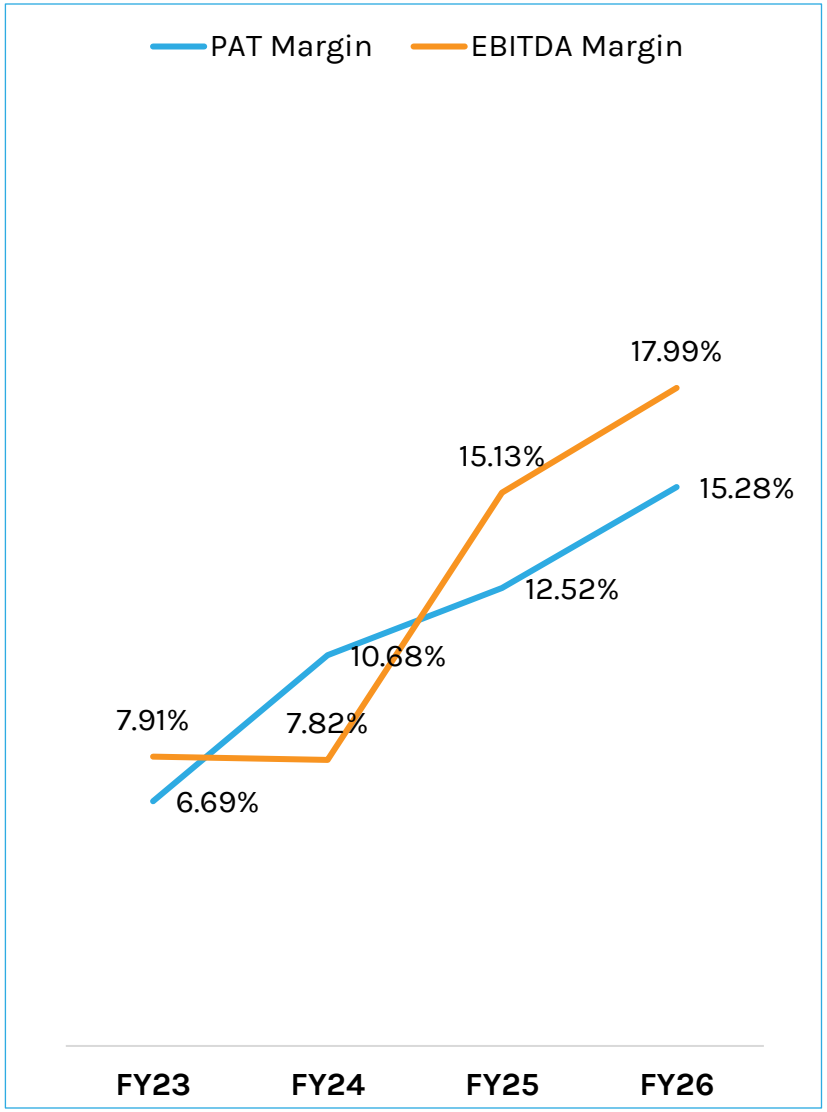
Scale-driven Revenue Growth + Improving Media Mix → Operating Leverage → Strong Margin And Earnings Expansion

Strong Earnings Growth Supported by Operating Leverage

All Amount ₹ In Cr & Margins In %







EBITDA excludes other income; EBITDA margin is calculated on revenue from operations

Standalone Profit & Loss | Cash Flow Statement

All Amount ₹ In Cr & Margins In %

Particulars	FY26	FY25	FY24	FY23
Revenues	186.67	139.32	101.89	81.80
Other Income	5.71	3.05	9.10	1.23
Total Income	**192.38**	**142.37**	**110.99**	**83.03**
Operating Expenses	135.57	102.24	76.24	63.41
Employee Costs	10.58	9.15	6.11	5.27
Other Expenses	6.94	6.85	11.57	6.66
Total Expenditure	153.09	118.24	93.92	75.33
EBITDA	**33.58**	**21.08**	**7.96**	**6.47**
EBITDA Margin (%)	17.99%	15.13%	7.82%	7.91%
Finance Costs	0.12	0.13	0.74	0.05
Depreciation	0.21	0.19	0.20	0.24
PBT	**38.96**	**23.81**	**16.12**	**7.41**
Prior Period Items	0.00	0.00	-0.63	0.00
PBT after exceptional item	**38.96**	**23.81**	**15.49**	**7.41**
Tax	9.56	5.98	3.63	1.85
PAT	**29.40**	**17.82**	**11.86**	**5.56**
PAT Margin (%)	15.28%	12.52%	10.68%	6.69%
Cash Flow Statement				
Cash Flow from Operating Activities	-19.56	-24.92	33.52	-0.61
Cash Flow from Investing Activities	-8.65	-9.72	-8.85	-6.72
Cash Flow from Financing Activities	53.36	14.31	-5.52	3.69
Net Increase in Cash & Cash Equivalents	25.15	-20.33	19.15	-3.64

EBITDA excludes other income; EBITDA margin is calculated on revenue from operations

Standalone Balance Sheet Statement

(In ₹ Cr)

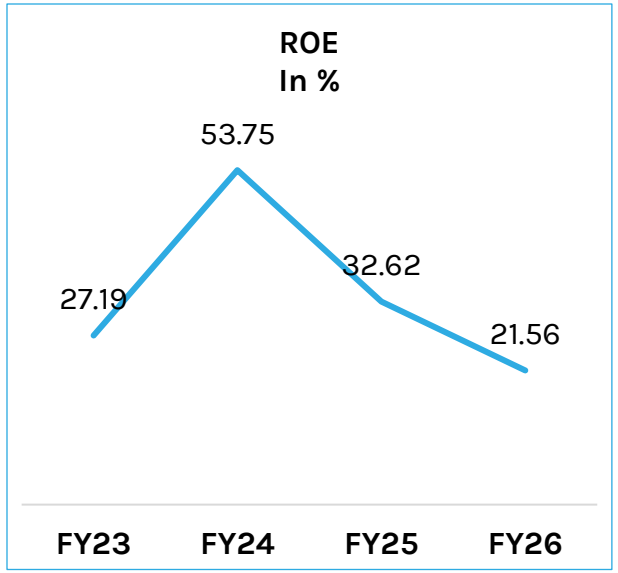
Equities & Liabilities	FY26	FY25	FY24	FY23
Equity	17.65	13.18	6.00	0.10
Reserves And Surplus	118.71	41.46	16.06	20.34
Total Equity	**136.36**	**54.64**	**22.06**	**20.44**
Non-Current Liabilities				
Long Term Borrowings	1.17	0.00	0.27	5.06
Other Long-Term Liabilities	0.00	0.00	0.00	0.00
Long Term Provision	0.53	0.47	0.28	0.00
Deferred Tax Liabilities	0.00	0.00	0.00	0.00
Total Non-Current Liabilities	**1.70**	**0.47**	**0.56**	**5.06**
Current Liabilities				
Short Term Borrowings	0.17	0.18	0.18	0.16
Trade Payables	58.52	28.18	61.87	32.71
Short Term Provisions	0.81	1.80	0.27	0.21
Other Current Liabilities	5.34	9.27	21.93	19.00
Total Current Liabilities	**64.84**	**39.44**	**84.24**	**52.09**
Total Equity & Liabilities	**202.89**	**94.55**	**106.86**	**77.59**

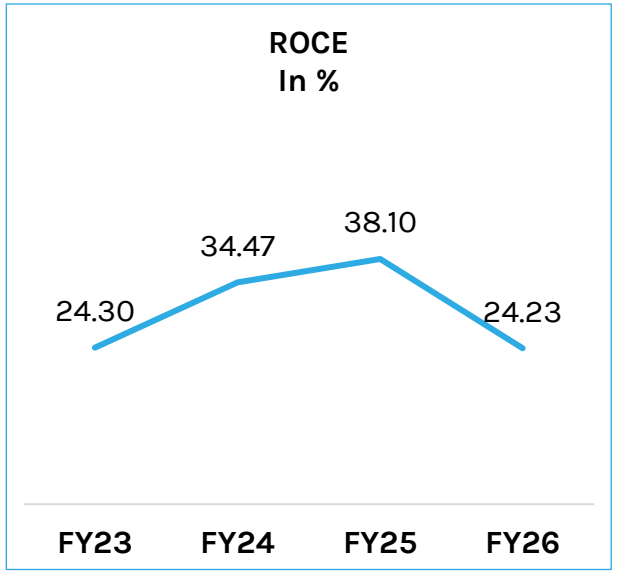
(In ₹ Cr)

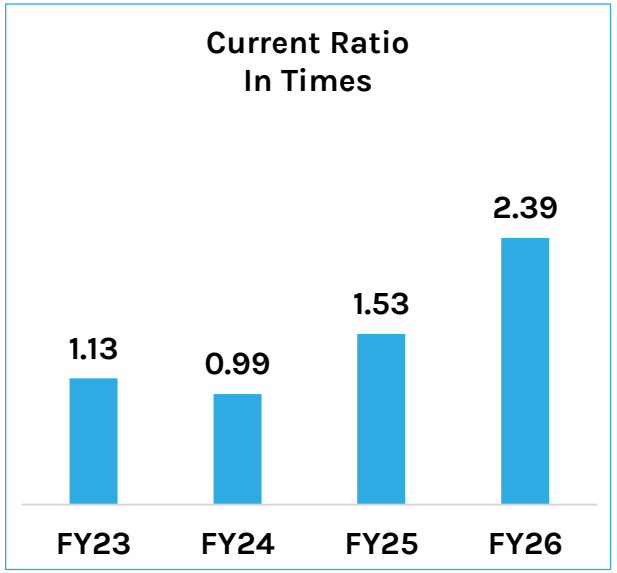
Assets	FY26	FY25	FY24	FY23
Non-Current Assets				
Fixed assets	8.20	2.25	1.46	1.05
Non-Current Investments	32.08	23.32	17.63	7.46
Other Non-Current Financial Assets	0.00	0.00	1.26	8.86
Deferred Tax Assets	0.22	0.23	0.21	0.09
Other Non-Current Assets	7.26	8.51	3.17	1.49
Total Non-Current Assets	**47.76**	**34.32**	**23.72**	**18.94**
Current Assets				
Inventories	0.00	0.00	0.38	2.81
Trade receivables	74.82	37.06	37.14	33.72
Cash & Bank Balance	33.25	8.11	28.44	9.28
Short term Loans and Advances	36.63	5.77	15.20	9.10
Other Current Assets	10.42	9.29	1.99	3.74
Total Current Assets	**155.13**	**60.23**	**83.14**	**58.65**
Total Assets	**202.89**	**94.55**	**106.86**	**77.59**

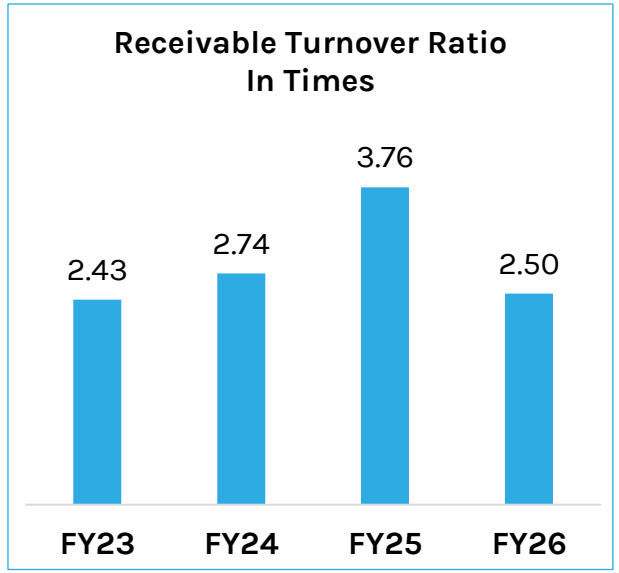
Key Financial Ratios & Return Metrics

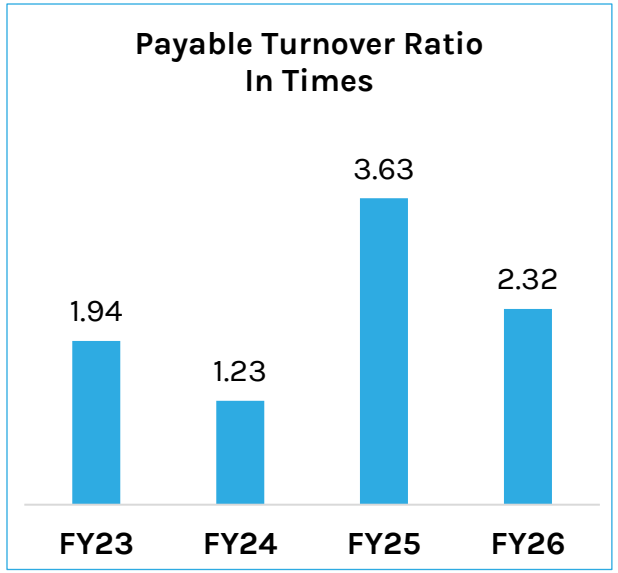
CASHurDRIVE

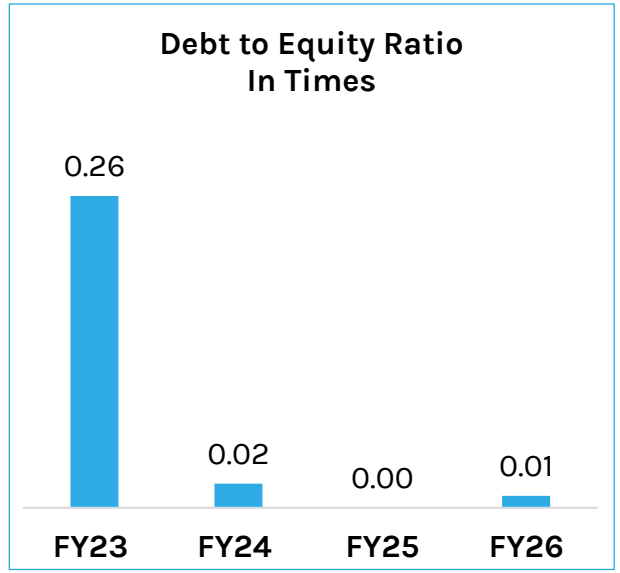


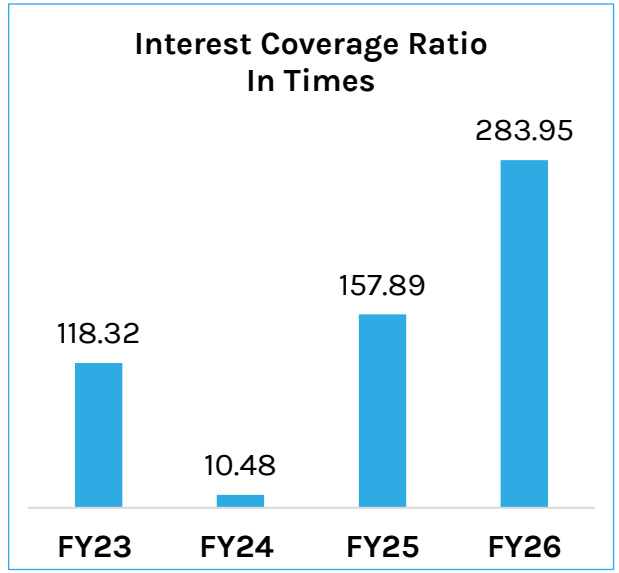


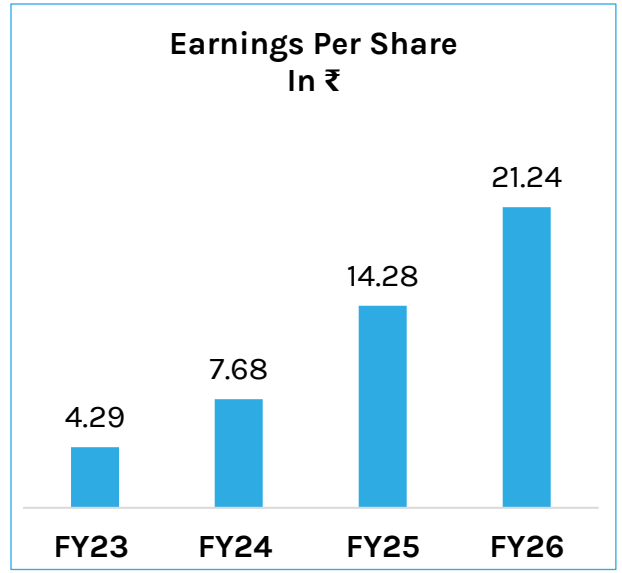












Investment Rationale

Early Positioning in EV Advertising Layer

- EV-led media already contributing **~22% within exclusive segment**
- Direct exposure to **EV buses, charging infra, and new mobility ecosystems**

Asset-Light Model Driving Scalable Growth

- Asset-light model enables **rapid expansion across cities without capex lock-in**
- Growth directly linked to **working capital deployment, not infra**

Structural Margin Expansion Story

- Exclusive media generates **~2x margins vs traded media**
- Increasing mix of owned inventory drives **operating leverage and pricing control**

Pan-India Execution Advantage

- Presence across **25+ cities enabling national campaign delivery**
- Ability to offer **single-window solution vs fragmented local competitors**

Focused Play in Underpenetrated Segment

- Pure-play focus on **transit media with high-frequency urban visibility (~80% time on road)**
- Segment remains **fragmented with limited scaled national players**

Clear Growth Visibility

- Robust Revenue CAGR of ~32% Supported by Improving Profitability
- Utilization improvement (**~45%** → **50–55%**) provides **near-term operating upside**

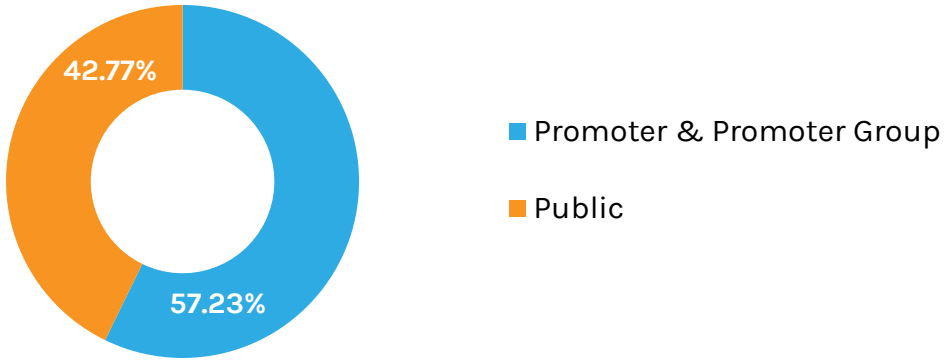
Stock Data

As on 17-11-2026

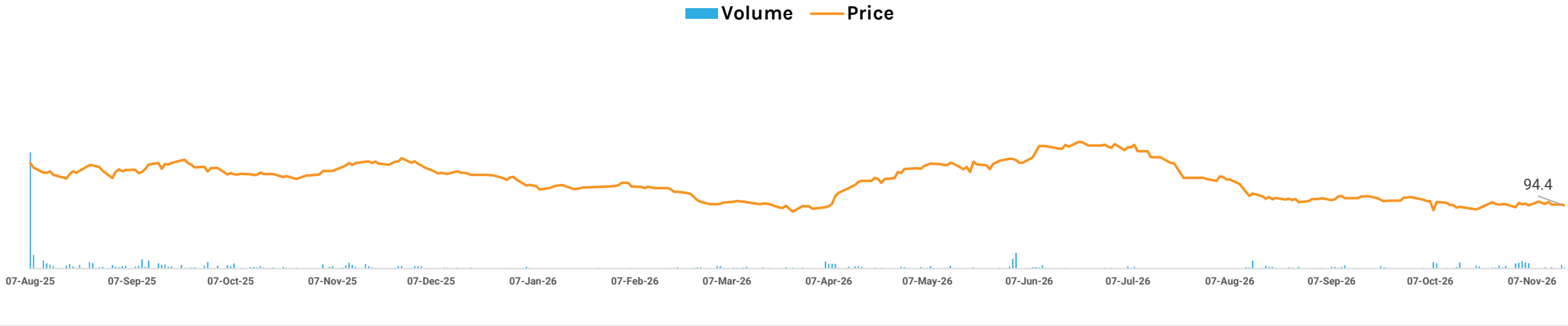
NSE: CUDML | ISIN: INE0WL201014	
Share Price (₹)	94.40
Market Capitalization (₹ Cr)	166.58
No. of Shares Outstanding	1,76,45,800
Face Value (₹)	10
52-week High-Low (₹)	191.00/80.10

As on 30-09-2026

Share Holding Pattern



Share Performance From 07th August, 2025 To 17th November, 2026



Source- NSE

Thank You





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