

**Date:** March 02, 2026

To,  
BSE Limited,  
PJ Towers, Dalal Street,  
Mumbai-400001  
BSE Script Code: 544435

**Sub: Intimation of Investment in Limited Liability Partnership (LLP)**

**Ref: Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations"), read with Part A of Schedule III, we wish to inform you that AdCounty Media India Limited ("the Company") has acquired a 99.95% stake in Adaxx Adtech & Media LLP (LLPIN: AAZ-5193) on March 02, 2026, by way of capital contribution.

Consequent to the aforesaid acquisition, Adaxx Adtech & Media LLP has become a subsidiary of the Company for the purpose of consolidation under applicable Accounting Standards (Ind-AS).

The details as required under Regulation 30 of the SEBI Listing Regulations read with the SEBI Master Circular No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026 are provided in **Annexure A**.

Kindly take the above information on record.

Thanking you,

**Yours faithfully,**  
**For AdCounty Media India Limited**

**Garima Malik**  
**Company Secretary and Compliance officer**



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**Annexure A**

**Disclosure as required under Regulation 30 of the Listing Regulations, read with SEBI Master Circular No. HO/49/14/14(7)2025- CFD-POD2/I/3762/2026 dated January 30, 2026**

S.no	Particulars	Details
1.	Name of Target Entity, Details in brief such as size, turnover etc.	<p><b>Name:</b> Adaxx Adtech &amp; Media LLP</p> <p><b>LLPIN:</b> AAZ-5193</p> <p><b>Total Contribution:</b> Rs. 10,00,00,000/- (Rupees Ten Crores Only) contributed by the Company and remaining Rs. 50,000/- (Rupees Fifty Thousand Only) held by existing partners of the LLP.</p> <p><b>Total Income:</b> Rs. 2,16,65,335.11 (as on March 31,2025)</p> <p><b>Total Assets:</b> Rs. 1,20,46,258.12 (as on March 31,2025)</p>
2	Whether the acquisition would fall within related party transaction (s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at "arm's length"	<p>The transaction does not constitute a related party transaction. The Company's promoter/ promoter group does not hold any interest in Adaxx Adtech &amp; Media LLP.</p> <p>The Company may have business dealings with Adaxx Adtech &amp; Media LLP in the ordinary course of business and on an arm's length basis.</p>
3	Industry to which the entity being acquired belongs.	Advertising and Media Services
4	Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the Company)	The acquisition is in line with the Company's strategy to expand and strengthen its advertising and media services business. It complements the existing line of business of the Company.
5	Brief details of any governmental or regulatory approvals required for the acquisition	Not Applicable
6	Indicative Time period for completion of acquisition	Acquisition will be completed in 2 Months



S.no	Particulars	Details						
7	Nature of consideration - whether cash consideration or share swap and details of the same	Cash consideration by way of Capital Contribution						
8	Cost of acquisition or the price at which the shares are acquired;	A total capital contribution of Rs. 10,00,00,000/- (Rupees Ten Crores Only) was made by the Company.						
9	Percentage of shareholding/ control and/ or number of shares acquired	Pursuant to the above capital contribution, the Company holds 99.95% of the total capital contribution in Adaxx Adtech & Media LLP and accordingly, it has become a subsidiary of the Company for the purpose of consolidation under applicable Accounting Standards (Ind-AS).						
10	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years' turnover, country in which the acquired entity has presence and any other significant information (in brief)	<p>Adaxx Adtech &amp; Media LLP was incorporated on November 17, 2021 having its registered office at Delhi, India. It is engaged in the business of advertising and media services.</p> <p>Turnover of Adaxx for last three financial years:</p> <p style="text-align: right;">(Rs. In Crores)</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>2024-25</th> <th>2023-24</th> <th>2022-23</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">2.15</td> <td style="text-align: center;">3.57</td> <td style="text-align: center;">3.28</td> </tr> </tbody> </table>	2024-25	2023-24	2022-23	2.15	3.57	3.28
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