



# DAPS ADVERTISING LIMITED

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

Ref: DAPS/2025-2026/28

Date: February 17, 2026

To,  
BSE Limited  
Department of Corporate Services  
Floor 25, P J Towers,  
Dalal Street, Mumbai.  
Maharashtra, -400001

Scrip Code: 543651

**Subject: Business Update Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements), 2015**

Dear Sir/Ma'am,

We are thrilled to announce the addition of 10 new hoardings and 3 new LED screens at locations with exceptionally high traffic throughout the day. This expansion enables brands to achieve maximum visibility and further strengthens our position in the outdoor advertising market. The details of new hoardings & led screens are as follows-

1. Seven Hoardings in Ghantaghar, two hoardings at Phoolbagh and one hoarding at IMA Hall
2. LED screen at Ghantaghar measuring 20x10 ft.
3. LED screen at Phoolbagh measuring 25x12 ft.
4. LED screen at Indian Medical Association (IMA) measuring 26x12 ft.

During the year 2024, our Company started operating 8 hoardings and 1 LED screen strategically place on the prime locations of Kanpur like Ghantaghar & Phool Bagh in respect of which business update was made on BSE. During the year 2025, we installed a total of 10 hoardings and 3 LED screens throughout the Kanpur City.

As we have entered 2026, we feel delighted to share that now our company operates a total of 28 hoardings and 7 LED screens throughout Kanpur City.

Moreover, we retain all advertising rights related to all these existing as well as newly added hoardings and LED screens, ensuring we control a key segment of the outdoor advertising space and are poised for sustained revenue growth. We firmly believe that this business expansion will not only enhance our ability to serve a larger base of clients but also open new avenues for revenue generation in the near term.

You are requested to take the same on record.

Thanking You,  
Yours faithfully,

**For DAPS Advertising Limited**

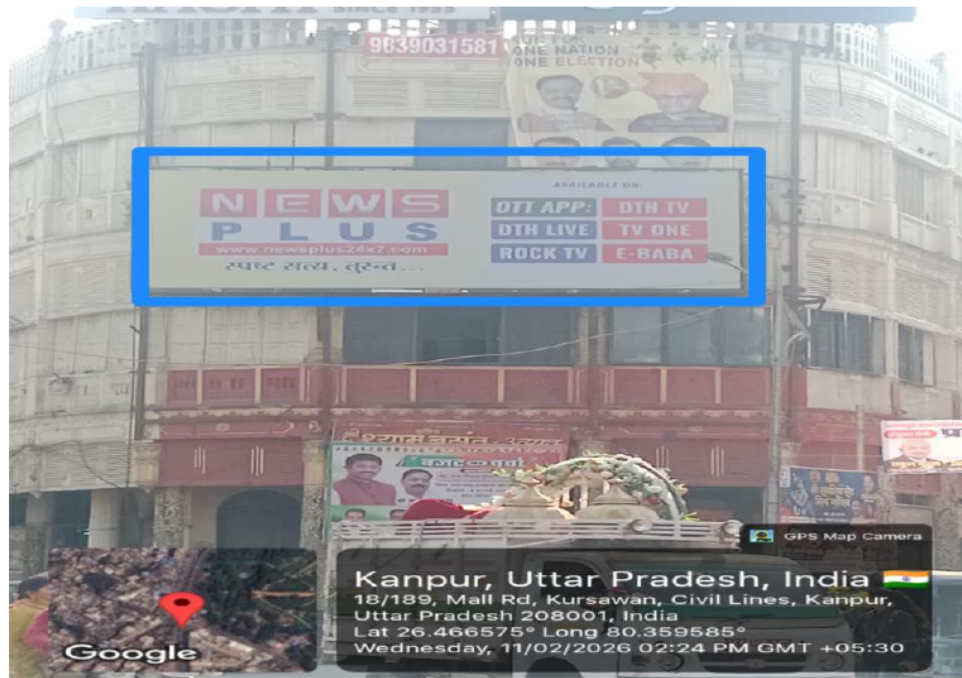
**Akanksha Agnihotri**  
**Company Secretary and Compliance Officer**

Encl: Real time images of LED screens & hoardings

**Company's LED screen shining bright at Ghantaghar**



**Company's LED screen shining bright at Phoolbagh**



**Company's LED screen shining bright at Indian Medical Association (IMA)**



**Company's New Hoardings at prominent locations of Ghantagarh, Phoolbagh and IMA Hall**



Ghantagarh Circle Central Dharmshala - Size : 10x15ft - Vertical



Ghantaghar Circle Hoarding

Size : 20x20ft



Railway Station Circle Kailash Building Rooftop Size 30x15ft



