



CITY PULSE MULTIVENTURES
LIMITED.

CITY PULSE MULTIVENTURES LIMITED

[Formerly Known as City Pulse Multiplex Limited]

**Reg Address: 401, 4th Floor, Sachet-1 B/h Om Complex, B/s City Centre,
Swastik Cross Road, Ahmedabad-380009.**

CIN : L92199GJ2000PLC037606

Date: 13th September, 2026

To,
The Manager – Corporate Relationship Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai – 400 001

Name and Scrip Code: City Pulse Multi Ventures Limited (formerly City Pulse Multiplex Limited) &
542727

Scrip ID: CPML
ISIN: INE056001014
CIN: L92199GJ2000PLC037606

**Sub: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements)
Regulations, 2015 – Execution of a Film Promotion & Digital Advertising Agreement**

Dear Sir / Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that City Pulse Multi Ventures Limited ("the Company") has entered into a Film Promotion & Digital Advertising Agreement with Sunshine Pictures Limited.

Under the Agreement, the Company shall promote and display the films, music videos, digital shows, trailers, teasers, promotional videos and other audio-visual content of Sunshine Pictures Limited across the digital and connected platforms owned, operated or made available by the Company. The Company shall be compensated primarily on a user-view basis, calculated with reference to the number of qualifying views generated.



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079-40070706/40070708



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The Company believes this engagement will strengthen its digital content and advertising vertical and contribute to its revenues during the current and subsequent financial years.

Kindly take the same on record.

Thanking you,
Yours Faithfully,
City Pulse Multiventures Ltd
(Formerly known as City Pulse Multiplex Limited)

Arpit Rajnikant Mehta
Managing Director
DIN: 00213945

Place: Ahmedabad

Date: 13th September, 2026



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ANNEXURE 1

DISCLOSURE UNDER PARAGRAPH 1 OF PART A, SCHEDULE III OF THE SEBI LODR REGULATIONS READ
WITH THE SEBI CIRCULAR NO. SEBI/HO/CFD/CFD-POD-1/P/CIR/2023/123 DATED JULY 13, 2023

Sr. No.	Items for Disclosure	Description
A	Agreements (viz. loan agreement(s) or any other agreement(s) which are binding and not in normal course of business, revision(s) or amendment(s) and termination(s) thereof:	
1	Brief details of agreement	Film Promotion & Digital Advertising Agreement, under which the Company shall promote and display film content, trailers, teasers, songs, promotional videos and other audio-visual content of Sunshine Pictures Limited across the Company's digital and connected platforms.
2	Date of Board / Committee Meeting approving the agreement	NA
3	Whether proposed / executed agreement is in normal course of business; If no provide reasons;	Yes
4	Impact of agreement on management and control of the listed entity	None. The Agreement does not result in any change in the management or control of the Company.



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5	Number of parties to the agreement	Two
		1. City Pulse Multi Ventures Limited
		2. Sunshine Pictures Limited
6	Nature of the parties of the agreement	Sunshine Pictures Limited, a company incorporated under the laws of India, having its registered office at A 102, Bharat Ark, Veera Desai Road, Andheri West, Mumbai 400 053.
7	Whether, the said parties are related to promoter/promoter group/associate/holding/subsidiary/group companies/directors /KMP/and its relatives in any manner	Sunshine Pictures Limited is not a related party of the Company. None of the promoters / promoter group / group companies of the Company have any interest in the said entity. The transaction is being undertaken on an arm's length basis.
8	Nature of Relationship	Film Promotion & Digital Advertising Agreement, under which the Company shall promote and display film content, trailers, teasers, songs, promotional videos and other audio-visual content of Sunshine Pictures Limited across the Company's digital and connected platforms.
9	Shareholding, if any, in the entity with whom the agreement is executed	NA
	1. No. of shares	
	2. Percentage of shareholding	
10	Whether the transaction would fall within related party transactions? If yes, whether the same is done at "arm's length"	No



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11	If no provide details;	Sunshine Pictures Limited is not a related party of the Company. None of the promoters / promoter group / group companies of the Company have any interest in the said entity. The transaction is being undertaken on an arm's length basis.
12	Date of agreement executed	13th September 2026 (effective date of the Agreement: 22nd August 2026). One year from the effective date, automatically renewable for successive one-year periods unless either party gives at least 30 days' written notice of non-renewal.
13	Purpose of entering into the agreement;	Display of video advertisements, trailers, teasers and promotional clips; placement of content across the Company's applications, websites, feeds, connected devices and other digital interfaces; targeted and general distribution to relevant users; and providing campaign performance and viewership reports. The content covered includes 39 music videos and three digital shows – Bawra Mann (12 episodes), Ankahee (30 episodes) and Bada Jurm Choti Kahani (1 episode) – as set out in Annexure 1 to the Agreement.



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14	Significant terms of the agreement (in brief) special rights like right to appoint directors, first right to share subscription in case of issuance of shares, right to restrict any change in capital structure etc.	Nil
15	Whether there is any issuance / transfer of shares to the parties	No
16	Class of shares issued / transferred	NA
17	Issue price per share	NA
18	Details and qualification of the restriction or liability imposed upon the listed entity	Nil
19	Any other disclosures related to such agreements, viz., details of nominee on the board of directors of the listed entity, potential conflict of interest arising out of such agreements, etc.;	NA
20	Any other disclosure w.r.t. compliance of any SEBI Act, Regulation, Circular or provision	NA



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21	Any other Information	The Company shall be compensated on a user-view basis, i.e. qualifying views multiplied by the applicable rate per view, as specified in individual Campaign / Insertion Orders. Accordingly, the total value is not quantifiable at this stage. An amount of INR 9,00,00,000/- (Indian Rupees Nine Crores only), plus applicable GST, is payable to the Company on execution of the Agreement against an invoice raised by the Company. The applicable billing period under the Agreement concludes on 31st March, 2027. Promotion charges computed as qualifying views × applicable rate per view, billed monthly or on completion of the campaign, payable within 30 days from receipt of invoice, plus applicable GST. Promotion charges computed as qualifying views × applicable rate per view, billed monthly or on completion of the campaign, payable within 30 days from receipt of invoice, plus applicable GST.
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