Esha Media Research Ltd.
CIN : L72400MH1984PLC322857
E| info@eshamedia.com
T | 022 40966666

Date: November 26, 2026

To,
The Manager
BSE Limited,
P J Towers, Dalal Street,
Fort, Mumbai – 400 001

REF: COMPANY CODE NO. 531259
ISIN: INE328F01016

Dear Sir/Madam,

Subject: Postal Ballot Notice.

Pursuant to Regulation 30 of the Securities Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith Postal Ballot Notice dated November 04, 2026, sent to shareholders of the company on November 26, 2026, on their registered e-mail address.

The aforesaid Notice is sent to all the Members whose names appear in the Register of Members as on the cut-off date being Friday, November 20, 2026.

The Company has availed e-voting facility for Postal Ballot through RTA of the company i.e. KFin Technologies Limited in order to enable the members to cast their vote electronically.

The e-voting period will commence on Saturday, November 29, 2026 (9:00 a.m. IST) and ends on Monday, December 28, 2026 (5:00 p.m. IST).

The said Postal Ballot Notice will also be made available on the website of the Company i.e. www.eshamedia.com

Please take the same on record.

Thanking you,

Yours faithfully,
For **Esha Media Research Limited,**

Rakesh Kumar Mudgal
Digitally signed by Rakesh Kumar Mudgal
Date: 2026.11.26 15:27:02 +05'30'

Rakesh Kumar Mudgal
Director & Chief Financial Officer
DIN: 11624903
Date: November 26, 2026
Place: Mumbai

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NOTICE OF POSTAL BALLOT

[Pursuant to Section 110 and 108 of the Companies Act, 2013 read with Rule 22 and 20 of the Companies (Management and Administration) Rules, 2014]

Dear Shareholder(s),

NOTICE is hereby given pursuant to Section 110 read with Section 108 and other applicable provisions, if any, of the Companies Act, 2013 ('Act') (including any statutory modification(s) or re-enactment(s) thereof for the time being in force), read with Rules 20 and 22 of the Companies (Management and Administration) Rules, 2014 ('Rules'), Regulation 44 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('Listing Regulations'), Secretarial Standard on General Meetings issued by the Institute of Company Secretaries of India ('SS-2'), each as amended, and in accordance with the requirements prescribed by the Ministry of Corporate Affairs ('MCA') for holding general meetings/conducting postal ballot process through e-voting vide General Circular Nos.14/2020 dated April 8, 2020, 17/2020 dated April 13, 2020, 20/2020 dated May 05, 2020, 22/2020 dated June 15, 2020, 33/2020 dated September 28, 2020, 39/2020 dated December 31, 2020, 10/2021 dated June 23, 2021, 20/2021 dated December 8, 2021, 03/2022 dated May 5, 2022, 11/2022 dated December 28, 2022, 09/2023 dated September 25, 2023 and 09/2024 dated September 19, 2024 (collectively 'MCA Circulars'), to transact the Special Business as set out in this notice as the Ordinary/ Special Resolution through Postal Ballot by the members of Esha Media Research Limited ("The Company") only through Remote E-voting.

The resolutions for the purpose as stated herein below is proposed to be passed by Postal Ballot (**only through Remote E-voting**):

SPECIAL BUSINESS:

ITEM NO. 1: CHANGE OF NAME OF THE COMPANY AND CONSEQUENT ALTERATION OF MEMORANDUM AND ARTICLES OF ASSOCIATION

To consider and, if thought fit, to pass the following resolution as a Special Resolution:

"RESOLVED THAT pursuant to the provisions of Sections 4, 13, 14, 110 and other applicable provisions, if any, of the Companies Act, 2013 ('the Act') read with Rule 29 of the Companies (Incorporation) Rules, 2014 and Rule 22 of the Companies (Management and Administration) Rules, 2014 (including any statutory modification(s) or re-enactment(s) thereof for the time being in force), and subject to the approval of the Central Government (Registrar of Companies, [State/City]) and any other regulatory authorities as may be necessary, the consent of the

Members of the Company be and is hereby accorded to change the name of the Company from **ESHA MEDIA RESEARCH LIMITED** to **EMERGENT MEDIA RESEARCH LABS LIMITED'**.

RESOLVED FURTHER THAT upon issuance of the Fresh Certificate of Incorporation by the Registrar of Companies consequent upon change of name, Clause I (Name Clause) of the Memorandum of Association of the Company be altered and substituted with the following new

Clause I:
'I. The Name of the Company is **EMERGENT MEDIA RESEARCH LABS LIMITED'**

RESOLVED FURTHER THAT the existing name **ESHA MEDIA RESEARCH LIMITED,** wherever it appears in the Memorandum of Association and Articles of Association of the Company, be substituted with the new name **EMERGENT MEDIA RESEARCH LABS LIMITED**

RESOLVED FURTHER THAT the Board of Directors of the Company (which term shall include any Committee thereof or any person authorized by the Board) be and is hereby authorized to file necessary applications, e-Forms, returns, and documents with the Registrar of Companies and to do all such acts, deeds, matters, and things as may be deemed necessary, proper, or expedient to give effect to this resolution."

ITEM NO. 2: REGULARISATION OF BRIJMOHAN POORANMAL AGARWAL (DIN: 00529136) AS AN INDEPENDENT DIRECTOR TO THE BOARD OF DIRECTORS OF THE COMPANY

To consider and, if thought fit, to pass the following resolution as an *Ordinary Resolution*:

"RESOLVED THAT pursuant to the provisions of Sections 152, 161(1), 110 and other applicable provisions, if any, of the Companies Act, 2013 ('the Act') read with the Companies (Appointment and Qualification of Directors) Rules, 2014 (including any statutory modification(s) or re-enactment(s) thereof for the time being in force) and the Articles of Association of the Company, BRIJMOHAN POORANMAL AGARWAL (DIN: 00529136), who was appointed by the Board of Directors as an Additional Director of the Company with effect from November 4, 2026 pursuant to Section 161(1) of the Act and who holds office up to the date of the next Annual General Meeting, and in respect of whom the Company has received a notice in writing under Section 160 of the Act proposing [his/her] candidature for the office of Director, be and is hereby appointed as a Director *(specify: ~~Executive /~~ Non-Executive)* of the Company, *[~~liable~~ / not liable]* to retire by rotation.

RESOLVED FURTHER THAT the Board of Directors and/or the Company Secretary of the Company be and are hereby severally authorized to file necessary e-Forms with the Registrar of Companies and to do all such acts, deeds, and things as may be necessary to give effect to this resolution."

By Order of the Board of Directors
For Esha Media Research Limited

-Sd-

Rakesh Kumar Mudgal
Director
DIN: 11624903

Place: Mumbai
Date: 04th November, 2026

NOTES:

1. The Explanatory Statement pursuant to Sections 102 and 110 of the Companies Act, 2013, stating all material facts and the reasons for the proposals, is annexed herewith.

2. The Board of Directors of the Company ("the Board"), in its Meeting held on 04th day of November, 2026, has appointed Ms Dipali Shah (Membership No. A25422), Partner of M/s MSDS & Associates, Practising Company Secretaries, to act as "the Scrutinizer" for conducting the Postal Ballot by way of remote e-voting process in accordance with the Act and in a fair and transparent manner.

3. In compliance with the MCA Circulars, this Postal Ballot Notice is being sent by e-mail only, to all the Members whose names appeared in the Register of Members/List of Beneficial Owners as received from KFin Technologies Limited ("Kfintech") as the Agency to provide an e-voting facility as at close of business hours as on i.e., **Friday, 20th November, 2026 ("Cut-off Date")**.

4. In terms of the MCA Circulars, the Company will send this postal notice in electronic form only. The hard copy of this Postal Ballot notice, along with postal ballot forms and a pre-paid business envelope, will not be sent to the members for the postal ballot in accordance with the requirements specified under the MCA Circulars. Accordingly, the communication of the assent or dissent of the members would take place through the remote e-voting system only. Members may note that the Postal Ballot Notice will be available on the website of the Company www.eshamedia.com and on the website of KFin Technologies Limited.

5. The **voting period begins on 29th day, November, 2026, @ 9.00 a.m. (IST) till 28th day, December, 2026 @ 5.00 p.m. (IST).** During this period, shareholders of the Company, holding shares as on the cut-off date of **Friday, 20th November, 2026**, may cast their vote electronically. Once a vote on a resolution is cast by a member, he/ she shall not be allowed to change it subsequently or cast the vote again.

6. The Members whose email IDs are not registered with the Company/Depositories as on the Cut–Off date are requested to register their email IDs by sending an email citing the subject **"Postal Ballot Registration of e-mail IDs"** to the Registrar and Share Transfer Agent (RTA) of the Company, i.e., KFin Technologies Limited at evoting@Kfintech.com. or to the Company at compliance@eshamedia.com with the name of registered shareholder(s), folio number(s)/DP Id/Client Id and Number of equity shares held from the e-mail address they wish to register to enable them to exercise their vote on special business as set out in the Postal Ballot notice through the remote e-voting facility provided by KFin.

7. Voting rights in e-voting cannot be exercised by a proxy. However, corporate and institutional members shall be entitled to vote through their authorised representatives with proof of their authorisation.

8. The notice is available on the website of the Company at https://www.eshamedia.com, the website of E-voting service provider, i.e., KFin Technologies Limited ('KFin' or 'Kfintech') at https: evoting@Kfintech.com. and on the website of BSE Limited (www.bseindia.com). All the

Members of the Company, as on the cut-off date, shall be entitled to vote in accordance with the process specified in this notice. Any person who is not a Member on the cut-off date shall treat this notice for information purposes only. In this notice, the term Member(s) or shareholder(s) is used interchangeably.

9. The resolutions, if passed by the requisite majority, shall be deemed to have been passed on the last date specified by the Company for e-voting, i.e., 28th day, December, 2026.

10. Shareholders who have registered their e-mail IDs with their Depositories /Company are being sent a Notice of Postal Ballot by e-mail, and Shareholders who have not registered their e-mail ID will be requested to please register their e-mail IDs with the Company.

11. The Scrutinizer's decision on the validity or otherwise of the Postal Ballot (only through remote E-Voting) will be final.

12. The Scrutinizer shall, after conclusion of the voting period, submit his report, within prescribed timelines, to the Chairman or any person so authorized by him, who shall countersign the same and declare the results thereof. Results of the voting will be declared by placing the same along with the Scrutinizer's report on the Company's website at https: www.eshamedia.com and on the website of KFin at https:// evoting@Kfintech.com. and shall also be communicated to the stock exchanges within the prescribed period and the outcome will be made available at the registered office of the Company.

13. In accordance with the MCA Circulars, the relevant documents referred to in this Postal Ballot notice will be made accessible for inspection through electronic mode. Members who wish to inspect are requested to send an email to compliance@eshamedia.com mentioning their name, Folio No./Client ID and DP ID, with a self-attested copy of their PAN card attached to the e-mail.

14. In compliance with provisions of Section 108 of the Companies Act, 2013, read with Rule 20 of the Companies (Management & Administration) Rules, 2014, the Company is pleased to provide its members the facility to exercise their right to vote by electronic means as an alternate mechanism. For this purpose, the Company has entered into an agreement with KFin Technologies Limited for facilitating e-voting in order to enable the members to cast their votes electronically instead of dispatching a postal ballot form.

E- VOTING INSTRUCTIONS FOR POSTAL BALLOT ARE AS UNDER:

Procedure for remote e-voting:

i. In compliance with the provisions of Section 108 of the Companies Act, 2013 ("the Act"), read with Rule 20 of the Companies (Management and Administration) Rules, 2014, as amended from time to time, Regulation 44 of the SEBI Listing Regulations, and in terms of SEBI vide circular no. SEBI/HO/CFD/CMD/ CIR/P/2020/242 dated 09 December 2020 in relation to e-Voting Facility Provided by Listed Entities, the Members are provided with the facility to cast their vote electronically, through the e-Voting services provided by KFintech, on all the resolutions set forth in this Notice. The instructions for e-Voting are given below.

ii. However, in pursuance to SEBI circular no. SEBI/HO/ CFD/CMD/CIR/P/2020/242 dated 09 December 2020 on "e-Voting facility provided by Listed Companies", the e-Voting process has been enabled for all individual demat account holders, by way of a single login credential, through their demat accounts/websites of Depositories / DPs in order to increase the efficiency of the voting process.

iii. Individual demat account holders would be able to cast their vote without having to register again with the e-Voting service provider (ESP), thereby not only facilitating seamless authentication but also ease and convenience of participating in the e-Voting process. Shareholders are advised to update their mobile number and e-mail ID with their DPs to access the e-Voting facility.

iv. The remote e-Voting period commences from **Sunday, November 29, 2026 @ 9.00 a.m. (IST) till Monday, December, 28, 2026 @ 5.00 p.m. (IST).**

v. Any person holding shares in demat/physical form and non-individual shareholders, who acquire shares of the Company and become a Member of the Company after sending of the Notice and holding shares as of the cut-off date, may obtain the login ID and password by sending a request at evoting@Kfintech.com.

However, if he/she is already registered with KFintech for remote e-Voting, then he /she can use his / her existing User ID and password for casting the vote.

vi. In case of Individual Shareholders holding securities in demat mode and who acquire shares of the Company and become a Member of the Company after sending of the Notice and holding shares as of the cut-off date, may follow the steps mentioned below under "Login method for remote e-Voting and joining virtual meeting for Individual shareholders holding securities in demat mode."

vii. The details of the process and manner for remote e-Voting and general meetings are explained below:

Step 1: Access to the Depositories e-Voting system in case of individual shareholders holding shares in demat mode.

Step 2: Access to KFintech e-Voting system in case of shareholders holding shares in physical and non-individual shareholders in demat mode.

Step 3: Access to join virtual meetings (General Meeting) of the Company on the KFin system to participate General Meeting and vote at the General Meeting.

Details on Step 1 are mentioned below:

Login method for remote e-Voting for Individual shareholders holding securities in demat mode.

Type of Shareholders	**Login Method**
Individuals	**1. Existing user who has opted for Easi / Easiest**

Shareholders holding securities in Demat mode with **CDSL**	I. Visit URL: https://web.cdslindia.com/myeasitoken/Home/Login or URL: www.cdslindia.com II. Click on New System Myeasi III. Login with your registered user id and password. IV. The user will see the e-Voting Menu. The Menu will have links of ESP i.e., KFintech e-Voting portal. V. Click on e-Voting service provider name to cast your vote. **2. User not registered for Easi/Easiest** I. Option to register is available at https://web.cdslindia.com/myeasitoken/Registration/EasiRegistration II. Proceed with completing the required fields. III. Follow the steps given in point 1 **3. Alternatively, by directly accessing the e-Voting website of CDSL** I. Visit URL: www.cdslindia.com II. Provide your demat Account Number and PAN No. III. System will authenticate the user by sending OTP on the registered Mobile & Email as recorded in the demat Account. IV. After successful authentication, the user will be provided with links for the respective ESP, i.e., KFintech, where the e-Voting is in progress.
Individuals Shareholders holding securities in Demat mode with NSDL	**1. User already registered for IDeAS facility:** I. Visit URL: https://eservices.nsdl.com/ II. Click on the "Beneficial Owner" icon under "Login" under the 'IDeAS' section. III. On the new page, enter User ID and Password. Post successful authentication, click on "Access to e-Voting" IV. Click on the company name or e-Voting service provider, and you will be redirected to the e-Voting service provider website for casting the vote during the remote e-Voting period. **2. User not registered for IDeAS e-Services** I. To register, click on the link: https://eservices.nsdl.com/ II. Select "Register Online for IDeAS" or click at https://eservices.nsdl.com/SecureWeb/IdeasDirectReg.jsp III. Proceed with completing the required fields. IV. Follow steps given in point no.1 **3. Alternatively by directly accessing the e-Voting website of NSDL** I. Open URL: https://www.evoting.nsdl.com/ II. Click on the icon "Login" which is available under the 'Shareholder/Member' section. III. A new screen will open. You will have to enter your User ID (i.e., your sixteen-digit demat account number held with NSDL), Password / OTP and a Verification Code as shown on the screen. IV. Post successful authentication, you will be requested to select the name of the Company and the e-Voting Service Provider name, i.e., KFintech. V. On successful selection, you will be redirected to the KFintech e-Voting page for casting your vote during the remote e-Voting period.

Individual Shareholder login through their demat accounts / Website of Depository Participant	I. You can also log in using the login credentials of your demat account through your DP registered with NSDL / CDSL for the e-Voting facility. II. Once logged in, you will be able to see the e-Voting option. Once you click on the e-Voting option, you will be redirected to NSDL / CDSL Depository site after successful authentication, wherein you can see the e-Voting feature. III. Click on the options available against the company name or e-Voting service provider – KFintech, and you will be redirected to the e-Voting website of KFintech for casting your vote during the remote e-Voting period without any further authentication.

Important note: Members who are unable to retrieve their User ID / Password are advised to use Forgot User ID and Forgot Password options available at their respective websites.

Helpdesk for Individual Shareholders holding securities in demat mode for any technical issues related to login through Depository, i.e., NSDL and CDSL.

Login type	**Helpdesk details**
Individual Shareholders holding securities in Demat mode with **CDSL**	Members facing any technical issue in login can contact CDSL helpdesk by sending a request at helpdesk.evoting@cdslindia.com or contact at toll-free no. 1800 22 55 33
Individual Shareholders holding securities in Demat mode with **NSDL**	Members facing any technical issue in login can contact NSDL helpdesk by sending a request at evoting@nsdl.co.in or call at : 022 - 4886 7000 and 022 - 2499 7000

Details on Step 2 are mentioned below:

Login method for e-Voting for shareholder other than individual shareholders holding shares in Demat mode & physical mode is given below:

Members whose email IDs are registered with the Company/Depository Participants (s), will receive an email from KFintech, which will include details of E-Voting Event Number (EVEN), USER ID and password. They will have to follow the following process:

i. Launch the internet browser by typing the URL: https://evoting.kfintech.com/login.aspx

ii. Enter the login credentials (i.e., User ID and password). In case of a physical folio, User ID will be EVEN (E-Voting Event Number) xxxx, followed by folio number. In case of a Demat account, User ID will be your DP ID and Client ID. However, if you are already registered with KFintech for e-voting, you can use your existing User ID and password for casting the vote.

iii. After entering these details appropriately, click on “LOGIN”.

iv. You will now reach the password change Menu, wherein you are required to mandatorily change

your password. The new password shall comprise a minimum of 8 characters with at least one upper case (A-Z), one lower case (a-z), one numeric value (0-9) and a special character (@,#,$, etc.,). The system will prompt you to change your password and update your contact details, like mobile number, email ID, etc. on first login. You may also enter a secret question and answer of your choice to retrieve your password in case you forget it. It is strongly recommended that you do not share your password with any other person and that you take utmost care to keep your password confidential.

v. You need to log in again with the new credentials.

vi. On successful login, the system will prompt you to select the "EVENT", i.e., 'Esha Media Research Limited - General Meeting, ' and click on "Submit"

vii. On the voting page, enter the number of shares (which represents the number of votes) as on the Cut-off Date under "FOR/AGAINST" or alternatively, you may partially enter any number in "FOR" and partially "AGAINST" but the total number in "FOR/ AGAINST" taken together shall not exceed your total shareholding as mentioned herein above. You may also choose the option ABSTAIN. If the Member does not indicate either "FOR" or "AGAINST" it will be treated as "ABSTAIN" and the shares held will not be counted under either head.

viii. Members holding multiple folios/demat accounts shall choose the voting process separately for each folio/ demat account.

ix. Voting has to be done for each item of the notice separately. In case you do not desire to cast your vote on any specific item, it will be treated as abstained.

x. You may then cast your vote by selecting an appropriate option and clicking on "Submit".

xi. A confirmation box will be displayed. Click "OK" to confirm, else "CANCEL" to modify. Once you have voted on the resolution (s), you will not be allowed to modify your vote. During the voting period, Members can login any number of times till they have voted on the Resolution(s).

xii. Corporate/Institutional Members (i.e., other than Individuals, HUF, NRI, etc.) are also required to send a scanned certified true copy (PDF Format) of the Board Resolution/Authority Letter, etc., authorising its representative to attend the meeting through VC / OAVM on its behalf and to cast its vote through remote e-voting. Together with attested specimen signature(s) of the duly authorised representative(s), to the Scrutinizer at email id dipali@shah3ca.com with a copy marked to evoting@kfintech.com. The scanned image of the above-mentioned documents should be in the naming format "Esha Media Research Limited"

GENERAL INFORMATION:

1. The Company's equity shares are listed at (i) BSE Limited, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai- 400001, Maharashtra, India and (ii) National Stock Exchange of India Limited, Exchange Plaza, Floor 5, Plot No. C/1, Bandra (East), Mumbai – 400051, Maharashtra, India and the Company has paid the Annual Listing Fees to the said Stock Exchanges for the year 2024-2025.

2. Members are requested to send all communication relating to shares to the Company's Registrar and Share Transfer Agent at KFIN Technologies Limited (Unit: Esha Media Research Limited), 4TH FLOOR, VAKRANGEE CORPORATE HOUSE, PLOT NO.93, ROAD NO.16, M.I.D.C. MAROL, ANDHERI (EAST), MUMBAI, MAHARASHTRA, INDIA - 400093.

3. Register of Directors and Key Managerial Personnel (KMP) and their shareholding under Section 170 of the Companies Act, 2013 and the rules made thereunder and Register of Contracts maintained under Section 189 of the Companies Act, 2013 and the rules made thereunder are available for inspection at the registered office of the Company.

EXPLANATORY STATEMENT PURSUANT TO SECTIONS 102 AND 110 OF THECOMPANIES ACT, 2013 AND SECRETARIAL STANDARD-2 ON GENERAL MEETINGS ISSUED BY THE INSTITUTE OF COMPANY SECRETARIES OF INDIA.

Item No. 1: Change of Name of the Company and Consequent Alteration of MOA & AOA

The Board of Directors of the Company at its meeting held on **November 4, 2026** approved the proposal to change the name of the Company from **ESHA MEDIA RESEARCH LIMITED'** to **EMERGENT MEDIA RESEARCH LABS LIMITED''**, subject to the approval of the Members and the Central Government (Registrar of Companies).

Reasons for Change of Name:

*"*To better reflect the expanded business operations, brand identity, and strategic vision of the Company in the field of media research and intelligence, the Board considers it appropriate to align the corporate name with its core business focus*.*

The Central Registration Centre (CRC), Ministry of Corporate Affairs, has confirmed the availability of the proposed name **EMERGENT MEDIA RESEARCH LABS LIMITED'** vide its Name Approval Letter dated **November 19,2026** (SRN: **AC7667832)**

Pursuant to Sections 4, 13, and 14 of the Companies Act, 2013, change of name of the Company and the consequent alteration of Clause I of the Memorandum of Association and the Articles of Association require the approval of the Members by way of a **Special Resolution** and subsequent approval of the Central Government (ROC) in Form INC-24.

A copy of the existing Memorandum and Articles of Association along with the proposed altered Memorandum and Articles of Association and the MCA Name Approval Letter are available for electronic inspection by Members upon sending an email request to **compliance@eshamedia.com** up to the last date of e-voting.

None of the Directors, Key Managerial Personnel of the Company, or their relatives are, in any way, concerned or interested, financially or otherwise, in the Special Resolution set out at Item No. 1, except to the extent of their shareholding in the Company, if any.

The Board recommends the Special Resolution set out at Item No. 1 of the Notice for approval of the Members.

Item No. 2: Regularisation of BRIJMOHAN POORANMAL AGARWAL (DIN: 00529136) as an Independent Director of the Company

Based on the recommendation of the Nomination and Remuneration Committee *(delete if not applicable)*, the Board of Directors at its meeting held on **November 4, 2026** appointed **BRIJMOHAN POORANMAL AGARWAL** (DIN: **00529136**) as an Additional Independent Director of the Company pursuant to Section 161(1) of the Companies Act, 2013 and the Articles of Association of the Company. Under Section 161(1), [he/she] holds office up to the date of the next Annual General Meeting of the Company.

The Company has received a notice in writing from a Member under Section 160 of the Act proposing the candidature of **BRIJMOHAN POORANMAL AGARWAL** for the office of Independent Director of the Company. **BRIJMOHAN POORANMAL AGARWAL** is not disqualified from being appointed as an Independent Director in terms of Section 161 of the Act and has given [his/her] consent in Form DIR-2 to act as a Director.

Additional Disclosures pursuant to Secretarial Standard-2 (SS-2):

Particulars	**Details**
Name & DIN	**BRIJMOHAN POORANMAL AGARWAL** (DIN: **00529136**)
Age & Date of Birth	70 years, October 15, 1956
Qualifications	Distinguished Chartered Accountant with over 45 years of professional experience, specialising in Domestic and International Taxation, Transfer Pricing, Statutory Audits and Investigation Audits
Experience & Expertise	A Partner at Borkar & Muzumdar, Chartered Accountants, Mumbai, since 1987, with extensive experience in handling audits of leading nationalised and foreign banks, RBI and large public sector undertakings. Has significant expertise in regulator-appointed special audits, investigations and complex financial assignments. Served as Chairman of the Western India Regional Council (WIRC) of ICAI for 2008–09 and held several key leadership positions within ICAI over the years. Has been actively associated with various professional committees, including those of ICAI and the Ministry of Law and Justice. Also serves as an Independent and Professional Director on the boards of various companies and is associated with several social and charitable organisations.
Terms & Conditions of Appointment	Appointed as Independent Director (Non-Executive) not liable to retire by rotation.

Particulars	Details
Date of First Appointment on Board	November 4,2026
Shareholding in the Company	Nil
Relationship with other Directors/KMP	Nil
Number of Board Meetings attended	Nil
Other Directorships & Committee Memberships	Independent - **Director** **1 .The Byke Hospitality Ltd** **2. Ekansh Concepts Ltd.** Whole-time Director 1. **Equity Link Research (I) Ltd.** 2. **Choice International Limited**

Except **BRIJMOHAN POORANMAL AGARWAL** being the appointee (and [his/her] relatives to the extent of their shareholding, if any), none of the other Directors, Key Managerial Personnel of the Company, or their relatives are concerned or interested, financially or otherwise, in the resolution set out at Item No. 2.

The Board recommends the Ordinary Resolution set out at Item No. 2 of the Notice for approval of the Members.

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By Order of the Board of Directors
For Esha Media Research Limited

Place: Mumbai
Date: 04th November, 2026

-Sd-

Rakesh Kumar Mudgal
Director
DIN: 11624903