

7<sup>th</sup> May, 2026

To  
**BSE Limited**  
The General Manager-Listing  
Corporate Relationship Department,  
Ground Floor, P.J. Towers,  
Dalal Street, Mumbai 400001.

*Scrip Code: 539682*

**Subject: MMA India Study in Association with Mobavenue Reports 84–88% of AI Adopters Achieving Medium-to-High Business Impact.**

Dear Sir/Madam,

We wish to inform you that **Mobavenue AI Tech Limited** (“MATL”), in association with Marketing + Media Alliance (“MMA”) India, has released “The AI Marketing Maturity Study”, a benchmarking report assessing AI adoption and business impact across key marketing functions.

The study, based on insights from 60+ senior marketing leaders across 11+ industry verticals, highlights that 84–88% of AI adopters are reporting medium-to-high business impact across key marketing functions.

The report benchmarks AI maturity across four critical pillars comprising Creative & Content, Measurement & Insights, Propensity Modelling, and Customer & Sales Journeys, with full-stack AI adoption ranging between 35% and 57% across these functions. The findings indicate an increasing industry shift from experimentation towards integrated AI-led operational systems designed to deliver measurable and scalable business outcomes.

Commenting on the study, Tejas Rathod, Founder & CTO, Mobavenue AI Tech, said, “Most organisations today have moved beyond experimenting with AI and are actively using it across functions. However, what often exists is a collection of capable but disconnected systems. When planning, creative, execution, and analytics operate in silos, the true potential of AI remains under-realised. The opportunity lies in building connected workflows where insights can directly inform action and continuously improve outcomes. As this study highlights, the focus now should be on creating structured, end-to-end systems that can translate AI capabilities into consistent and scalable business impact.”

Mobavenue AI Tech Limited (BSE: INE622Q01019) is a global AI-powered AdTech and consumer growth company that enables businesses, enterprises, publishers and large global agencies to connect with high-intent consumers and drive measurable outcomes across the full customer journey.

• **Mobavenue AI Tech Limited** •

📍 **REGD. OFF:** 208, White Lotus Plaza, 1 Avantika Nagar, Scheme No. 51 Sangam Nagar, Army Head Quarter Indore, Madhya Pradesh- 452006.

🏢 **CORPORATE OFF:** Unit 111 B-Wing, Western Edge II, Magathane, Borivali East, Mumbai, Maharashtra, 400066.

✉️ [compliance@mobavenue.ai](mailto:compliance@mobavenue.ai) | [investor.relations@mobavenue.ai](mailto:investor.relations@mobavenue.ai) 🌐 [www.mobavenue.ai](http://www.mobavenue.ai) 📞 +91 8655447386

(Formerly known as Lucent Industries Limited)

Its proprietary A3 framework, spanning Awareness, Acquisition, and Activation, ensures a full-funnel, outcome-led approach to digital growth. Headquartered in Mumbai with a growing global presence across Southeast Asia, MENA, LATAM, Hong Kong, the UK, and the USA, Mobavenue works with 150+ brands across e-commerce, BFSI, fintech, travel, OTT, gaming, healthcare and retail, from publicly listed enterprises to some of the fastest-growing digital businesses in the market.

At the core is the GMP 360 stack, a unified platform integrating data, AI-led decisioning, and programmatic execution across mobile, video, Connected TV, web, OEM, and DOOH, enabling real-time intelligence and consistent outcomes at scale.

Kindly take the above information on record.

Yours faithfully,

**For Mobavenue AI Tech Limited**  
(Formerly known as Lucent Industries Limited)



obavenue  
AI TECH

**Ishank Joshi**  
**Managing Director & Chief Executive Officer**  
**DIN: 05289924**

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✉️ [compliance@mobavenue.ai](mailto:compliance@mobavenue.ai) | [investor.relations@mobavenue.ai](mailto:investor.relations@mobavenue.ai)

🌐 [www.mobavenue.ai](http://www.mobavenue.ai)

☎️ +91 8655447386