

15th May, 2026

To,
The Chief General Manager Listing
Operations.
BSE Limited
P.J Towers,
Dalal Street, Fort, Mumbai - 400 001

Scrip Code: 539682

Subject: Investor Presentation for the financial results as on 31st March, 2026.

Ref: Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Dear Sir/Ma'am,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (Listing Regulations), we are enclosing herewith the investor presentation on the Financial Results of the Company for the year ended 31st March, 2026.

The presentation is also being uploaded on the Company's website at www.mobavenue.ai.

We request you to take the above information on record.

Thanking you,

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

Kunal Kothari
Chairman & Chief Operating Officer
DIN: 07111105

Encl: As above

• **Mobavenue AI Tech Limited** •

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

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Mobavenue
AI TECH

(formerly known as Lucent Industries Limited)

EARNINGS PRESENTATION

Q4 & FY2026

A Global AI-Powered Advertising, Marketing & Consumer Growth Platform

Engineering Outcomes. Shaping Digital Growth.

Disclaimer

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Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third party statements and projections.

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EXECUTIVE SUMMARY

**Our Outcome-Led Platform Business is
Positioned for Long-Term Value
Creation for Brands**

Key Metrics- Quick Snapshot & Summary

Driving value across people, brands, and outcomes

Business
Metrics
(Annual)

218.48 Cr

CONSOLIDATED REVENUE

42.72 Mn

TOTAL OUTCOMES

20.8%

CONSOLIDATED EBITDA%

Platform
Metrics

~2.5 Billion

DEVICES REACHED
WORLDWIDE

125Cr+

SIGNALS PROCESSED
(DAILY)

<15ms

RESPONSE TIME

Growth &
Expansion

200+

EMPLOYEES

150+

BRANDS

10

COUNTRIES SERVING

Key Financial Highlights – Summary

Stellar performance over 12 months and Q4 FY 2026 period

Consolidated Revenue Insights

INR 21,848 Lakhs in Full Year FY2026

INR 6,262 Lakhs in Q4 FY2026

Consolidated EBITDA Insights

INR 4,537 Lakhs in Full Year FY2026

INR 1,334 Lakhs in Q4 FY2026

Consolidated EBITDA Margin Insights

20.8% in Full Year FY2026

21.3% in Q4 FY2026

Consolidated PAT Margin Insights

13.4% in Full Year FY2026

13.5% in Q4 FY2026

Consolidated Basic Earnings Per Share (EPS)

INR 19.49 for Full Year FY2026

FY2026: A Year That Defined Mobavenue

A year of scale, transformation, and AI-led acceleration



Corporate Transformation

Lucent Industries renamed to Mobavenue AI Tech Limited under the new AI-led business transformation strategy



Subsidiary Acquisition

Completed 100% acquisition of Mobavenue Media Private Limited, strengthening the group's integrated AI-powered advertising and consumer growth ecosystem



First Strategic Capital Raise

Successfully completed the first preferential capital raise, marking an important milestone in the company's growth journey



Leadership Expansion

Strengthened leadership capabilities through strategic appointments and continued building a future-ready talent pipeline



Scaling the AI Intelligence Stack

Released neural network capabilities while enhancing PrsmX and strengthening the AI Center of Excellence across platform infrastructure



Global Expansion

Expanded strategic business presence across the UK and LATAM markets to strengthen global advertiser relationships



Awards & Recognition

Recognised for excellence in AI and AdTech innovation, including 'Champions of Scale '25' by Aerospike, and accolades from ad:tech India for Connected TV Advertising and AI-driven creative optimisation



CSR

Advanced environmental and social impact through the plantation of 15,000 trees, projected to offset ~10,000 tonnes of carbon over 20 years, while also supporting healthcare initiatives across India

Leader's Remark



Ishank Joshi

Founder,
MD & CEO

Dear Shareholders,

FY2026 has been a milestone year for Mobavenue AI Tech Limited — defined by strong execution, profitable growth, and meaningful progress in our AI-led transformation.

We delivered consolidated revenue of **₹218.48 crore**, EBITDA of **₹45.37 crore**, and PAT of **₹29.35 crore**, with overall EBITDA margin at **20.8%** and PAT margin at **13.4%**. Our Q4 performance further reinforced this momentum, supported by strong demand from direct advertisers across high-growth digital sectors.

During the year, we strengthened our outcome-led platform business, completed the integration of Mobavenue Media Private Limited, expanded our presence across the UK and LATAM, and advanced our proprietary AI stack across the **A³ framework — Awareness, Acquisition, and Activation**. Our platforms now process over **125 crore daily signals**, reach approximately **2.5 billion devices worldwide**, and deliver decisions in under **15 milliseconds**.

Beyond business performance, we continued to invest in leadership, talent, culture, and responsible growth. Our CSR and sustainability initiatives, including the plantation of **15,000 trees** and healthcare support programs, reflect our commitment to building responsibly.

As we enter FY2027, our focus remains clear: to scale with discipline, deepen AI and data-led innovation, expand our global market presence as part of mission 2030, and deliver sustainable long-term value for our clients, employees, shareholders, and partners.



Financial Performance - FY2026

Q4 Momentum + Annual Compounding –
The Numbers That Matter

Q4 & FY2026: Key Consolidated Financial Highlights

Compounding at scale (in INR Lakhs unless otherwise specified)

Consolidated Q4 FY2026

₹6,262

Revenue

₹1,334

EBITDA

21.3%

EBITDA
Margin

₹844

PAT

13.5%

PAT Margin

Consolidated FY2026

₹21,848

Revenue

₹4,537

EBITDA

20.8%

EBITDA
Margin

₹2,935

PAT

13.4%

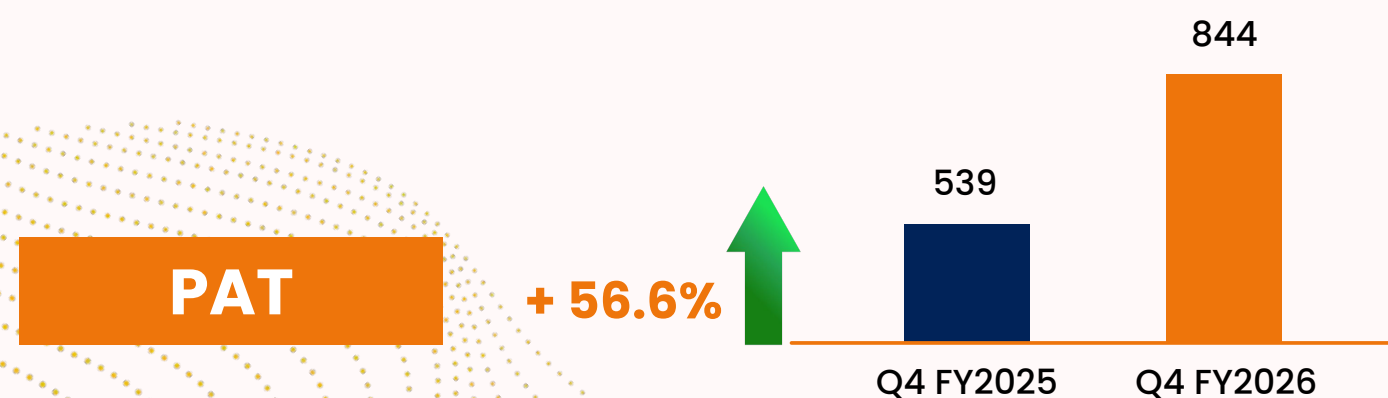
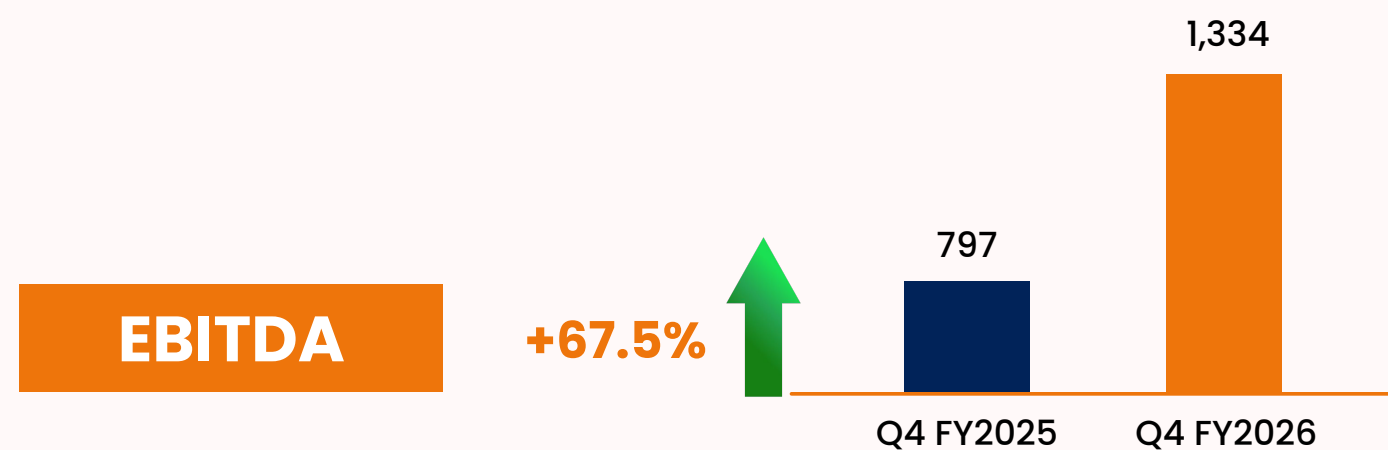
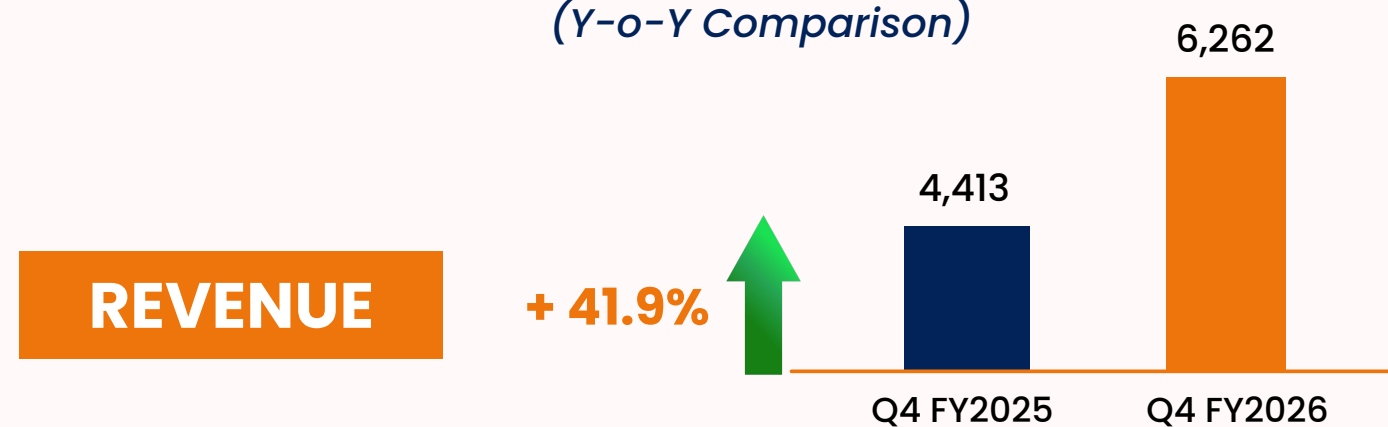
PAT Margin

Key Financial & Growth Highlights for Q4 FY2026

(INR in Lakhs)

Q4 FY2025 vs Q4 FY2026

(Y-o-Y Comparison)



Y-o-Y revenue growth was driven by strong direct advertiser demand across structurally expanding sectors, including **Quick Commerce, BFSI, Fintech, Retail, and Emerging** segments.

EBITDA grew to **INR 13.34 Cr**, up from **INR 7.97 Cr** Y-o-Y with over 1.5x growth

PAT stood at **INR 8.44 Cr**, compared to **INR 5.39 Cr** Y-o-Y, reflecting over 1.5x growth.

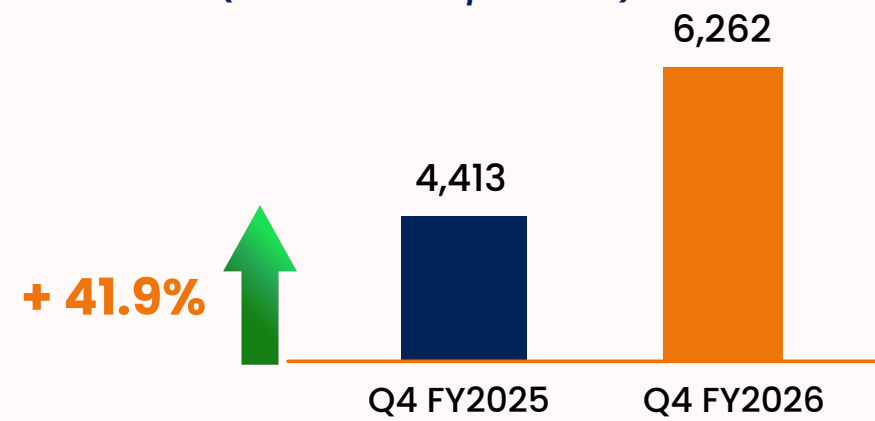
Key Financial & Growth Highlights

(INR in Lakhs)

REVENUE

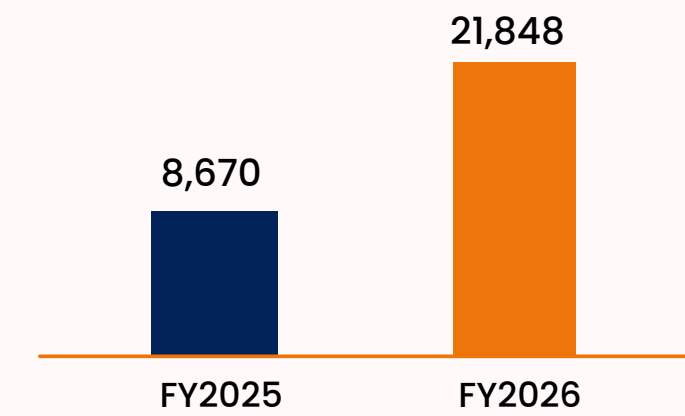
Q4 FY2025 vs Q4 FY2026

(Y-o-Y Comparison)

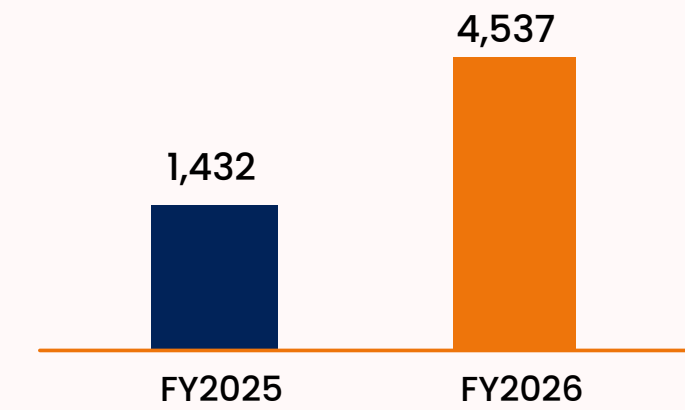
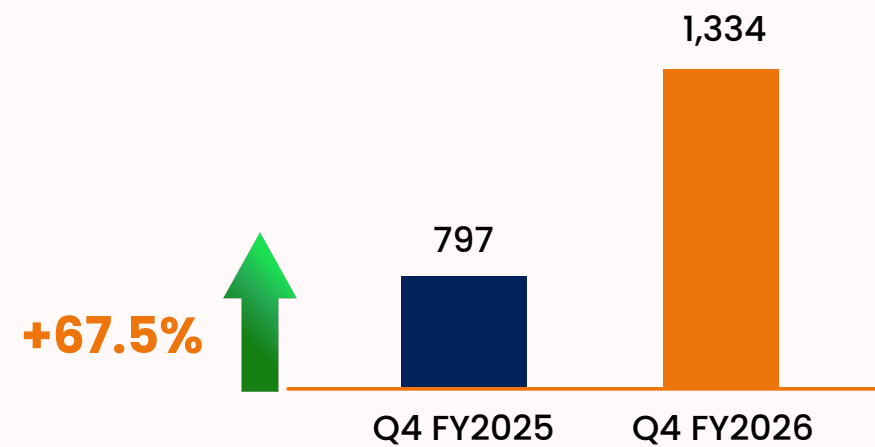


FY2025* vs FY2026

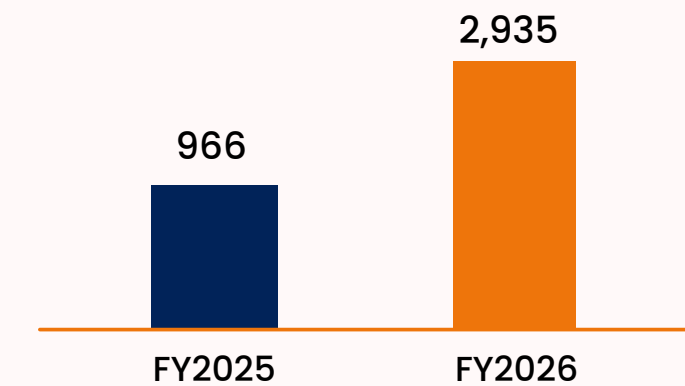
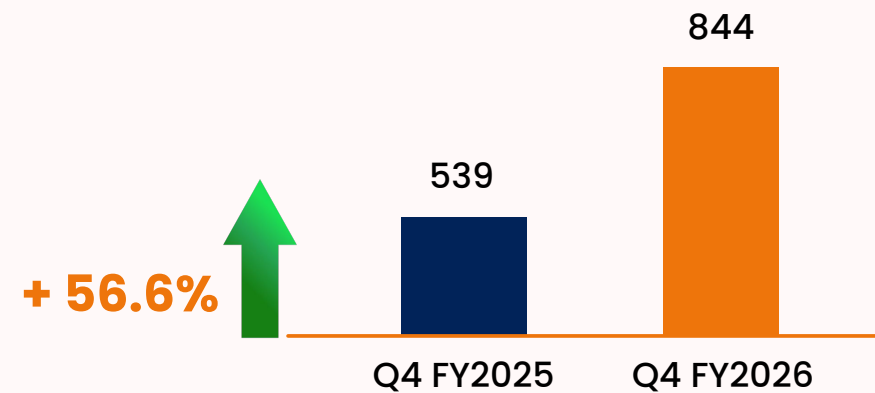
(Y-o-Y Comparison)



EBITDA



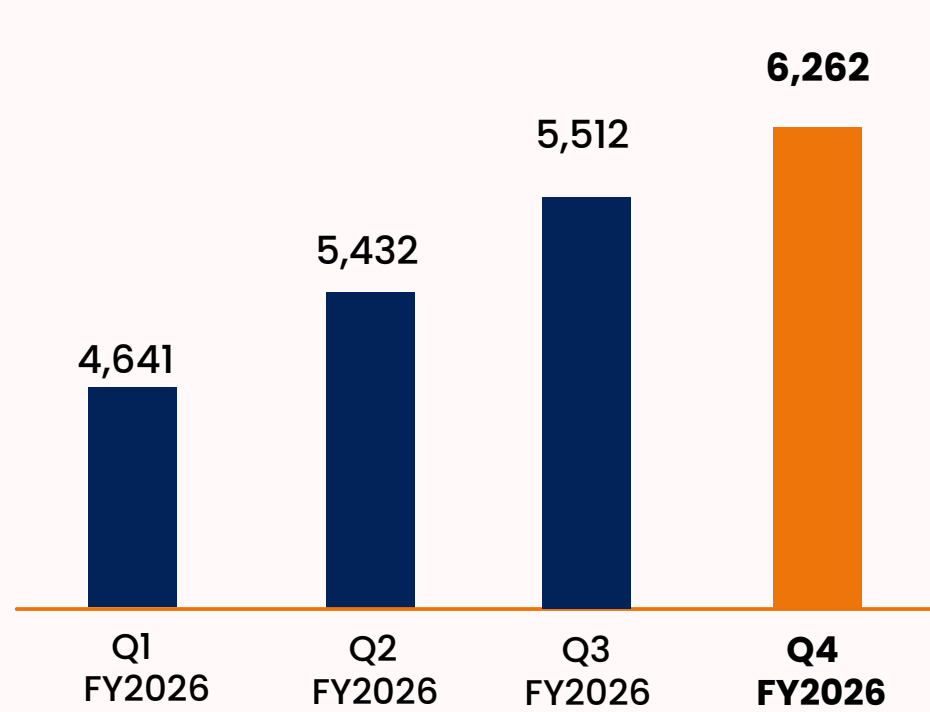
PAT



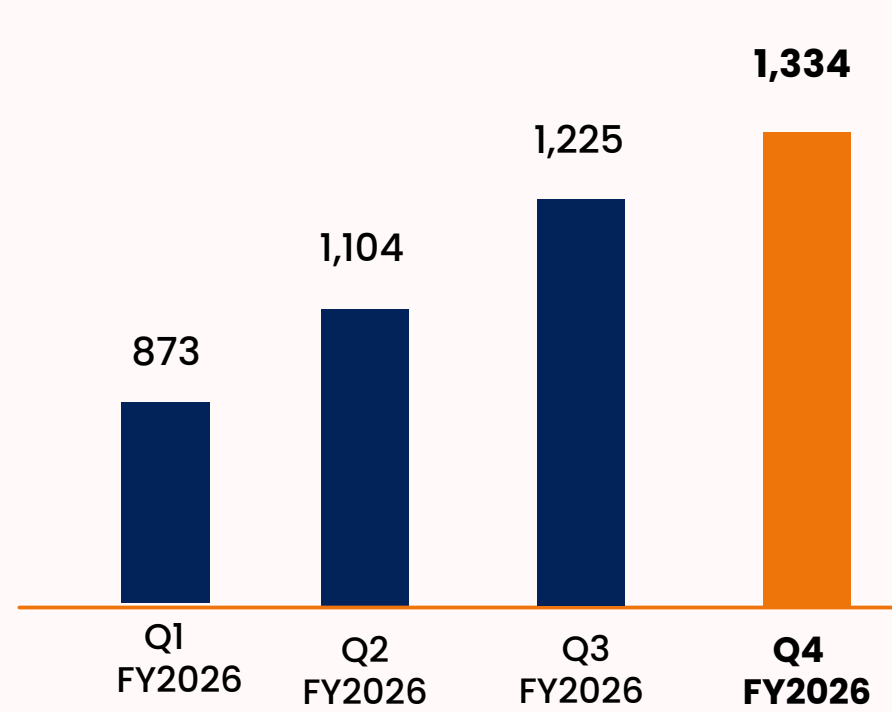
*FY25 numbers represent 7 months of operations effective September 2024 and are not directly comparable.

Quarterly Performance Trend (Consolidated)

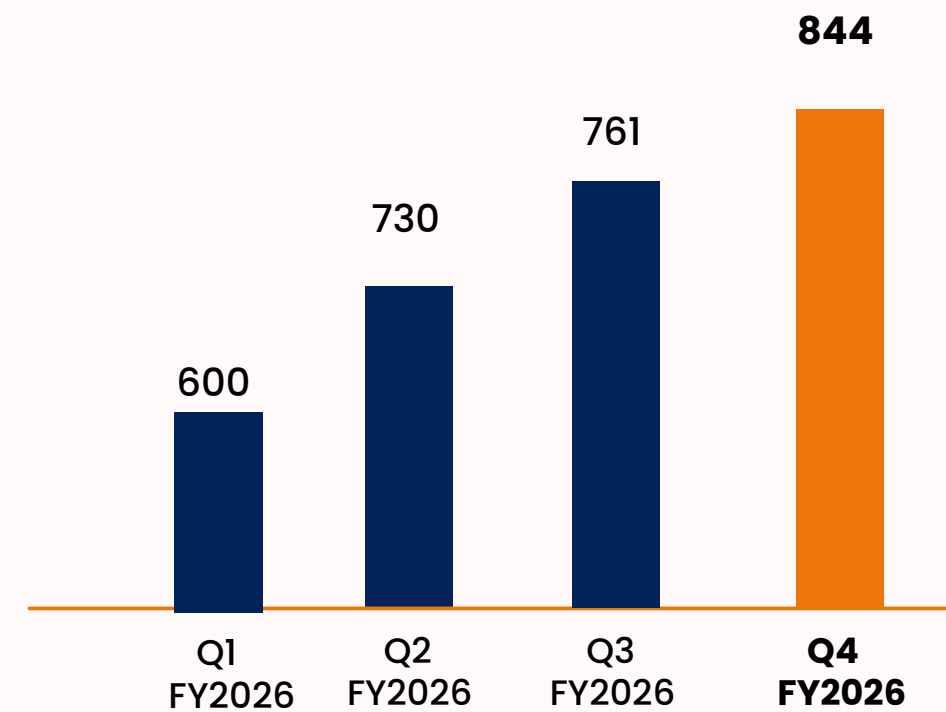
Strong quarterly momentum across Revenue, EBITDA, and PAT (INR in Lakhs)



REVENUE



EBITDA



PAT

Q4 FY2026 & Annual Financial Summary (Consolidated)

(INR in lakhs)

Particulars	Quarter Ended			Year Ended	
	31st Mar 26	31st Dec 25	31st Mar 25	31st Mar 26	31st Mar 25*
	Unaudited	Unaudited	Unaudited	Audited	Audited
Revenue from operations	6,262	5,512	4,413	21,848	8,670
Data cost	3,642	3,276	2,432	13,159	4,793
Employee benefit expense	862	684	718	2,591	1,573
Other expenses	424	327	466	1,561	872
EBITDA	1,334	1,225	797	4,537	1,432
% EBITDA	21.3%	22.2%	18.1%	20.8%	16.5%
Finance cost	152	153	40	407	80
Depreciation and amortisation expenses	69	58	30	216	63
Other income	33	60	42	176	116
Profit before tax	1,146	1,074	769	4,090	1,405
Tax Expense	302	313	230	1,155	439
Profit after tax	844	761	539	2,935	966
% PAT	13.5%	13.8%	12.2%	13.4%	11.1%

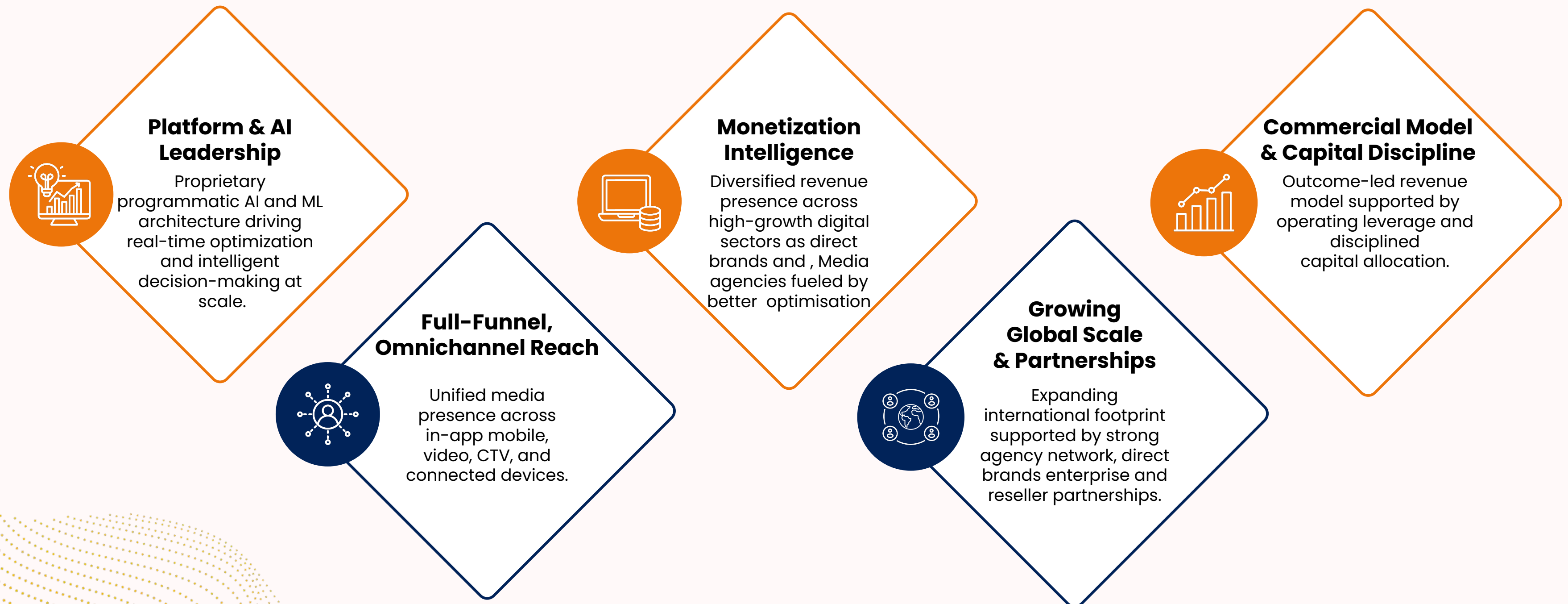
*Note: The numbers mentioned for the year ended March 2025 represent only 7 months of operations, effective from September 2024, and are therefore not comparable with the figures for year-ended March 2026.

Growth Engine: Business Metrics, AI Initiatives, Tech & Growth Levers

Scaling a Profitable, Technology-Driven Platforms
Beyond India Into Emerging and Developed
Markets

Designed For Digital Growth Powered By AI

Core platforms delivering predictable consumer growth across markets and formats



Q4 FY2026: Strategic Developments & Milestones

An overview of the strategic progress, operational achievements, and growth initiatives

AI Platform Advancements

- ➔ PrsmX enhanced with new features for integration as a full omnichannel brand awareness DSP
- ➔ Transitioned to neural network modelling – inference at <15ms

Global Expansion

- ➔ UK operations live accessing European agency holding groups
- ➔ Expanded LATAM operations across high-growth mobile-first digital markets supporting AI-led advertising and consumer engagement solutions

Corporate & Governance Actions

- ➔ Approved stock split of equity shares during the quarter
- ➔ Successfully completed the first preferential capital raise

CSR & Environmental Initiatives

- ➔ Planted 15,000 trees targeting ~10,000 tonnes of carbon offset over the next 20 years through sustainability initiatives
- ➔ Supported community-led healthcare initiatives including cervical cancer prevention programs and improved access to preventive medical care

People and Culture

- ➔ Strengthened workplace culture through employee engagement initiatives, wellness programs, sports day celebration, health check-up initiatives, cultural celebrations, and organization-wide team-building activities

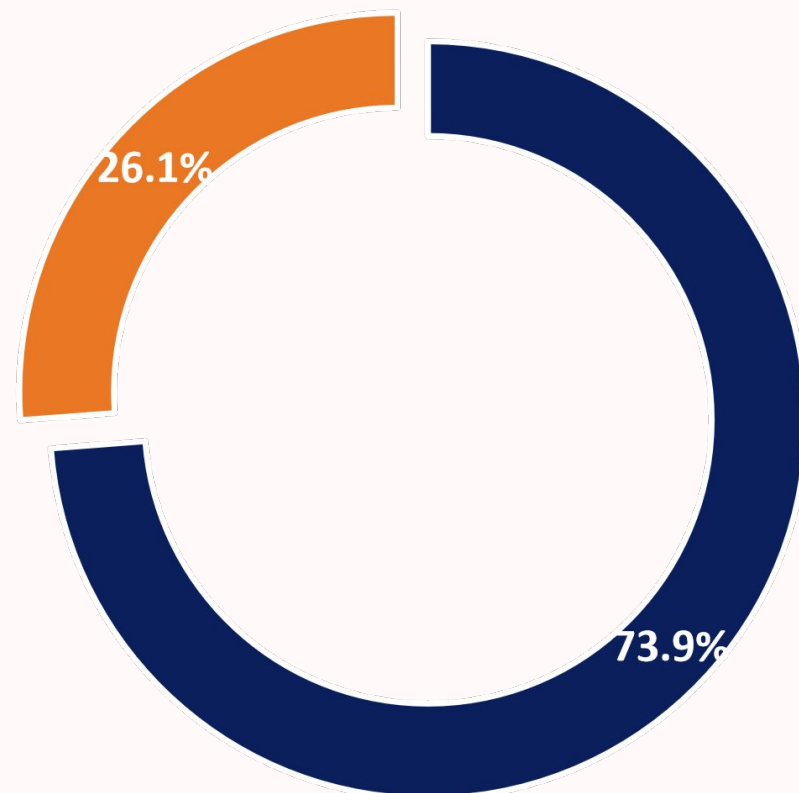
Awards

- ➔ Recognised by AdTech Honours by AdTech India
 - Programmatic & Emerging Media
 - AI & Creative Automation

Revenue Mix: Client Channels & Geographic Diversification

FY2026

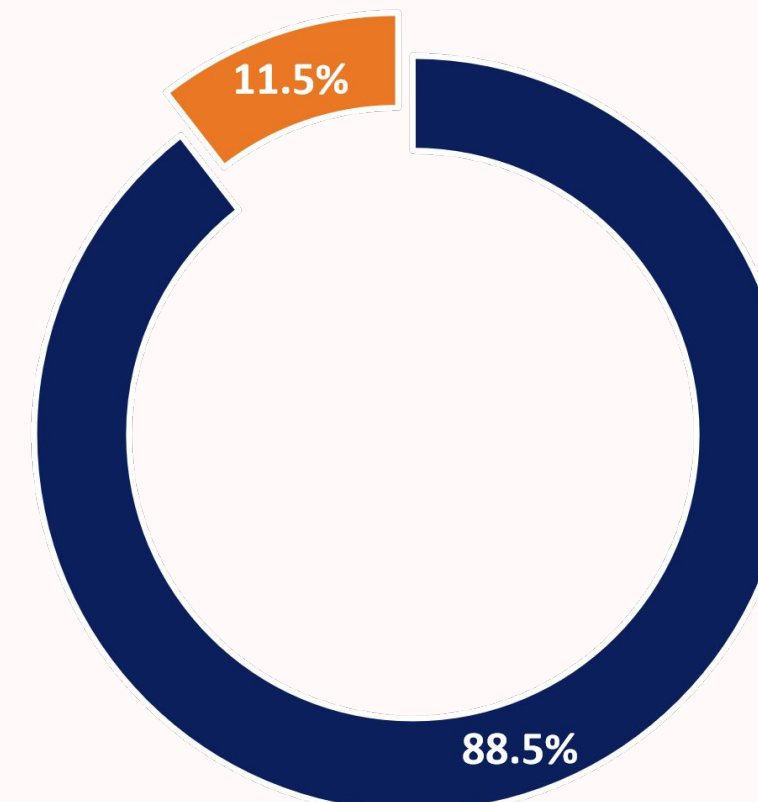
Client Revenue Mix



■ Direct Clients ■ Other Channels

Direct clients contributed **73.9%** of revenue, reflecting strong relationships and lower intermediary reliance, while the remaining **26.1%** was generated through other channels

Geographic Revenue Mix



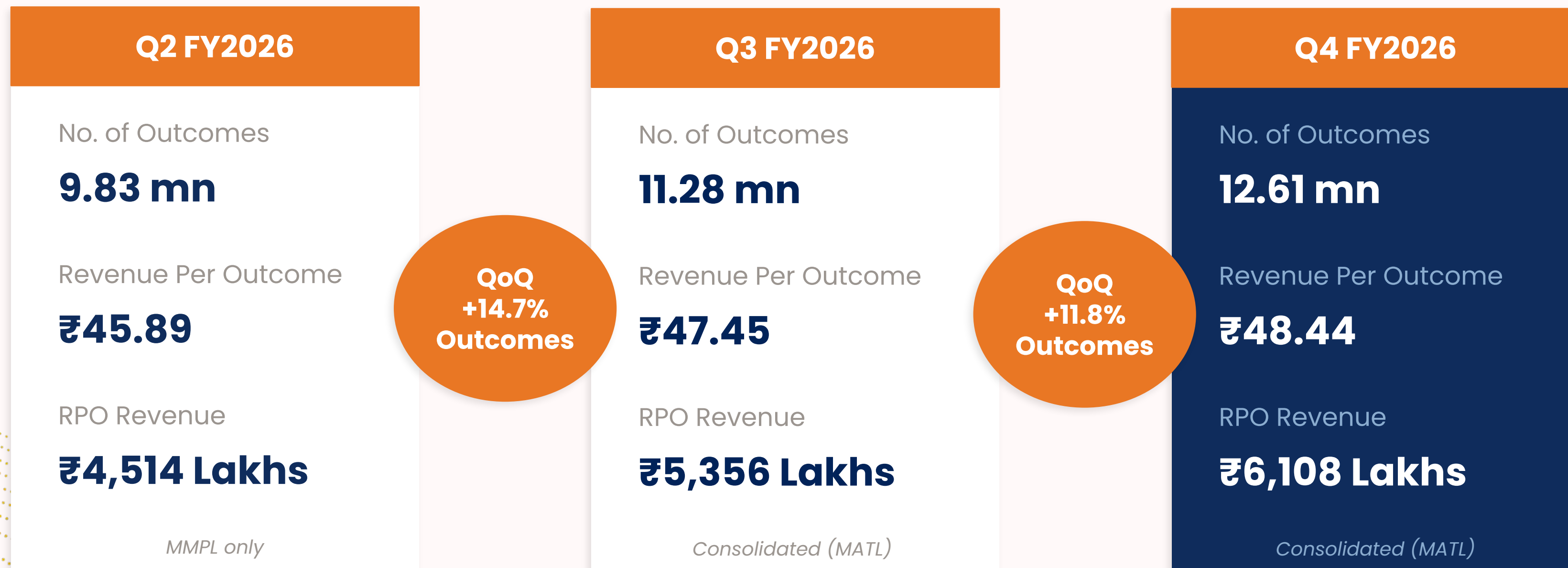
■ India ■ International

Global expansion continues to drive geographic diversification, with international markets contributing **11.5%** of revenue, while India continues to anchor growth with an **88.5%** contribution

Revenue Per Outcome (RPO): Efficiency At Scale

Operational KPIs – Q2 FY2026 vs Q3 FY2026 vs Q4 FY2026

$$\text{No. of Outcomes (mn)} \times \text{Revenue Per Outcome (INR)} = \text{RPO Revenue (INR Lakhs)}$$



Outcomes Across Categories

From awareness to conversion across India's most dynamic digital categories



BFSI & Fintech

Generating credit card leads, loan enquiries, and insurance premium conversions across India's fast-growing digital finance landscape.



E-Commerce

Drive add-to-cart actions, purchase events, category browse engagement and improved repeat order rates



OTT & Streaming

Enabled trial sign-ups, subscription upgrades and content streaming events



Utilities

Improved CPI, ROAS, DAU/MAU, LTV, and re-engagement rates



Travel & Hospitality

Accelerated flight searches, hotel bookings, ancillary upsells and loyalty sign-ups.



Healthcare & Pharma

Increased clinic visits, telehealth sessions and prescription queries



Retail & D2C

Improved store visits, online purchases, cross-channel attribution



Gaming

Optimised CPI, strengthened D1/D7 retention, boosted in-app purchases, increased tournament participation

Central AI Infrastructure & Workbench Powering Multi Platforms

Turning data into decisions through advanced AI, learning systems, and automation

Statistical Modelling

- Predictive Modelling
- Hypothesis Testing
- Attribution Models
- Forecasting Models
- Incrementality Analysis

Neural Networks

- Deep Neural Networks
- Transformer Models
- Sequence Learning
- Semantic Intelligence
- Attention Mechanisms



Machine Learning

- Bid Optimisation
- Audience Segmentation
- Fraud Detection
- Recommendation Engine
- Real-Time Learning

Artificial Intelligence

- Agentic AI
- AI Decision Engine
- Hyper-Personalisation
- Workflow Automation
- Conversational AI

Key AI & ML Enhancements Across DSP & Consumer Growth Platforms

Enhancing platform intelligence through privacy-conscious AI workflows, automated planning, reporting, and real-time campaign optimisation across the Platform ecosystem

01

AI-powered campaign creation and planning

Enabled faster campaign setup through intelligent planning workflows, objective mapping, and privacy-conscious audience inputs.

02

AI-based inventory and audience recommendations

Improved media selection through automated recommendations across inventory, audience cohorts, formats, and compliant supply sources.

03

125Cr+ daily signals processed

Continued processing over 125Cr+ consented and privacy-compliant consumer and campaign signals daily across campaigns, devices, audiences, and digital touchpoints.

04

Enhanced real-time decisioning layer

Improved the platform's ability to convert large-scale signals into faster bidding, targeting, inventory, and campaign optimisation decisions.

05

Closed-loop AI feedback systems

Enabled real-time optimisation across bids, targeting, creatives, and inventory using aggregated, consented, and privacy-compliant campaign signals.

Three Strategic Levers to Drive Sustainable Growth

Consistent and Sustainable

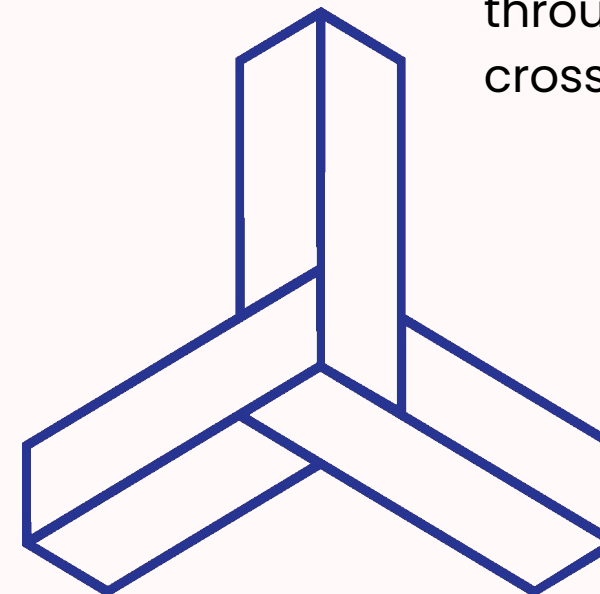


Deepen India Enterprise & Mid-Market Penetration

Expand wallet share with large enterprise customers while building a scalable mid-market engine through vertical-led solutions, customer nurturing, cross-selling, and strategic agency partnerships.

Innovate & Scale the Product Stack

Strengthen Mobavenue's proprietary product- and platform-led ecosystem across the A³ framework, with AI Labs and the Center of AI Excellence driving AI, ML, automation, and agentic capabilities. Launch purpose-built platforms on our core technology across Streaming TV, DOOH, Retail & Reward Media, and Creative Optimisation.



Expand Geographic Reach

Scale proven consumer growth solutions across select emerging and developed markets through direct teams, strategic agency partnerships, and planned acquisitions, while maintaining an asset-light and outcome-based model.

Mobavenue: Five Structural Advantages

Our pillars growth

AI-Native Architecture

Built AI-first, not retrofitted. Released neural network framework and real-time inference at <15ms are foundational, not features.

Outcomes-as-a-Service (OaaS)

We sell verified consumer outcomes, not impressions. Revenue tied to client results and structurally superior to CPM peers.

Global Expansion

Expanded into the UK and LATAM in FY2026; now serving 10 countries, with a platform built for borderless operations.

100% Proprietary Stack

GMP 360 is fully owned, with no reliance on third-party DSPs or revenue sharing. Every engineering hour strengthens our long-term competitive advantage.

Non-Linear P&L Structure

More signals improve models; better models improve outcomes; better outcomes attract more spend. Unit economics improve at scale.

Shaping the Future with Products, People & Purpose

Scaling a Profitable, Technology-Driven
Platforms Beyond India Into Emerging and
Developed Markets



The A³ Framework: Awareness → Acquisition → Activation Powered By AI

Our unified framework is built around this full-funnel & AI-powered strategy, ensuring clients don't just reach consumers, they convert and retain them at every stage

A1 AWARENESS

Brand at Scale

Drive broad, brand-safe reach across Mobile, CTV, OTT, DOOH, and Web environments with AI-optimised frequency capping and contextual placement.

Platform: PrsmX — omnichannel brand awareness & engagement DSP

Key Capabilities

- ▶ Cross-screen reach optimisation
- ▶ CTV & Footfall Measurement Integrations
- ▶ AI-driven brand safety scoring

A2 ACQUISITION

High-Intent User Capture

ML-driven bidding and behavioural audience intelligence enabling high-intent user acquisition at scale through real-time analysis of 125+ crore data signals daily.

Platform: SurgeX (User Acquisition) + DiscvrX & AmplifiX (OEM & App Discovery)

Key Capabilities

- ▶ Signal based & Neural network targeting
- ▶ Probabilistic + deterministic audiences
- ▶ OEM, App discovery and SDK Partner reach

A3 ACTIVATION

Retention & Re-Engagement

AI-driven re-marketing that brings lapsed users back and keeps active users engaged — driving recurring revenue and lifetime value for brand partners.

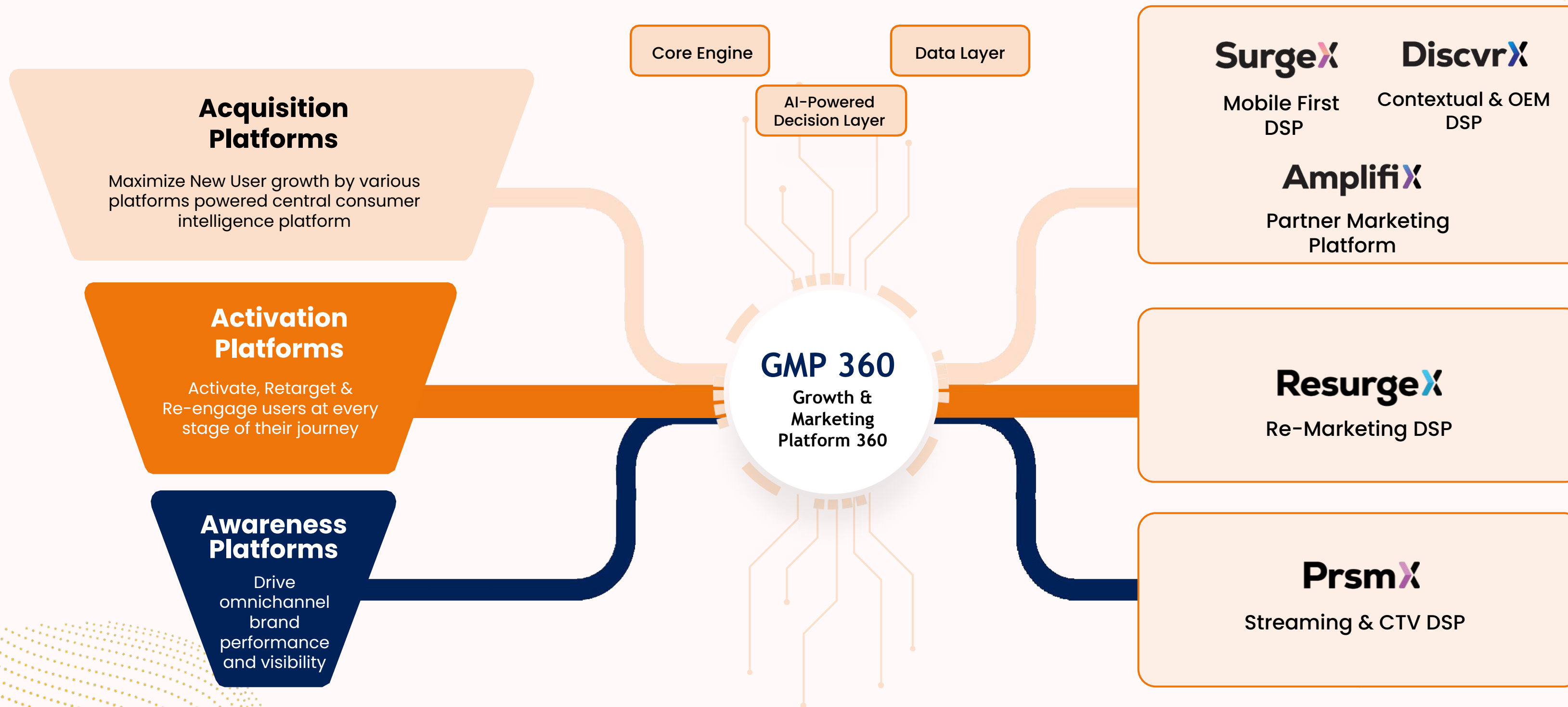
Platform: ResurgeX — AI-powered re-engagement & retention DSP

Key Capabilities

- ▶ LTV maximisation campaigns
- ▶ Dynamic creative optimisation (DCO)
- ▶ Behavioural re-targeting and remarketing

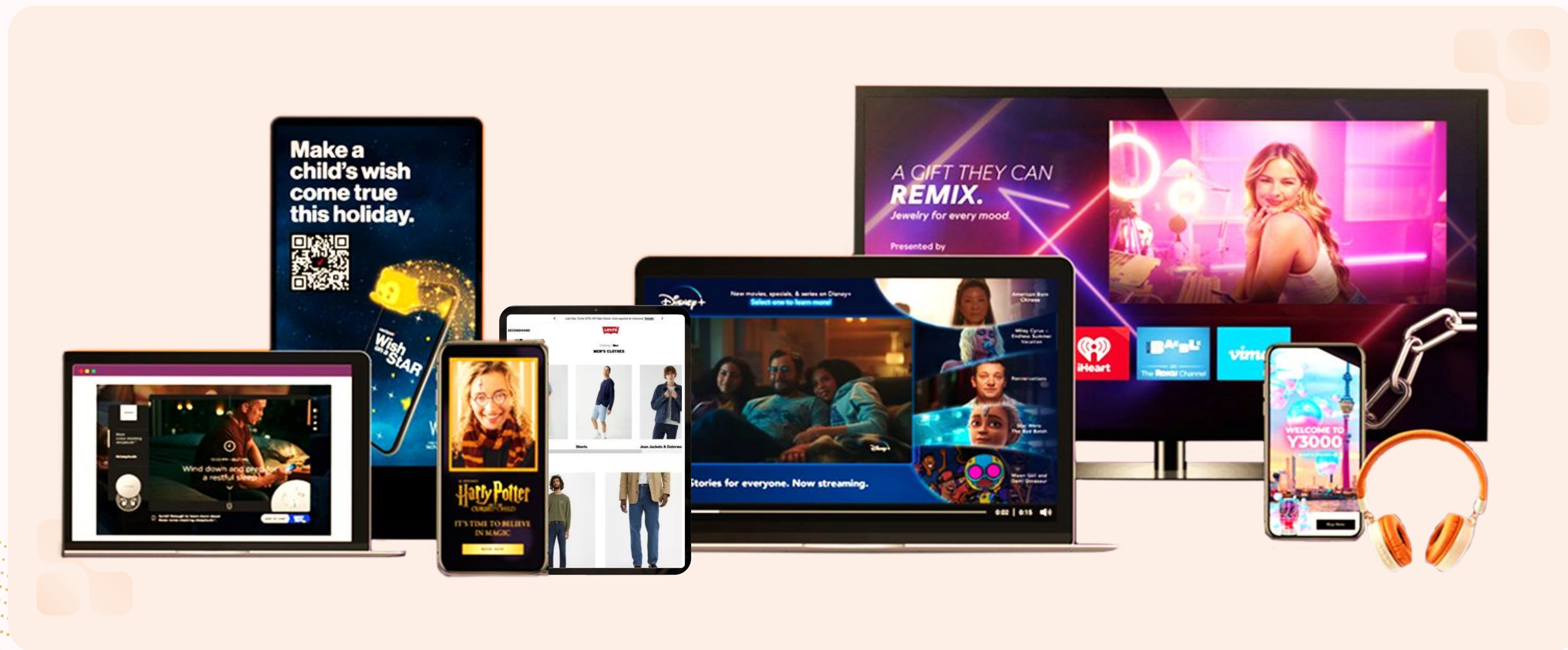
We Drive Consumer & Digital Growth Across Funnels

Driving measurable growth across the consumer lifecycle through AI-led platform integration



Powering Outcome-Driven Advertising Across Connected Devices

Delivering across mobile, desktop, CTV, and beyond; engaged audiences like never before with premium video formats



People, Culture And Corporate Responsibility

Celebrating our talent, innovation, and milestones while also contributing towards sustainability



Planted 15,000 trees targeting ~10,000 tonnes of carbon offset over the next 20 years



Team bonding with multi-city Sports Day fest



Annual business leadership meet focused on strategic alignment and long-term organisational growth



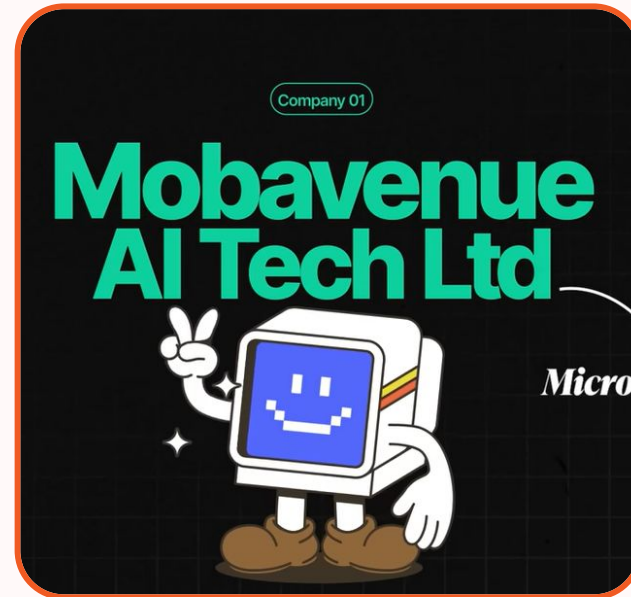
Celebrating national spirit and team participation



Encouraging creativity and collaboration through workplace engagement initiatives

Featured by Leading Industry Publications

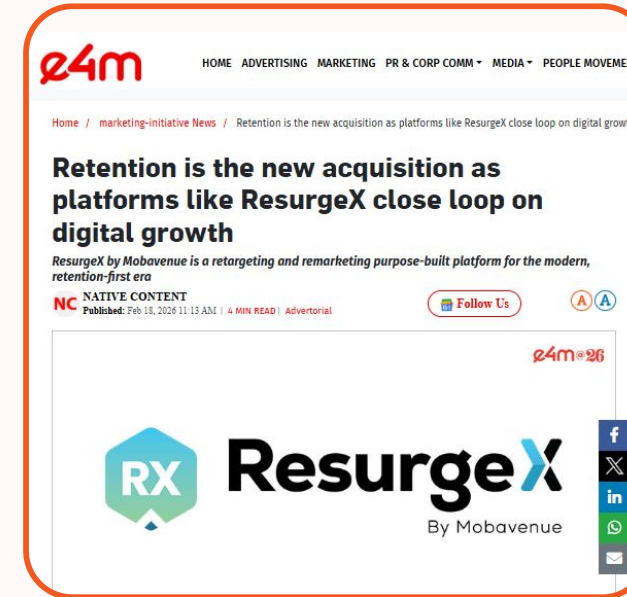
Coverage across leading media and industry publications



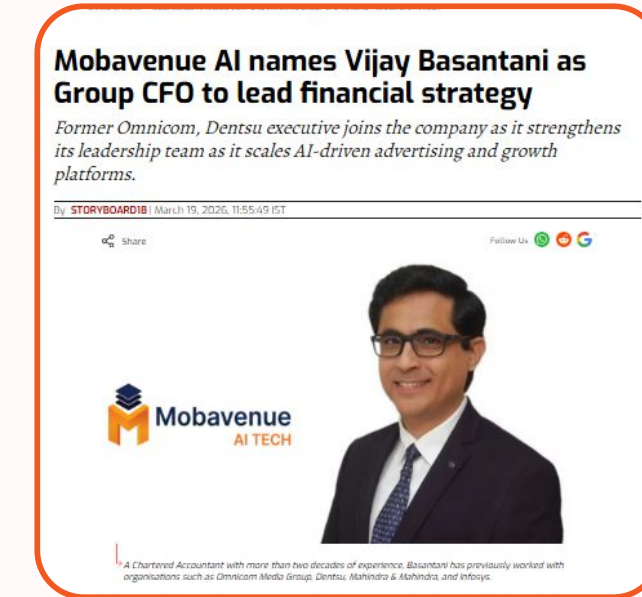
[Mobavenue Consumer Growth Analysis](#)



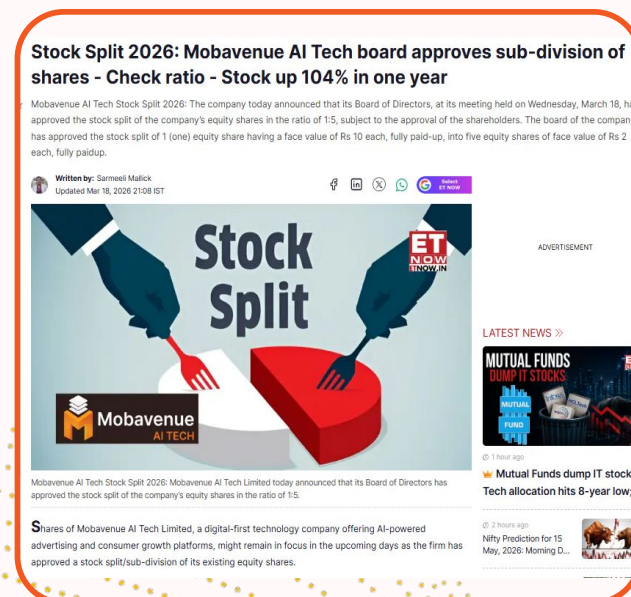
[CSR & Healthcare Initiatives](#)



[ResurgeX & Consumer Retention](#)



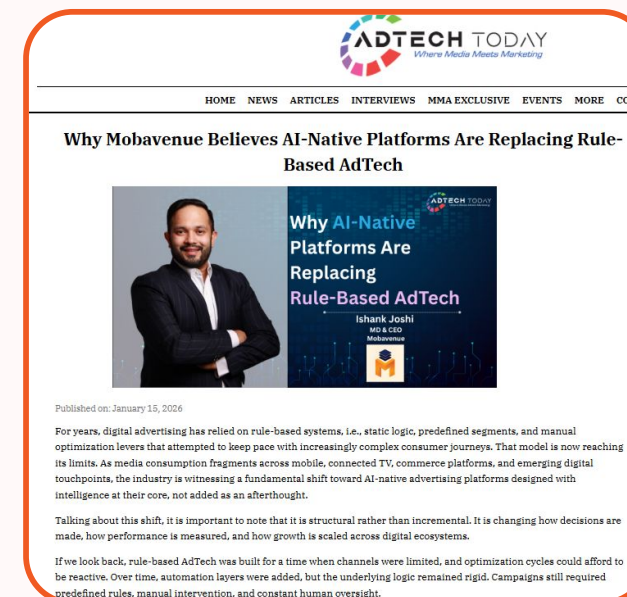
[Appointment of Group CFO](#)



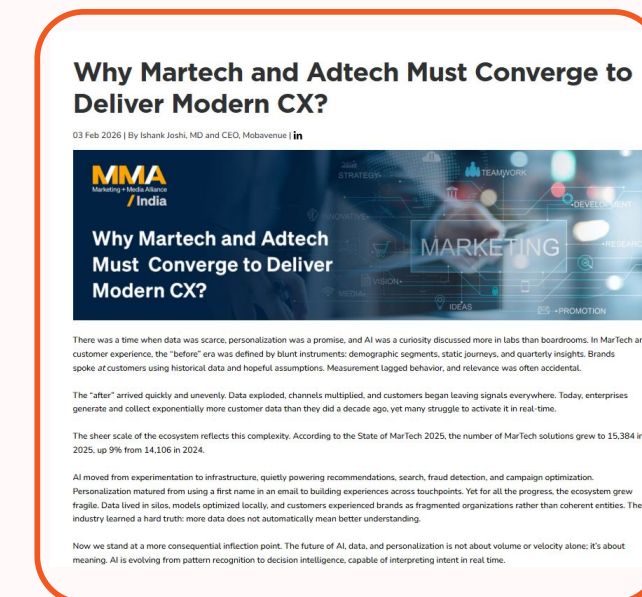
[Equity Share Sub-Division](#)



[Future of AI-Led Advertising](#)



[The Shift Towards AI-Native AdTech](#)

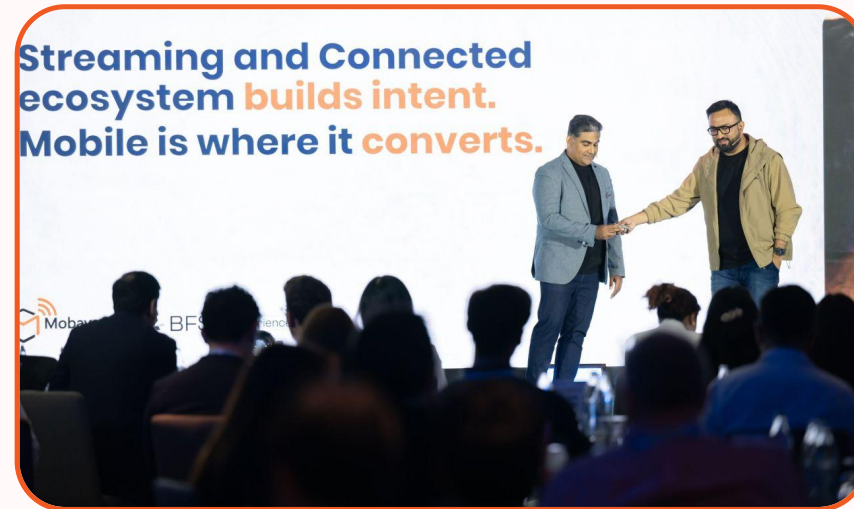


[Martech & AdTech Convergence](#)

Industry Recognition, Events & Brand Visibility

Amplifying credibility through awards, strategic events, and impactful market presence

Industry Events



Streaming and Connected ecosystem builds intent. Mobile is where it converts.

Hosted discussions on CTV and cross-screen consumer engagement strategies at the AppsFlyer BFSI event



Engaged with leading brands on scalable brand awareness



Shared insights on omnichannel consumer journeys and connected marketing strategies

Industry Awards & Recognition



Won Gold awards in Programmatic & Emerging Media and AI & Creative Automation categories



CASE STUDIES

Driving Measurable Growth
Through Our Platforms

About

Goibibo is India's leading online travel booking brand providing a range of choices for hotels, flights, trains, bus and cars for travelers

Objective

The aim of the campaign was to acquire new users & increase purchases by leveraging a strategic approach

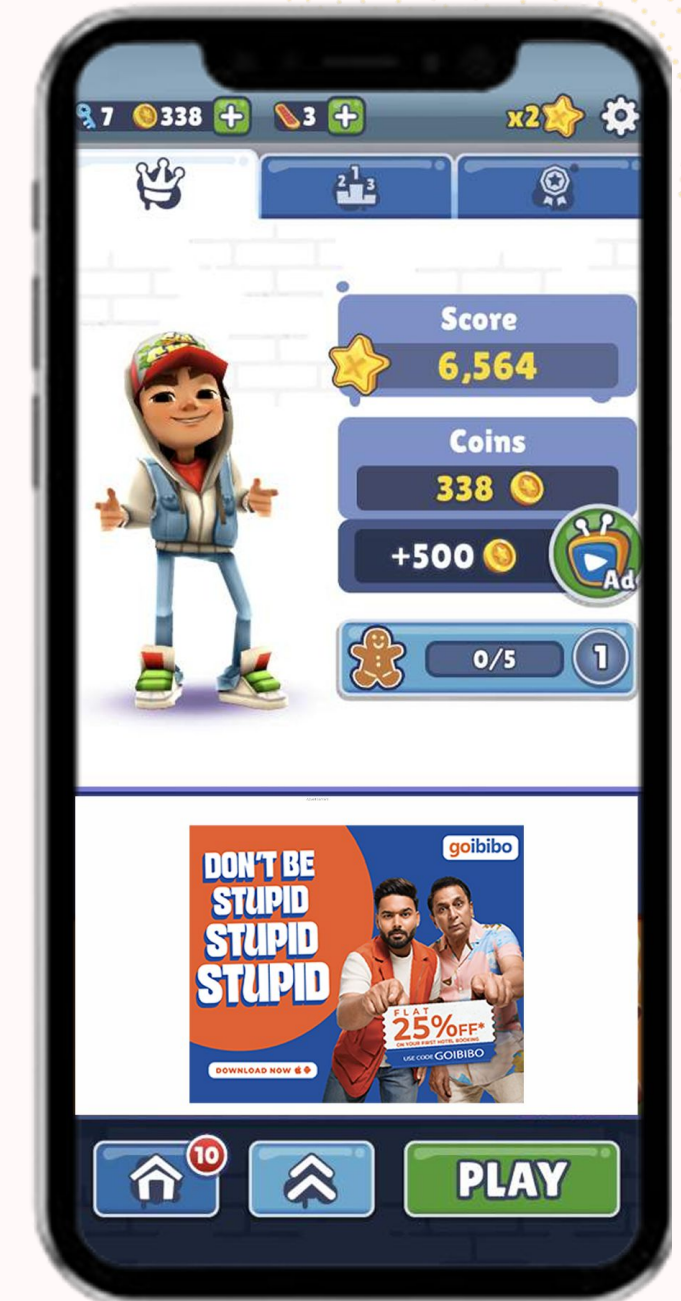
Strategy



Goibibo adopted a CPM model to maximize visibility and reach a broad yet relevant audience, ensuring high brand exposure and engagement



Driving performance growth through audience-level experimentation, high-frequency user targeting and strategic utility app partnerships across digital ecosystems



Results

Accelerated qualified user acquisition at scale, achieving a 2x improvement in click-to-install efficiency

Users acquired through our
Acquisition Platform

About

ASUS is a Taiwan-based, multinational computer hardware and consumer electronics company that was established in 1989. Dedicated to creating products for today's and tomorrow's smart life, ASUS is the world's No. 1 motherboard and gaming brand as well as a top-three consumer notebook vendor.

Objective

To drive scalable in-store footfall growth for ASUS retail stores across India through precision mobile programmatic advertising

Strategy



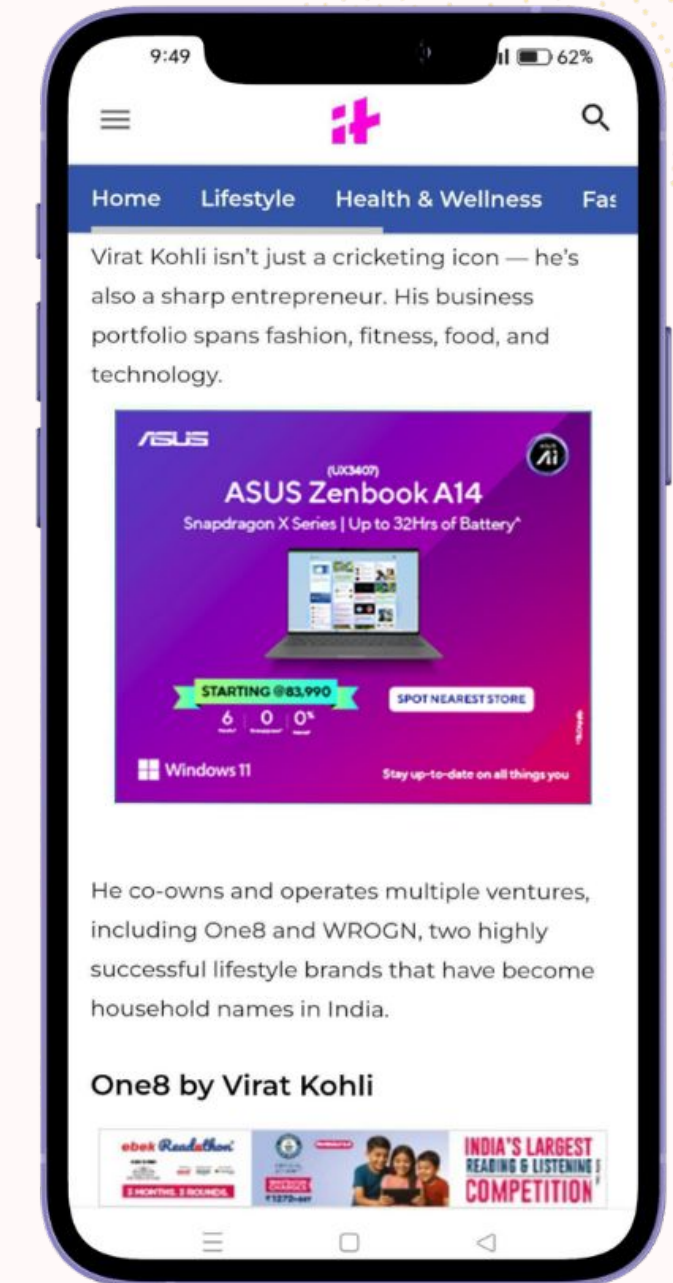
Hyper-local targeting around each ASUS retail store, bidding only for users within drive/walk distance to maximise visit likelihood



Real-time bid routing across 15+ premium publishers based on CTR signals, device quality and conversion-weighted ML models



Layered audiences combining tech enthusiast signals, gaming event attendance, and corporate professional profiles for Non-Gaming vs Gaming creatives



Results

1.5x footfall conversion at 105% delivery through hyper-local retail targeting

Audiences reached through our **Awareness Platform**

About

Snabbbit is building India's most trusted home help Platform. It connects verified, trained female home helpers with urban families — reliably, safely and in under 10 minutes

Objective

To drive scalable app growth by acquiring high-intent, purchase-ready users through programmatic optimization across key operational markets

Strategy



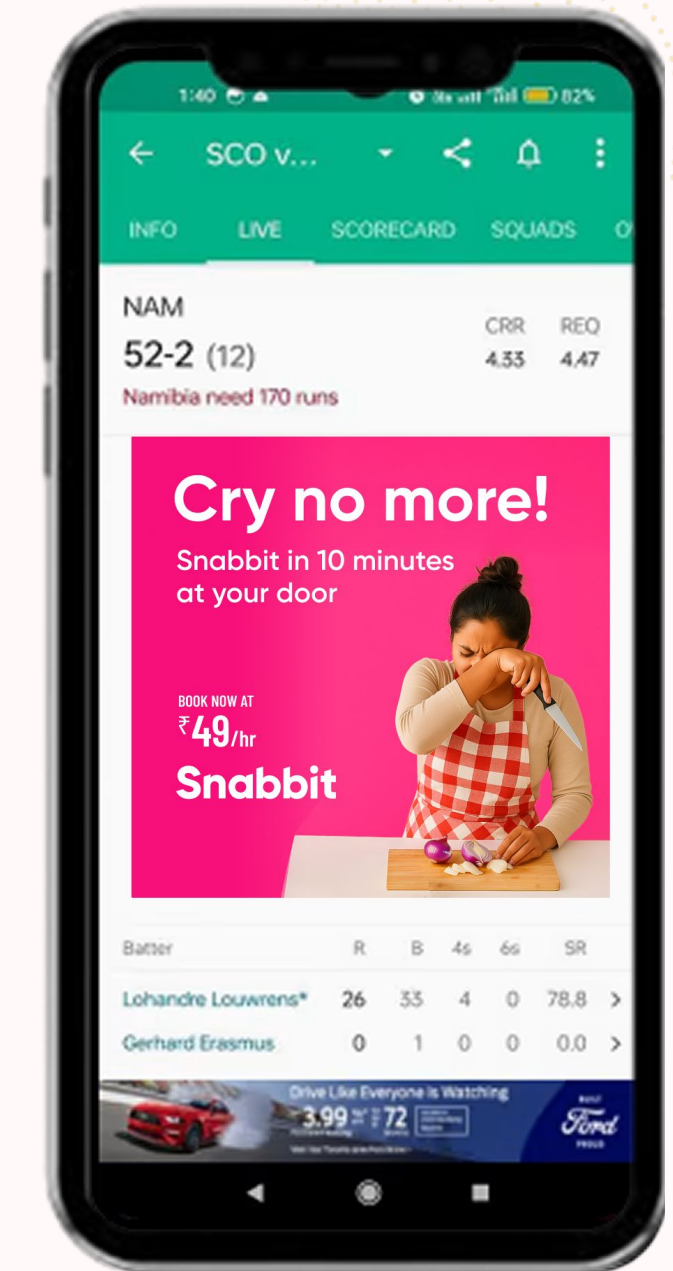
Dynamically allocated budgets across geographies based on real-time performance signals



Optimized campaign delivery based on install → purchase signals, prioritizing downstream conversion behavior



Adjusted bids across premium inventory to maximize CPM efficiency while maintaining scale



Results

Scaled installs 5x and first-time purchases 10x through precision programmatic optimization

Users acquired through our
Acquisition Platform

About

Sebamed is a globally trusted skincare brand known for its ideal pH 5.5 formulations that support healthy skin. They are currently driving awareness for their baby care product range

Objective

To raise awareness around Sebamed's baby care range through a Mobile-only campaign, focused on building strong brand recall and top-of-mind visibility across key markets

Strategy



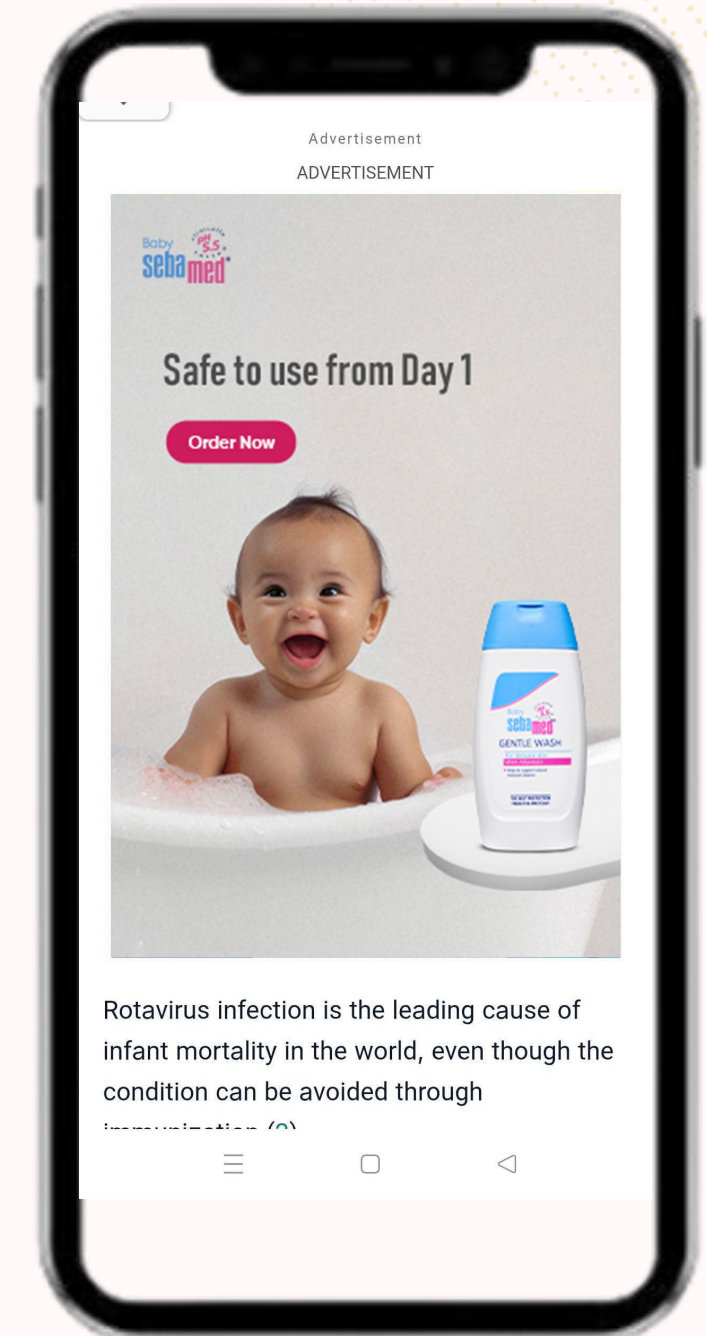
Deployed a mobile-first awareness strategy to promote Sebamed Baby Gentle Wash among high-intent parenting cohorts



Focused on life-stage targeting new parents, expecting mothers, and parents of infants & toddlers

Results

1.27% CTR at 110% delivery through precision life-stage targeting



Audiences reached through our
Awareness Platform

About The Company

AI-Native, Scalable Technology
Platforms for Outcome-Driven Growth

Corporate Presentation

Company Overview

Strong performance and profitable since inception, poised for long-term value creation



Our Strength

We combine proprietary AI platforms, deep data insights, and execution excellence to deliver performance-led growth scale.



Key Industries

E-commerce, Fintech, Banking & Insurance, Travel, Gaming, Healthcare, Retail, FMCG, Consumer Goods, and other digitally native and scaling businesses.



Global Footprint

Expanding products and operations across both developing and developed markets.



Competitive edge

Asset-light, full-stack proprietary platforms enabling AI-led advertising and consumer growth with high scalability.

Mobavenue AI Tech Limited is a digital-first, AI-native technology company operating in the advertising, marketing, and consumer growth ecosystem, delivering AI-powered platforms and solutions designed to support measurable outcomes for brands & businesses. The Company integrates advertising technology, marketing solutions, data intelligence, and digital strategy into a unified, outcome-focused platform architecture.

The Company's AI-powered platforms support full-funnel execution across digital channels, enabling brands to enhance performance, engagement, and scalability. With a focus on product-led innovation, data-driven decisioning, and execution discipline, Mobavenue AI Tech Limited supports enterprises in achieving sustainable digital growth, while advancing AI-native technologies developed in India for global markets.

HQ-ed in
Mumbai, India

Offices in
**Mumbai, Delhi,
Gurgaon,
Bangalore & UK**

Total
employees
200+

Our Mission, Vision & Core Values

Purpose that powers performance

Mission

Our mission is to simplify and scale digital growth for businesses by combining advertising, data intelligence, and AI into a unified platform that delivers measurable outcome


Vision

Our vision is to build a global AI-native platform from India that makes digital growth predictable, automated, and outcome-driven for businesses worldwide

Values

Our core values reflect the **DRIVE** within you. It's at the heart of who we are, how we work, and what we achieve — together.

 **Determination**
We don't stop until we deliver. We tackle challenges head-on, persevere through adversity, and bring relentless energy to achieve our goals.

 **Responsibility**
We own the impact we create. We take full accountability — not just for the work we do, but for the measurable outcomes we deliver.

 **Integrity**
We do what's right, always. Every action reflects honesty, fairness, and transparency, building trust with everyone we work with.

 **Vision**
We want to shape what's next. We think beyond today — innovating boldly, imagining possibilities, and building a better future.

 **Empathy**
We put people first. We listen, understand, and foster meaningful connections rooted in respect and care.

Led By Our Dynamic Founders & Leadership Team

A seasoned management team driving disciplined execution and long-term value creation

Executive Directors & KMP



Ishank Joshi

Founder, Managing
Director & Chief
Executive Officer



Tejas Rathod

Founder & Chief
Technology
Officer



Kunal Kothari

Founder, Chairman
& Chief Operating
Officer

Independent Directors

Amit Mundra

Independent Director

Pankaj Jain

Independent Director

Kanchan Vohra

Woman Independent Director

Compliance Officer

Manali Gohil

Company Secretary & Compliance Officer

Tech Advisor*

Ben John

VP Engineering, Microsoft AI

*Ben John is the advisor to Mobavenue, a group company

Our Management & Business Leaders

A seasoned management team driving disciplined execution and long-term value creation

Leadership Team



Vijay Basantani

Chief Financial
Officer



Raghav Maheshwari

Chief Business
Officer



Sumit Bhansali

Chief Strategy Officer,
Corporate Affairs &
CHRO



Saurabh Golani

Vice President, Platforms
& Partnerships



Karthik Balakrishnan

Vice President,
Operations & Growth

Awards, Recognition & Responsible Growth

Recipient of leading industry awards recognizing performance, innovation, and impact



**Aerospike 2025
Champions of Scale**




**Best AI Tech Agency
of the Year**



**Finixx Awards 2025 -
AdTech Solution of the
Year**



**Best Demand-Side
Technology**



**AI & Creative
Automation**



**MarTech Agency of
the Year**

Industry Associations >>








Featured In >>








Solving For The Current Industry-Wide Challenges

Ad industry's core challenges and need for outcome-based solutions, led the product development at Mobavenue

KEY ATTRIBUTES

CORE CHALLENGES

MOBAVENUE SOLUTIONS



Transparency

Transparency issues leading to lack of visibility into performance and placements

Platform focus to provide better transparency on ad performance and placements



Efficiency

Low ROAS leads advertisers to manually optimize campaigns across platforms

Central bidding and cross channel optimization to maximize outcomes and ROI



Ease of execution

Fragmentation forces juggling between multiple platforms and channels

Purpose built single stack solution to aggregate platforms for seamless execution



Platform neutrality

A media-controlled platform leads to a biased approach in campaign execution

AI Powered reduce the biasness to platform and drives desired results for campaigns



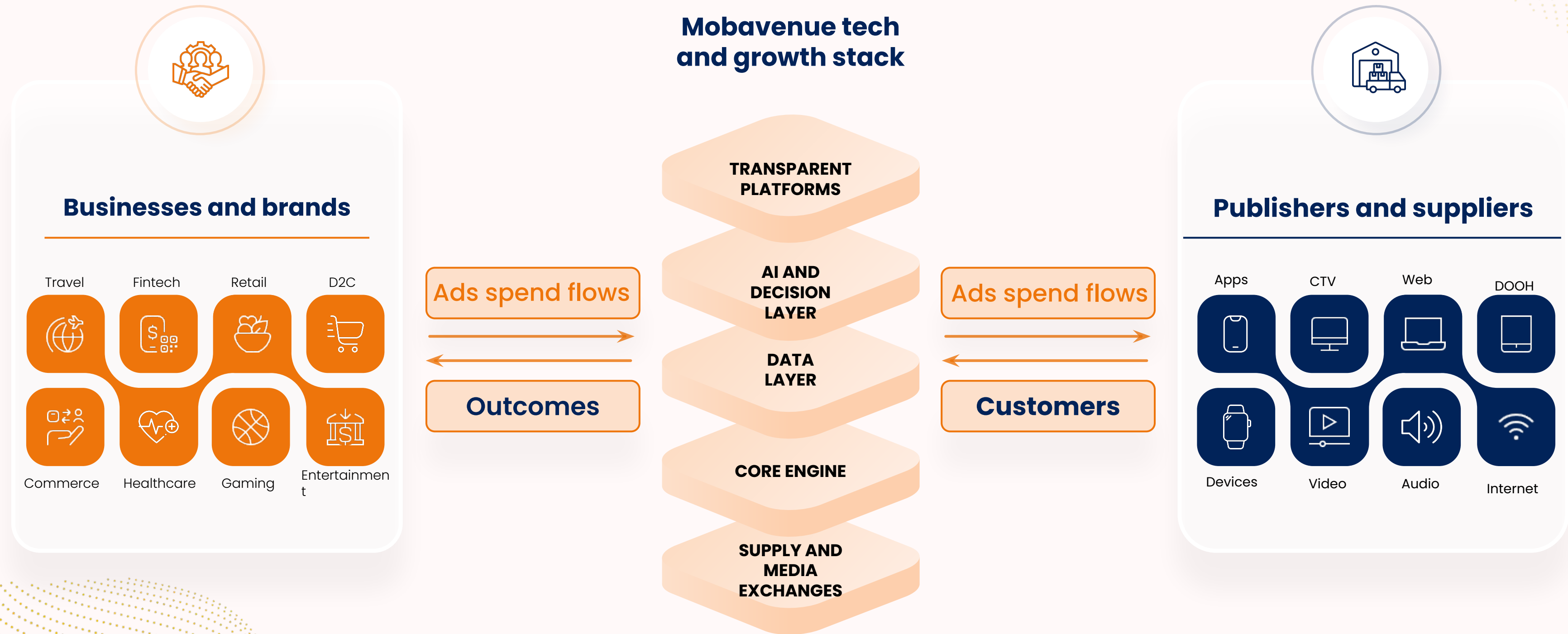
Targeting accuracy

Failing to reach the right contextual audience due to poor targeting efficiency

ML and algorithm-based targeting to identify high-intent users across channels, platforms and devices all the time

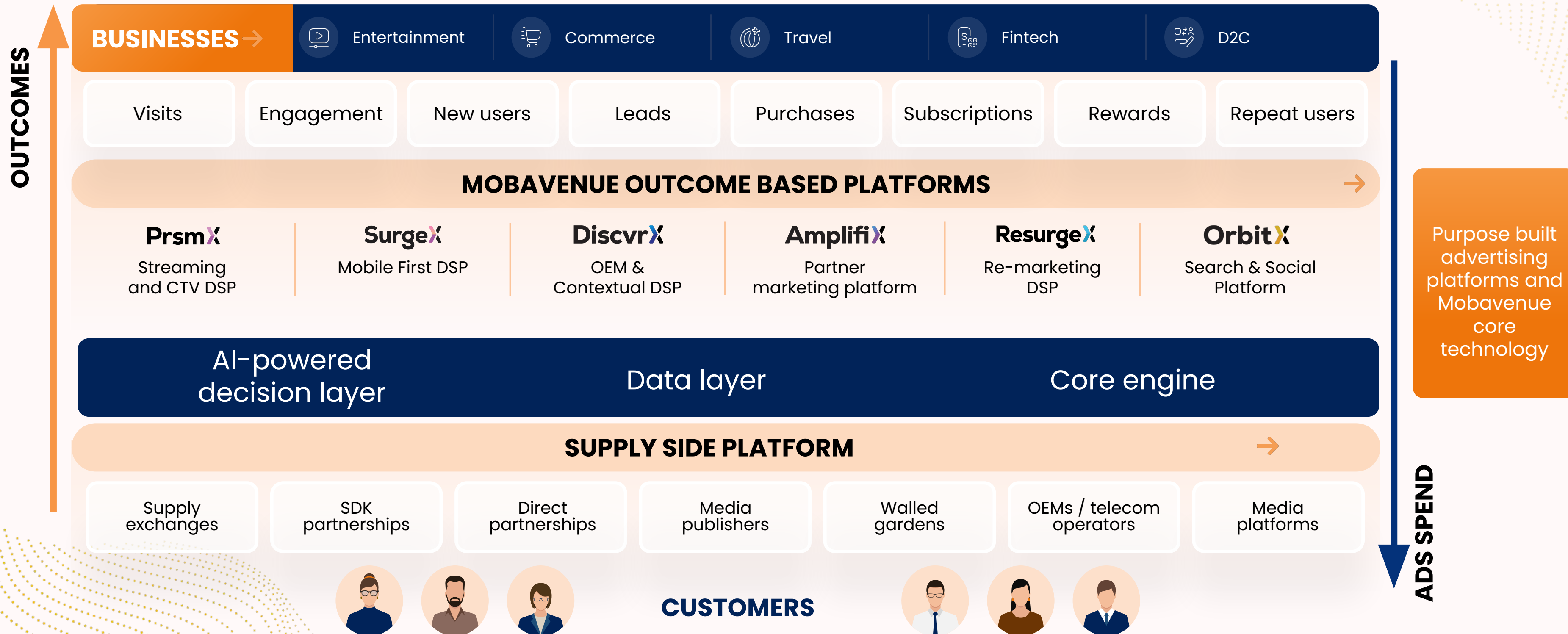
Our Consumer Growth Stack – Turning Advertising Into Outcomes

Integrated tech and media ecosystem delivering measurable business results



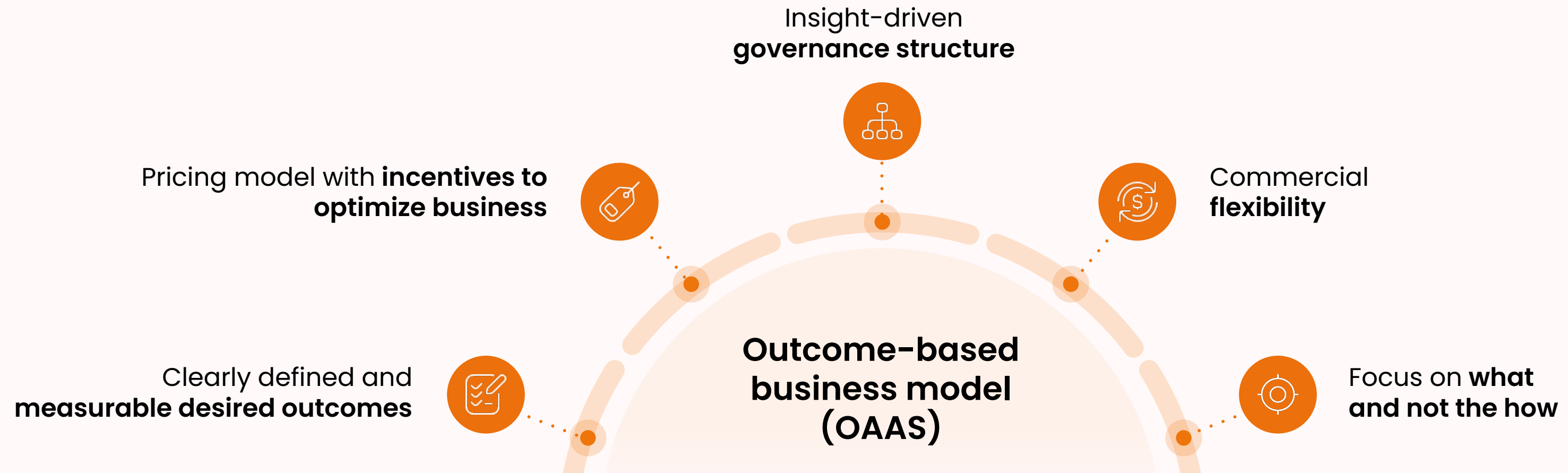
Unlocking the full potential of digital advertising

Seamless ad spend optimization for in-app, CTV, web, OEMs, media, direct supply partners, and publishers



Business Model For Advertising & Consumer Growth (OaaS)


Optimized towards driving Outcomes As A Service (OaaS) model




Overall revenue = Total outcomes X Average revenue per outcome*



Outcome based Digital marketing and consumer growth tech platforms



No SaaS license; monetization tied to client's growth



~97.5% of FY2026 revenue contributor



150+ brands, multi-geo presence



Expand via Geo, direct brands and partnerships

*Outcome - Defined as measurable consumer actions driven by various platforms

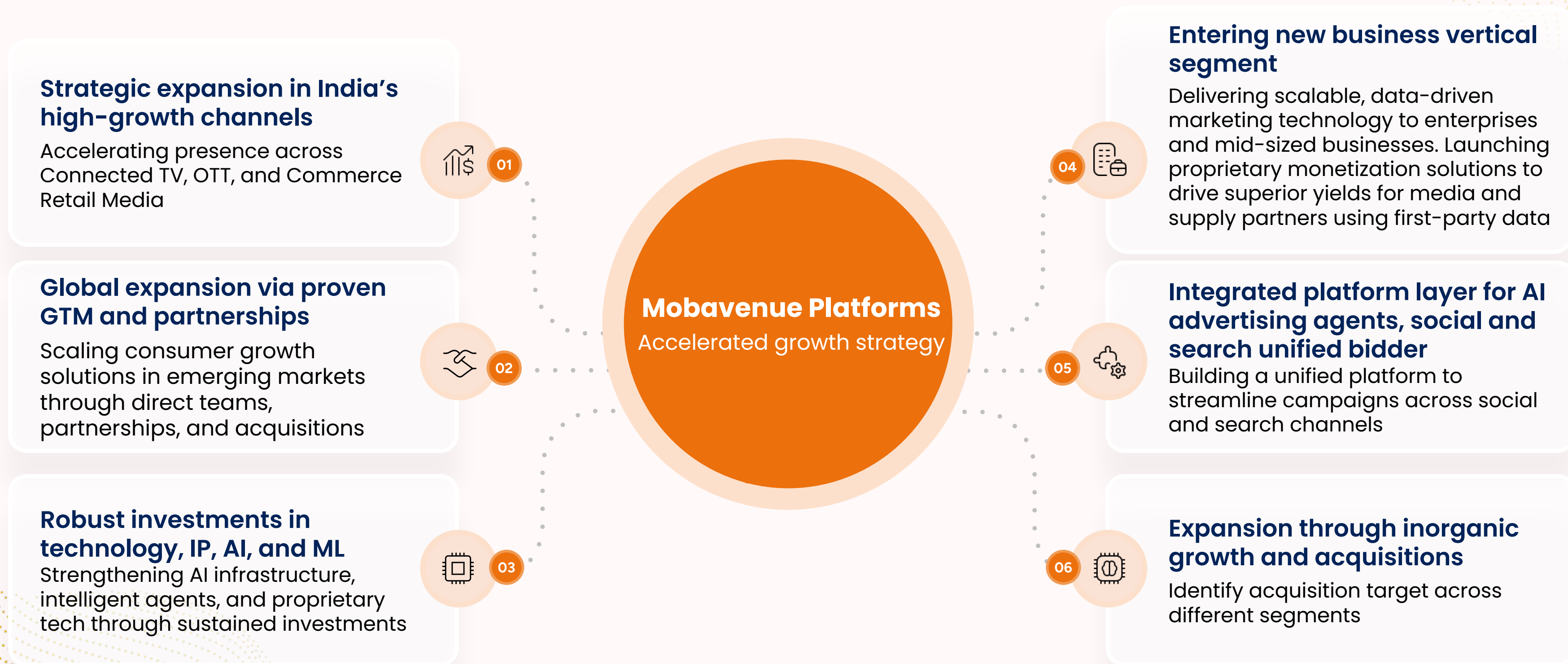
Diversified And Trusted By Leading Brands in India

Delivering proven performance and measurable outcomes across diverse industries

Banks and insurance →	          
Retail →	        
Consumer Goods →	      
Securities →	       
Commerce →	          
FinTech →	          
Travel →	       
OTT and entertainment →	      
Agencies →	       

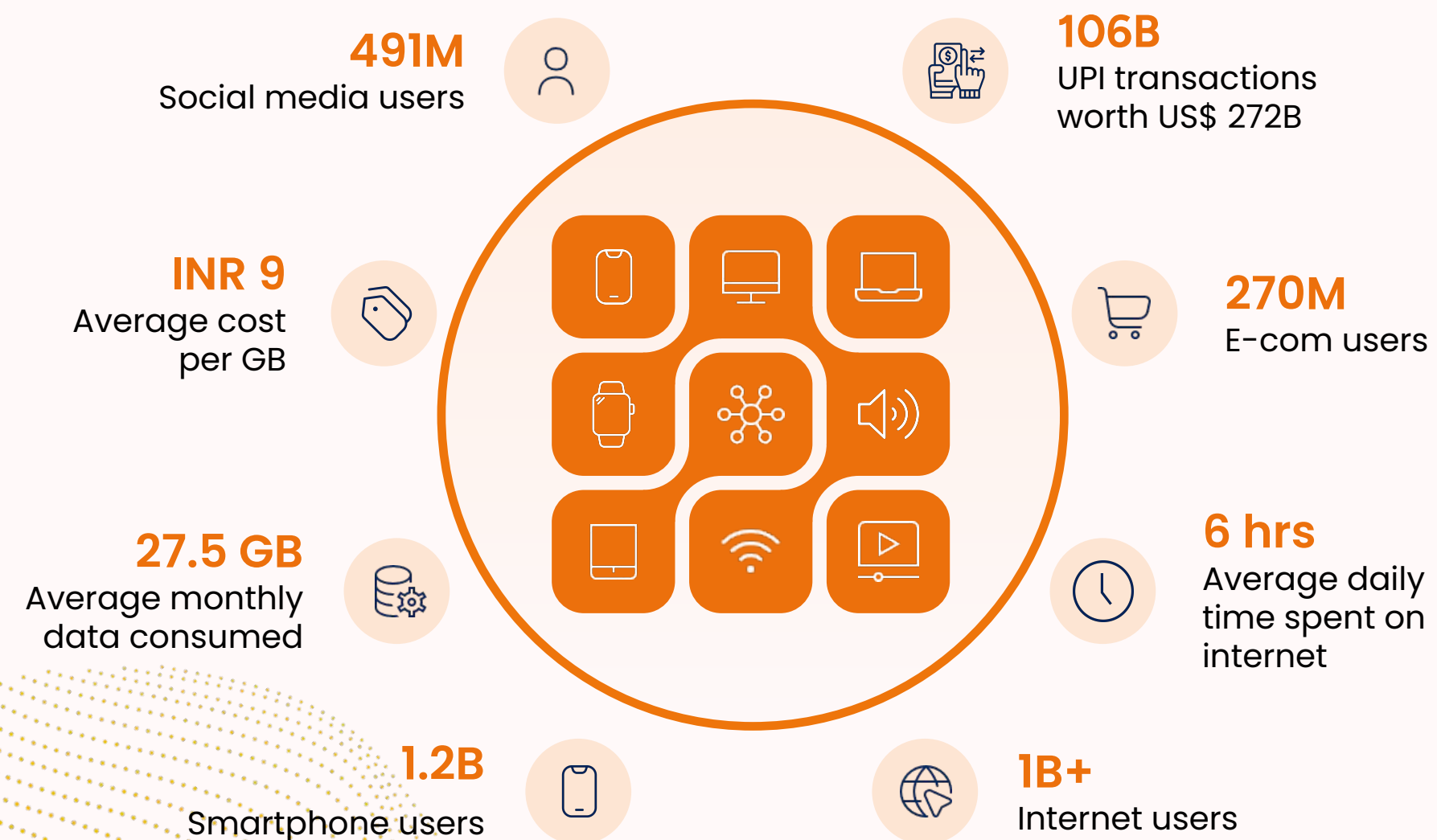
Multi-Pronged Growth Strategy

Combined focus on market leadership through acquisition and global expansion



India's Digital Economy Growth Story Through Key Metrics

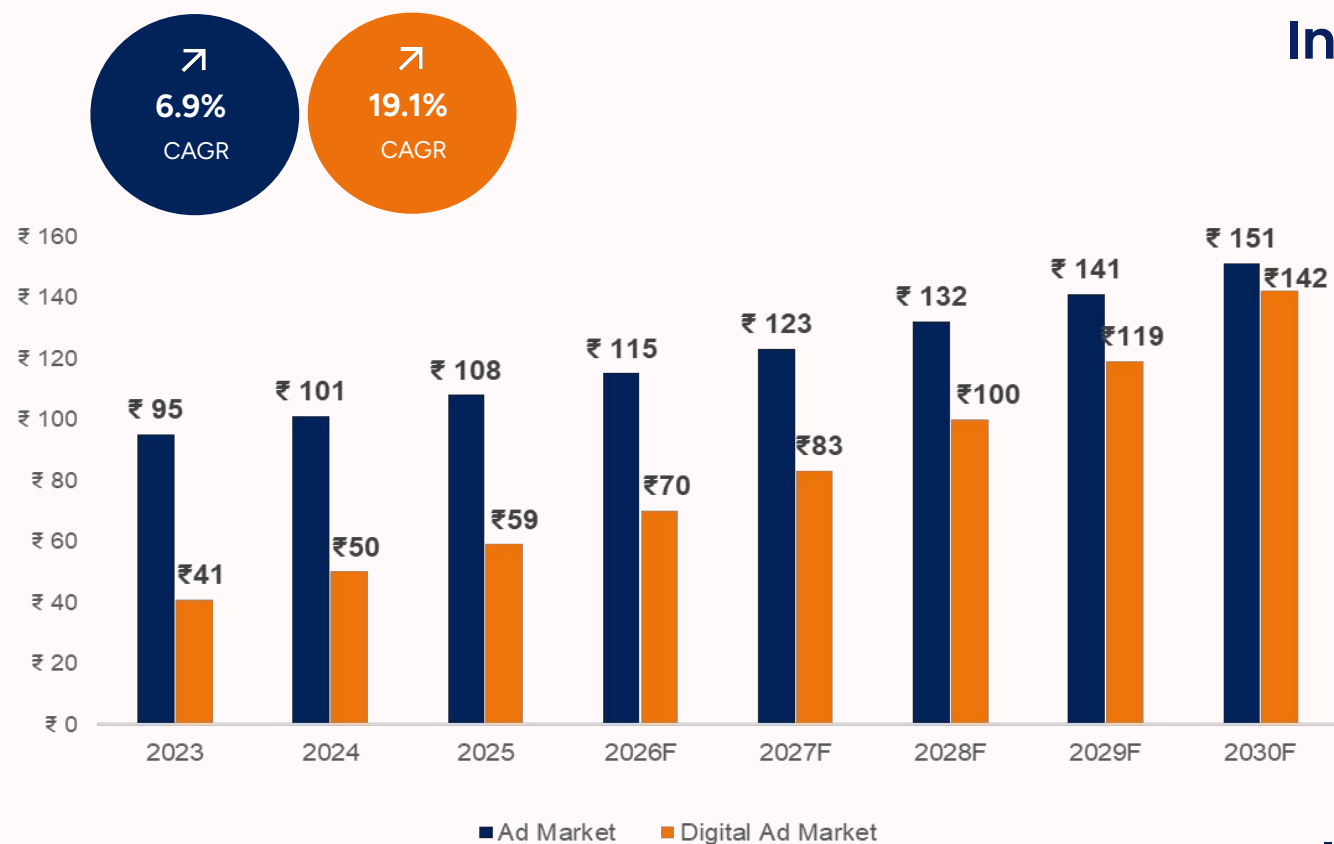
More digital consumers, drive more ads and better outcomes for businesses



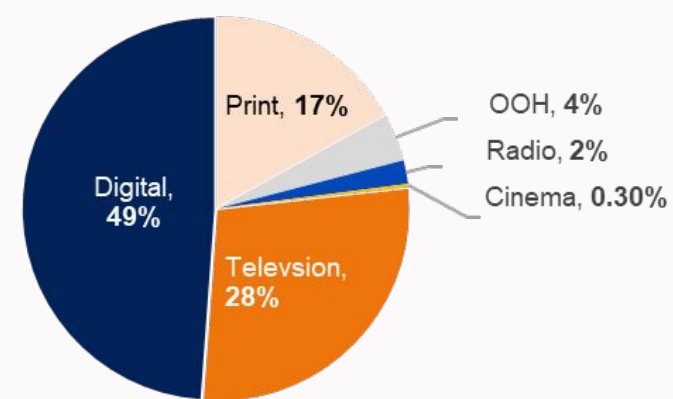
Ad Industry Driven By Digital Media

Transformation of the global ad market driven by AI, automation, and multi-screen engagement

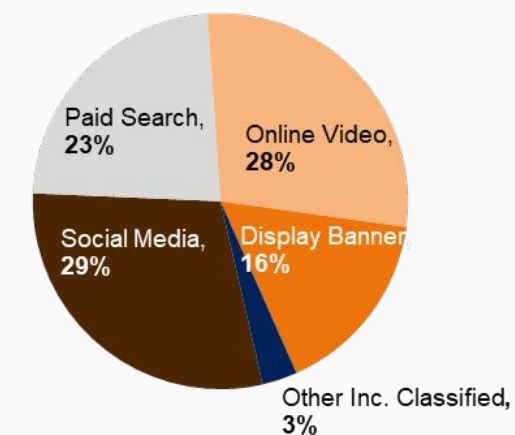
India market (US\$ B)



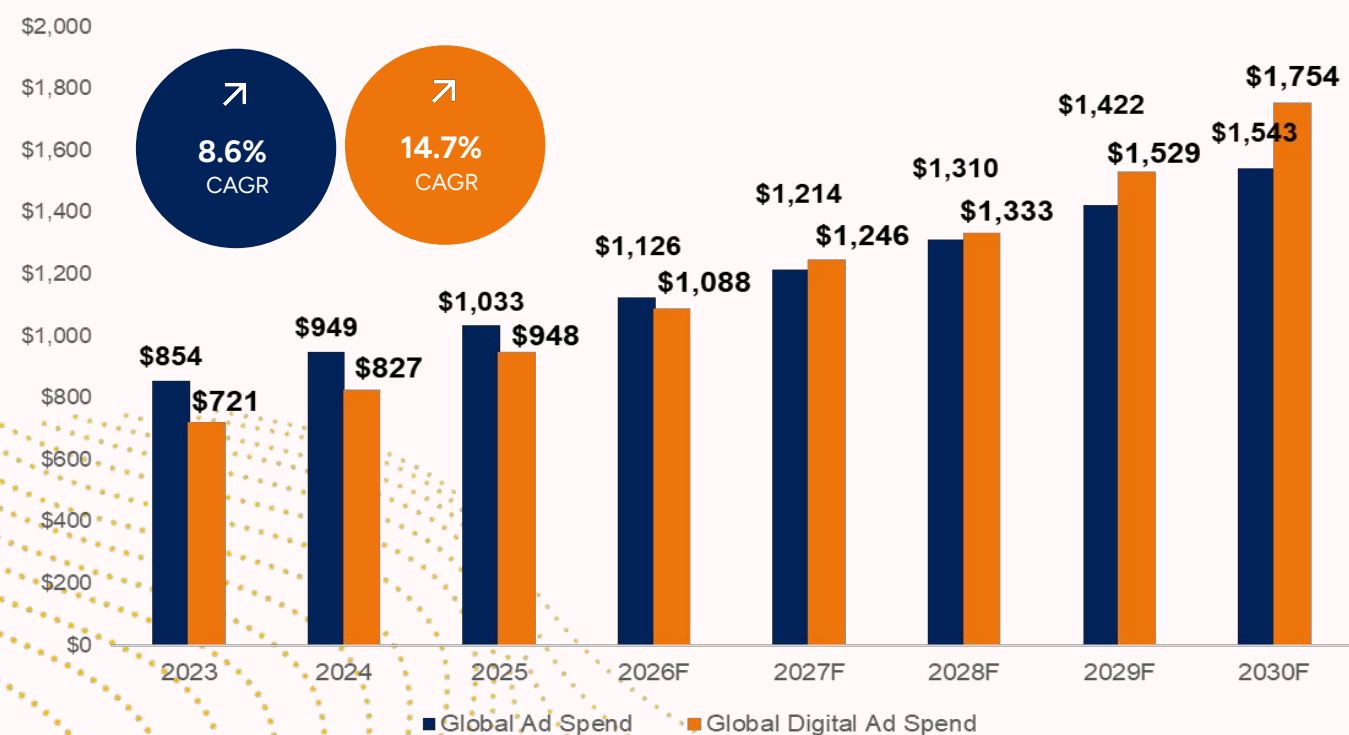
Advertising spends by medium



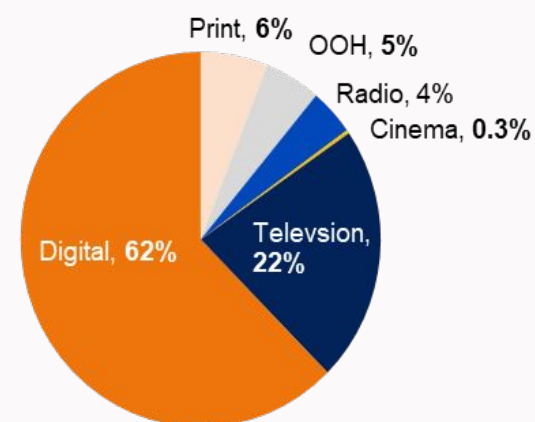
Spends on digital advertising formats



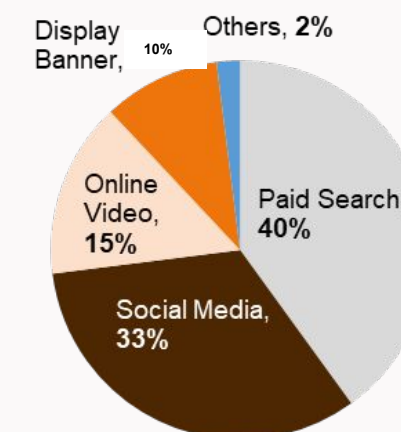
Global market (US\$ B)



Advertising spends by medium



Spends on digital advertising formats





Mobavenue
AI TECH

Contact Us

Website

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

Investor Relations

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