

June 3, 2026

SIL/FY26-27/CS/30

To: Listing Compliance BSE Limited, 25 th floor, Phiroze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai 400023 Stock Code: 544117	To: Listing Compliance National Stock Exchange of India Limited Exchange Plaza, 5 th Floor, Plot No. C/1, 'G' Block, Bandra- Kurla Complex, Bandra East, Mumbai 400 051 Symbol: SIGNPOST
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Dear Sir/Madam,

Sub: Intimation of Investors Presentation

This is with reference to the Company's letter ref. no SIL/FY26-27/CS/27 dated May 30, 2026, regarding the Earnings Conference Call scheduled on June 3, 2026 by the Company. In continuation of the same, please find enclosed the Investor Presentation regarding the audited standalone and consolidated financial results for the quarter and financial year ended March 31, 2026, which will be made by Company for the said Earnings Conference Call.

The said Investors presentation will also be available on the Company's website at www.signpostindia.com.

Kindly take the above information on record.

Thanking you,

Yours Sincerely,
For **Signpost India Limited**

Kinjal Mistry
Company Secretary & Compliance Officer

Encl: As above

SIGNPOST INDIA LIMITED

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Nariman Point, Mumbai - 400021.

📍 Corp. Office: 202, Signpost House, 70 A,
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CIN: L74110MH2008PLC179120

☎ 022 61992400

✉ info@signpostindia.com

Website: www.signpostindia.com



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बंदी-कुर्ला
संकुल
सहर्षे स्वामिन
Welcome To
Bandra-Kurla
Complex

Signpost India Limited

Investor Presentation – March 26

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— Financial Highlights – Q4 & FY26 —



Mr. Shripad Ashtekar,
Managing Director

FY26 was a defining year for Signpost India, one in which we translated scale into profitability and consolidated our leadership across India's out-of-home advertising landscape. Revenue from operations grew 27% to ₹576 crore, while Operating EBITDA rose 65% to ₹147 crore – expanding our EBITDA margin by close to 600 basis points to 25.5%. **Net profit more than doubled to ₹70 crore**, lifting earnings per share to ₹13.14. This performance reflects the operating leverage inherent in our asset-led model and a deliberate evolution of our revenue mix, with Transit Media and our fast-scaling Digital OOH portfolio now contributing over half of total revenue.

During the year we **materially widened our national footprint**, activating nine new cities – including Ayodhya, Lucknow, Agra, Chandigarh, Guwahati, Kolkata and Chennai – and **adding over 866,000 square feet of premium media inventory** across metro, transit and digital assets. Our anchor-client contribution rose to 29% of revenue, with marquee additions spanning technology, BFSI and consumer brands that deepen both the quality and the resilience of our revenue base.

As we step into FY27, **our strategic focus pivots from footprint expansion to yield optimisation** – monetising our existing assets more intelligently through data-led pricing, higher occupancy and a decisive shift towards direct corporate relationships that strengthen both margins and cash flows. Our balance sheet is well positioned to support this ambition: CRISIL upgraded our long-term rating to 'A-', lowering our cost of borrowing, while disciplined liquidity management unlocked over ₹45 crore of previously blocked deposits during the year.

Looking ahead, we are **guiding to more than 20% revenue growth in FY27 at EBITDA margins in the range of 25% to 27%**, underpinned by a planned strategic capex of ₹60–70 crore across infrastructure, capacity and technology. With increasing urbanisation and digital-OOH tailwinds in our favour, we remain confident of delivering sustainable, profitable growth and creating enduring value for all our stakeholders.

Scaling Up with Discipline



Strategic Multi-Decade Infrastructure Wins

BMRCL Bangalore Metro
67 new stations added, deploying over 1,00,000 Sq. Ft. of hyper-curated, digital-ready media transit inventory.

Kolkata Streetscape Renaissance
Strategic development of a premium 18,000 Sq. Ft. interactive and experiential transit landscape (Park Street, Camac Street, Shakespeare Sarani, etc).

Premium Commuter Green Fleets
Operating modern advertising networks on 300 Switch AC buses, alongside 680 Mumbai Olectra and 74 Goa electric transit fleets.

866K+
SQ. FT. MEDIA INVENTORY ADDED

32 Core
CITIES ACTIVE

09
MEGA PROJECTS ADDED

CRISIL CREDIT RATING UPGRADE Long-Term: A- | Short-Term: A2+ Reflecting Robust Cash Flows & Prudent Leverage (Effective April 21, 2026)

Cost of Capital Optimization

FACILITY 1 8.32% 9.97%	FACILITY 2 8.68% 10.00%
FACILITY 3 8.19% 9.50%	WCDL LIMITS 8.15% 8.65%

Liquidity Unlocked: Released over **₹45 Crores** in previously blocked FDRs, structurally optimizing operational agility.

Activated Expansion

- Bhubaneswar
- Jaipur
- Agra
- Lucknow
- Ayodhya
- Guwahati
- Kolkata
- Chandigarh
- Chennai

Structural Tailwinds for Signpost



Structural tailwind*

OOH to ₹85 bn by 2028 (8.3% CAGR); DOOH rising 18% → 25%,
Transit 30% → 33%

Self-serve & programmatic DOOH (deals doubled to 30% in 2025)

Geographic broadening (37 cities >2 mn; 68 cities >1 mn by 2030)

Audited measurement via RoadStar gaining acceptance

Premiumisation of inventory and firmer rates

Sustainability becoming table stakes (ESG baseline)



Signpost's position

Leadership in DOOH and transit – the two fastest-growing segments of the market

Captura platform and a programmatic-ready digital network already in place

Footprint across 25+ cities and an active tier-2/3 expansion strategy.

Video-analytics and geospatial ROI mapping already embedded across assets

Premium metro, bus shelter and other landmark assets monetised through yield-led pricing

~95% of DOOH media already on LED and a net-zero-by-2030 commitment.

Industry Complexity a Structural Moat for Signpost



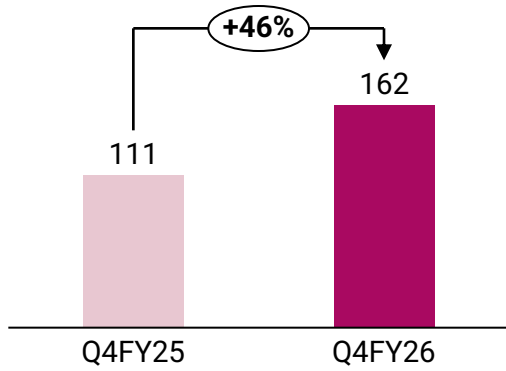
What raises the bar for the industry raises the moat for Signpost

Industry challenge*	Why it becomes a moat for Signpost
Fragmented municipal frameworks & non-uniform approvals	18+ year PPP relationships, e-bidding expertise and a clean compliance record turn approval complexity into a high entry barrier for sub-scale players.
Measurement & KPI gaps across the industry	Captura and proprietary video analytics already deliver the audited, retargetable measurement advertisers now demand.
Front-loaded licences & long gestation	Scale, a strengthened balance sheet (CRISIL 'A-') and a maturing vintage-asset base favour established operators and deter new entrants.
Safety SOPs, structural audits & certification norms	Engineering-led design and operational discipline make rising safety standards a differentiator, not a burden.
ESG / sustainability becoming a baseline expectation	Already ~95% on LED and targeting net-zero by 2030 – ahead of the emerging baseline.

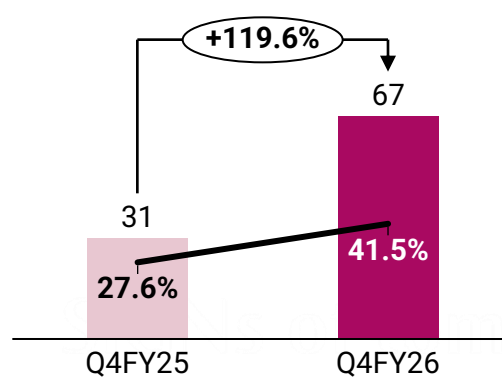
*Source: FICCI-EY Media & Entertainment Industry Report

Performance Highlights – Quarter & YTD

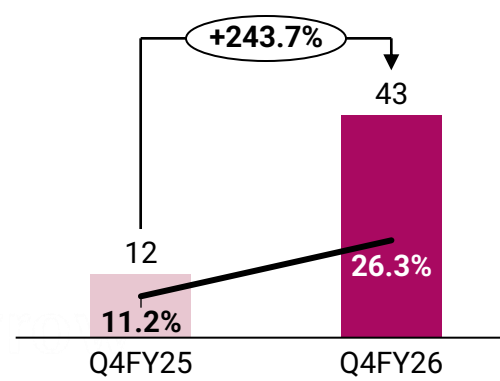
Revenue (Rs. Cr)



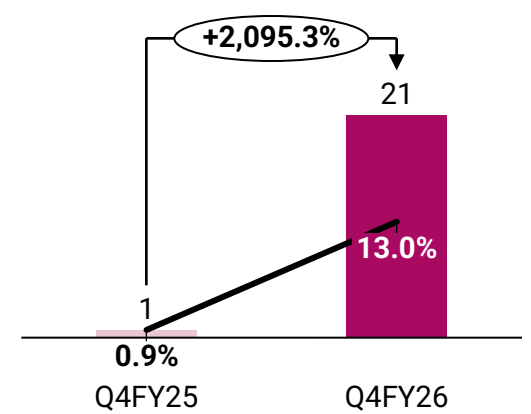
Gross Profit (Rs. Cr) & Margin (%)



EBITDA (Rs. Cr) & Margin (%)

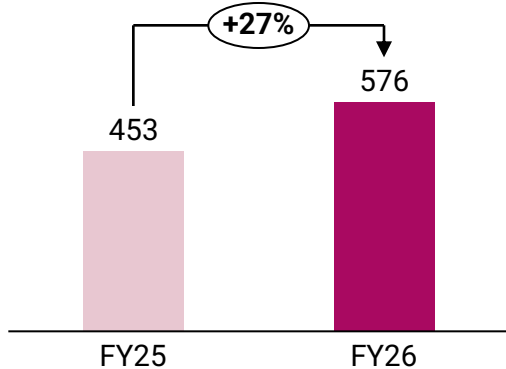


PAT (Rs. Cr) & Margin (%)

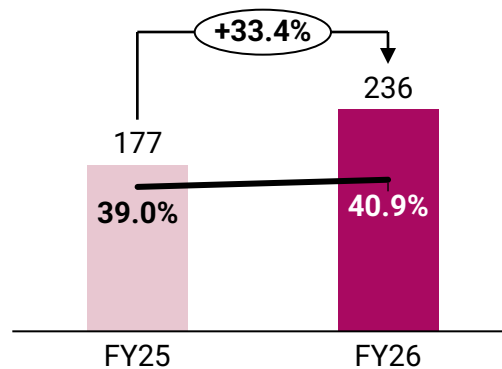


Quarter

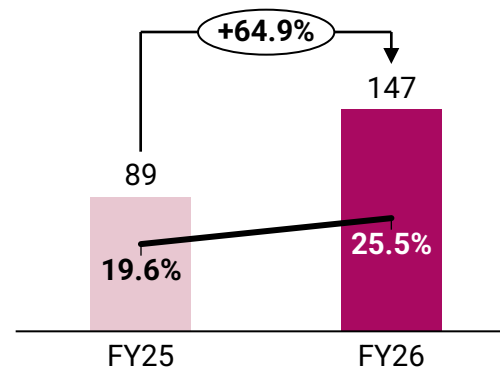
+27%



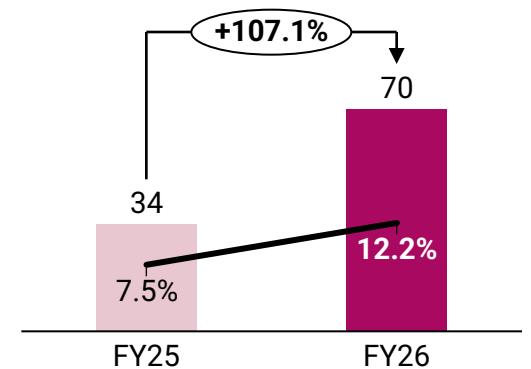
+33.4%



+64.9%



+107.1%



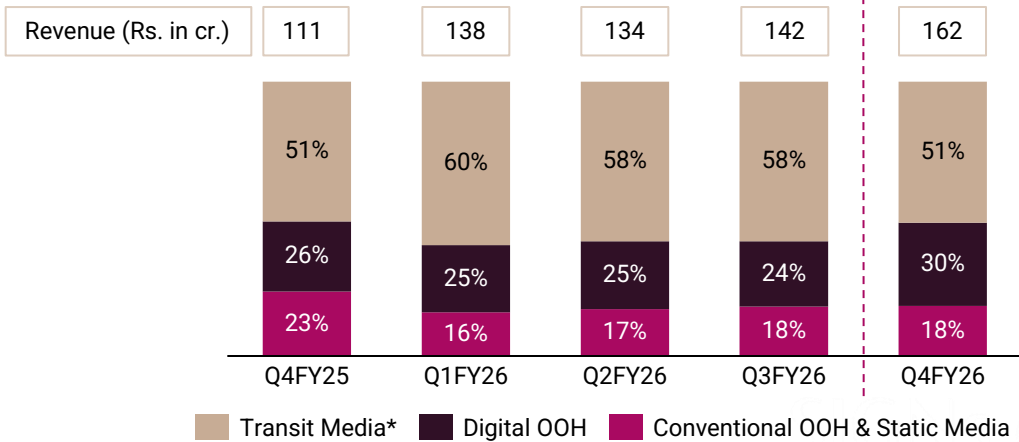
Annual

Consolidated Profit & Loss Statement

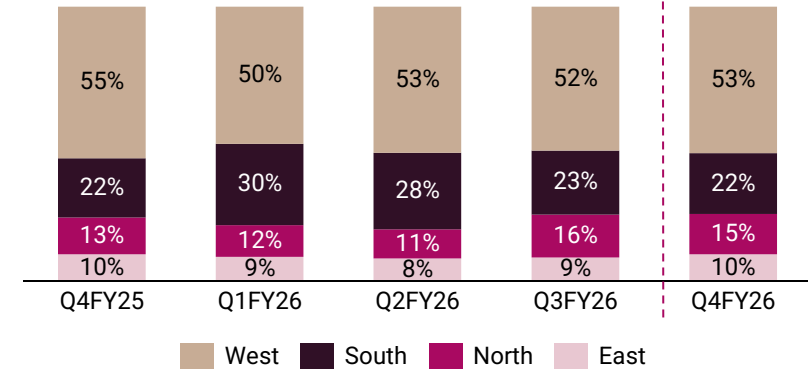
Particulars (Rs. Crs)	Q4FY26	Q4FY25	YoY	FY26	FY25	YoY
Revenue from Operations	161.9	110.8	46%	575.9	453.2	27%
Cost of Services	94.8	80.3		340.3	276.6	
Gross Profit	67.1	30.6	120%	235.6	176.7	33%
Gross Profit %	41.5%	27.6%		40.9%	39.0%	
Employee Expenses	12.7	10.1		46.7	42.7	
Other Expenses	11.9	8.1		42.3	45.0	
Operating EBITDA	42.5	12.4	244%	146.6	88.9	65%
EBITDA Margin	26.3%	11.2%		25.5%	19.6%	
Other Income	1.4	1.2		4.9	5.2	
Depreciation	10.9	10.9		40.4	37.6	
EBIT	33.1	2.7	1104%	111.1	56.5	97%
EBIT Margin	20.4%	2.5%		19.3%	12.5%	
Finance Cost	6.0	1.8		16.1	11.0	
Profit Before Tax	27.1	0.9	2828%	94.9	45.5	109%
PBT Margin	16.7%	0.8%		16.5%	10.0%	
Tax	6.0	0.0		24.7	11.5	
Net Profit	21.1	1.0	2095%	70.2	33.9	107%
Net Profit Margin	13.0%	0.9%		12.2%	7.5%	
EPS	3.95	0.18		13.14	6.34	

Quarterly Revenue Breakup

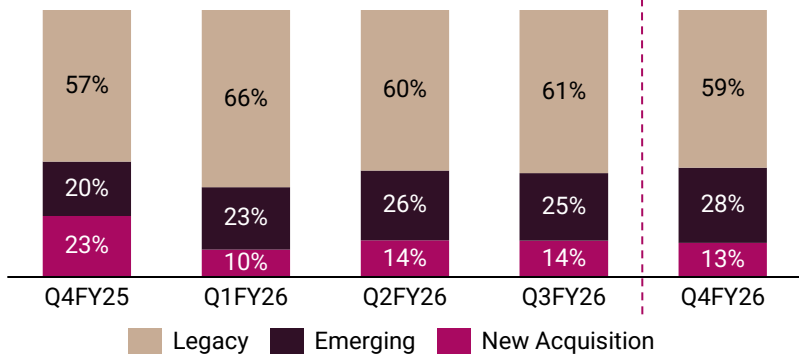
Segmental (By % of Revenue)



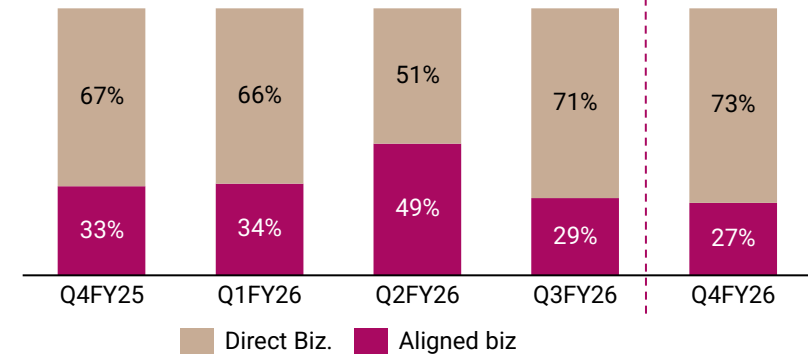
Geography (By % of Revenue)



Contract Vintage (By % of Revenue)



Relationship (By % of Revenue)



Transit Media* - Includes Metros, Airports, Shelters; Aligned biz# - via Third Party Contracts

Consolidated Balance Sheet

ASSETS (Rs. in Crore)	Mar - 26	Mar - 25
Non-current Assets		
Plant and Property Equipments	205.8	175.5
Capital Work-in-progress	20.2	33.1
Investment Property	0.1	0.1
Intangible Assets	0.1	0.2
Right of use assets	6.7	6.1
Financial Assets		
Investments	0.9	0.9
Others	37.3	45.6
Deffered Tax Assets (net)	9.2	8.7
Current tax assets (net)	8.5	25.4
Other Non Current Assets	13.9	7.8
	302.8	303.5
Current Assets		
Financial Assets		
Trade Receivable	317.3	178.6
Cash & Cash Equivalents	20.1	13.1
Bank Balances Other than above	3.9	33.7
Loans	0.0	0.0
Others	0.5	1.2
Current Tax Assests (net)	0.0	0.0
Other Current Assets	43.1	24.9
	384.9	251.5
TOTAL - ASSETS	687.7	555.0

EQUITY & LIABILITIES (Rs. in Crore)	Mar - 26	Mar - 25
Equity		
Equity Share Capital	10.7	10.7
Other Equity	277.0	209.5
Non- controlling interests	3.3	3.2
	291.0	223.4
Liabilities		
Non -current Liabilities		
Financial Liabilities		
Borrowings	82.7	85.8
Lease Liabilities	4.9	4.8
Other Financial Liabilities	1.8	1.6
Provisions	1.2	0.7
	90.6	93.0
Current Liabilities		
Financial Liabilities		
Borrowings	113.4	81.5
Trade Payables	145.7	114.6
Lease Liability	2.0	1.3
Other Financial liabilities	35.8	19.9
Other Current Liabilities	3.7	4.5
Provisions	1.6	1.3
Current Tax Liabilities	4.1	15.7
	306.2	238.7
TOTAL EQUITIES & LIABILITIES	687.7	555.0

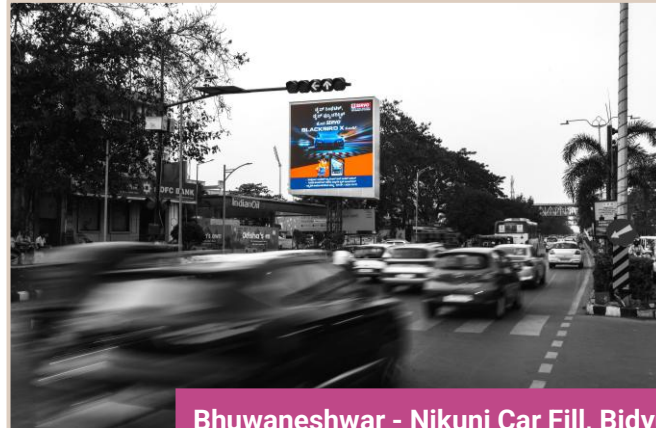
Consolidated Cash Flow

Particulars (Rs. in Crore)	Mar – 26	Mar – 25
Net Profit Before Tax	94.9	45.5
Adjustments for: Non Cash Items / Other Investment or Financial Items	56.6	45.3
Operating profit before working capital changes	151.5	90.7
Changes in working capital	-1.1	-36.1
Cash generated from Operations	41.9	54.7
Direct taxes paid (net of refund)	-19.9	-24.0
Net Cash from Operating Activities	22.0	30.7
Net Cash from Investing Activities	-23.6	-27.0
Net Cash from Financing Activities	8.5	1.4
Net Change in Cash and Cash equivalents	7.0	5.0
Add: Cash & Cash equivalents at the beginning of the period	13.1	8.1
Cash & Cash equivalents at the end of the period	20.1	13.1

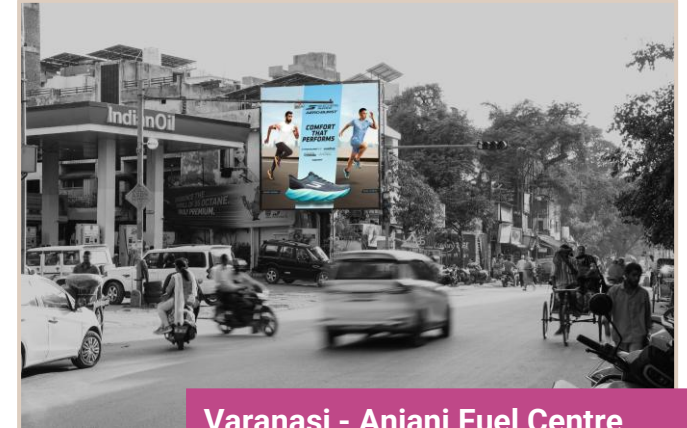
Key Projects during the quarter



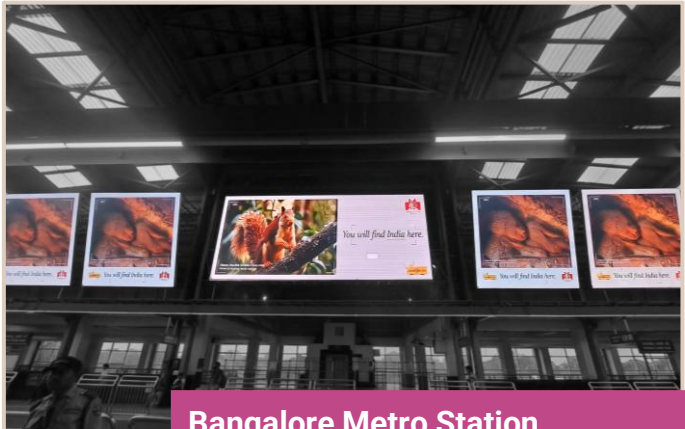
Agra - Mother RD Filling



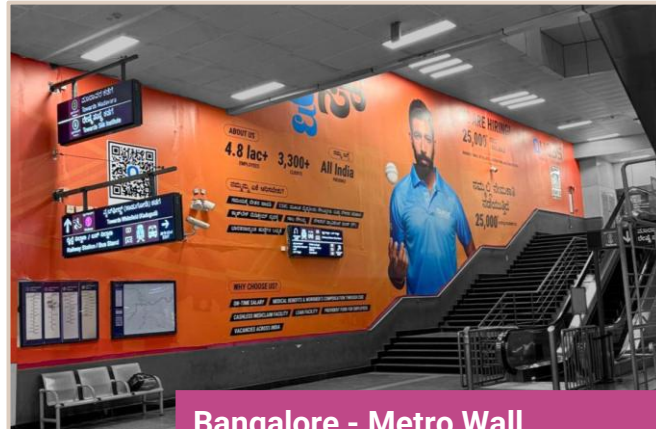
Bhuwaneswar - Nikunj Car Fill, Bidyut Marg



Varanasi - Anjani Fuel Centre



Bangalore Metro Station



Bangalore - Metro Wall



Cityflo Buses, Hyderabad

Key Projects during the quarter



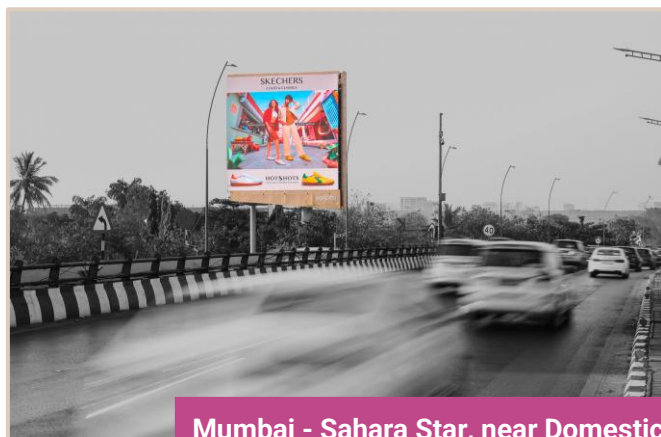
Goa - Cityflo Bus



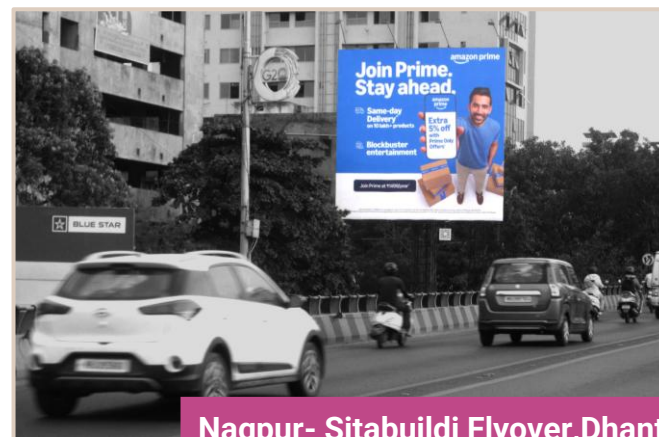
Jaipur - Ganga Jamuna Chaurahanew Atish Market



Lucknow - Alambagh Bus Stand



Mumbai - Sahara Star, near Domestic Airport



Nagpur- Sitabuildi Flyover, Dhantoli



About Us

Company Snapshot

Top 3

OOH Player Nationally

15,000+

Assets Managed

Transit platforms, DOOH & OOH

32+

Cities Across India

Geographical Footprint

1,730+

Active Clients

14 years

Avg. Remaining
Contract Tenure

Captura

Proprietary AI-Powered
Media Planning Platform

66%

Direct Client
Relationships

80,000+ Sq. ft.

Premium Digital Pannels

Positioned at the intersection of urbanization, infrastructure development,
and digital advertising transformation

Company Overview

Headquartered in Mumbai, with a portfolio spanning **15,000+ transit and digital assets** across **32+ cities**, SIL today serves **1,700+ advertisers**, combining scale, digital capability and operational excellence to deliver measurable brand impact across the country.

Leading India's OOH transformation, SIL has pioneered the shift from conventional billboards to a **compliance-driven, PPP-led, and technology-empowered ecosystem** – integrating data analytics, design innovation and digital media to **redefine urban engagement**.

Incorporated in 2008, Signpost India Limited (SIL) has built a trusted, data-driven ecosystem by combining urban functionality, creative design and intelligent advertising solutions - **anchored in long-term partnerships with city authorities**, to emerge as one of the most future-ready players in India's OOH industry.

Guided by a vision to create sustainable and aesthetically vibrant cities, SIL continues to invest in **digital infrastructure and smart mobility assets** that enhance public spaces, strengthen civic partnerships and position the company at the forefront of **India's smart-city evolution**.



Our **Mission** is to provide impactful, data-driven advertising experiences that drive success for our clients and engage audiences in meaningful ways.

We operate with the **Vision**, "Signs of Tomorrow," placing data and technology at the core to evolve brands so they can connect with unique consumers, while investing in megaprojects to foster futuristic cityscapes.

Setting Industry Benchmarks: A Journey of Firsts

First Indian Company to design and deploy **smart IOT data systems** into DOOH

India's First-ever **Digital Media Integration**
(Trendsetter – Airports, Roads, Malls, Metros)

CRISIL – ST A2+, LT A-/Stable
(April 2026)

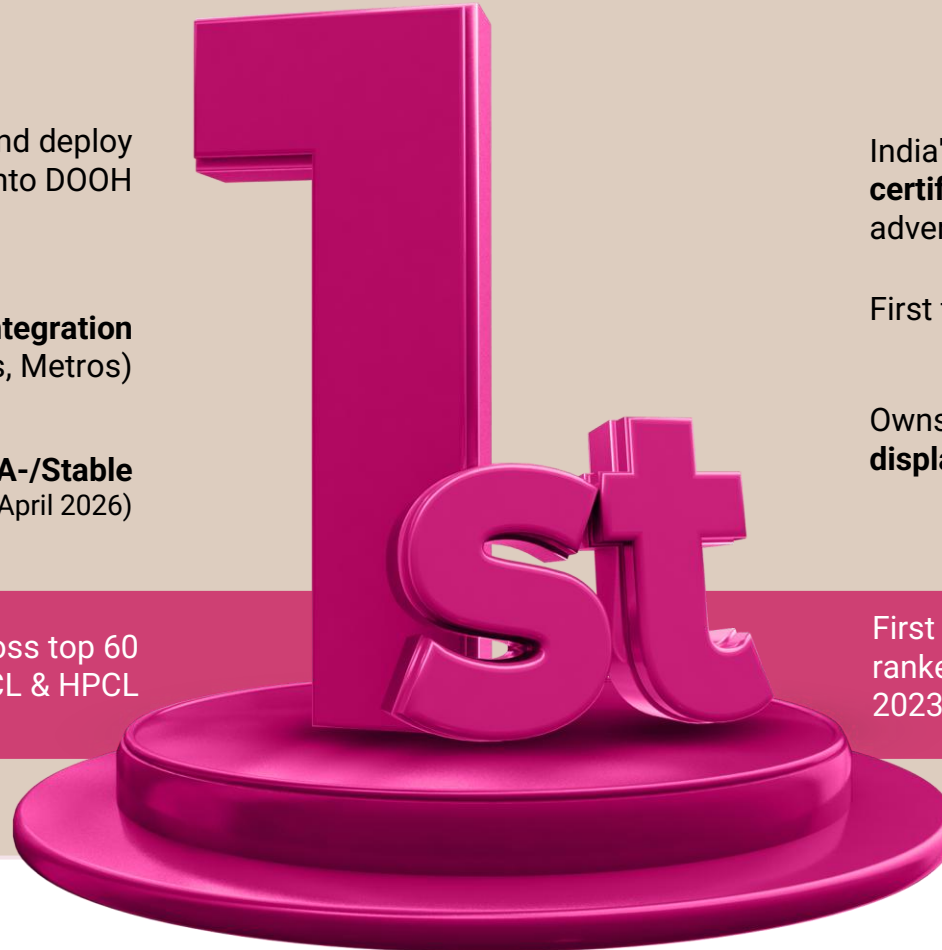
First to implement DOOH network across top 60 cities is been awarded - IOCL, BPCL & HPCL

India's first **computer vision-based video analytics tool certified by IISc** for traffic management and advertising intelligence

First to create India's **largest transit portfolio**

Owns and operates one of the **largest commercial display space portfolio**

First DOOH company to be listed on NSE and BSE and ranked in the top 1,000 highest performing by BSE – 2023-2024



Key Milestones

PPP pivot; winning first city-wide contracts for street furniture, bus shelters, metro/transit; focus on infra-led contracts.

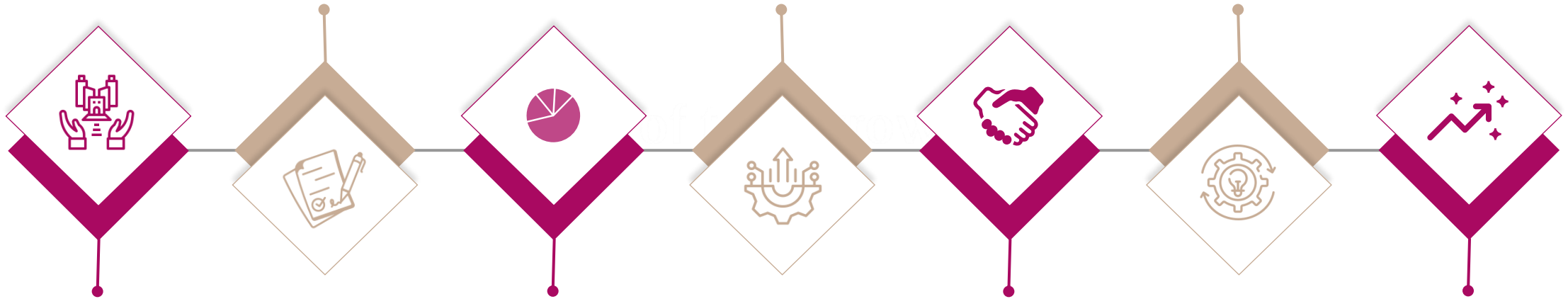
2012 - 16

Technological leap: early investments in cloud-based, digital OOH. Deep analytics, dynamic pricing, launch of "Captura" platform.

2020 - 21

Year of Reimagination: leveraging tech, data and design amplification to evolve as a National ROI-led OOH solutions platform

2024



2008 - 11

Foundation; Focused on commuter convenience and city beautification

2017 - 19

Transit diversification; metro, airports, and oil marketing company (OMC) relationships seeded.

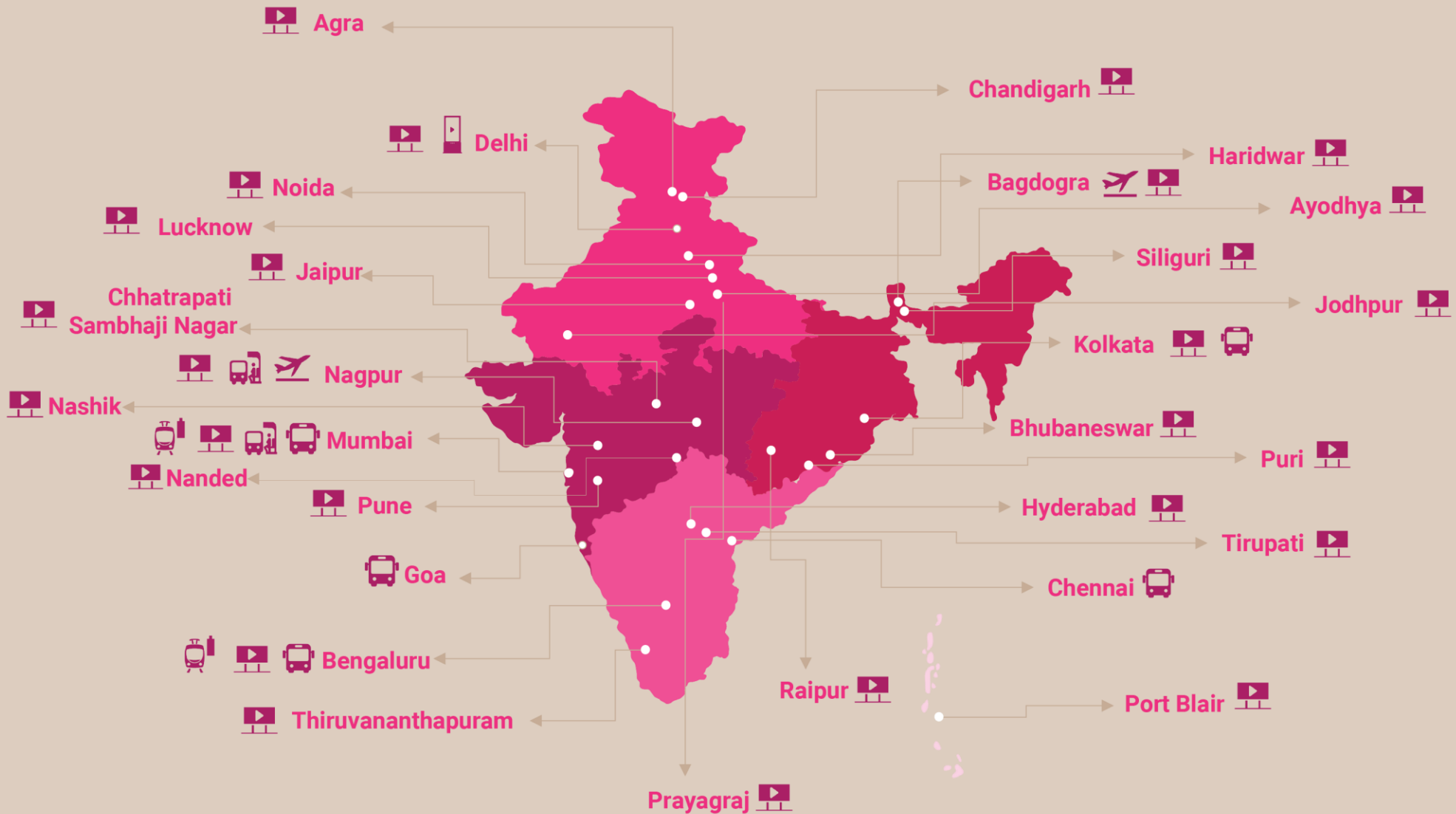
2023 - 24

Reverse merger with Pressman Advertising, enhancing scale, governance, and legacy strengths while enabling listing for greater transparency and investor reach

2025

Redefined internal systems, governance and capabilities to align with the company's next phase of growth – a pivotal shift from a scale-driven model to a technology-led enterprise

Geographic Presence



- Billboard
- Bus
- Digital
- Bus Shelter
- Airport
- Metro

Maps not to scale. All data, information, and maps are provided "as is" without warranty or any representation of accuracy, timeliness or completeness



Key Focus Areas

Core Strengths



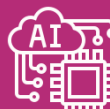
Experienced Leadership

Visionary leadership team led by **Founder-Managing Director Mr. Shripad Asthekar**, supported by experienced professionals including **Chairman Mr. Girish Kulkarni and Founder-Director Mr. Dipankar Chatterjee**



Hyperlocal Solutions

Delivering smart, **location-intelligent advertising** that's contextually relevant to the local viewer – enabling sharper targeting, higher engagement and measurable ROI at the micro-market level.



Captura – Proprietary AI Platform

Advanced video analytics and image-learning engine that tracks traffic patterns, vehicle and pedestrian flow and audience behavior in real time. Also drives **tech-enabled campaign execution** – from planning to delivery to invoicing – creating a seamless, data-driven media management chain



Strong Client Base

Trusted by **1,700+ clients** across sectors with **66% of revenue** coming from **direct client relationships** and 34% via aligned partnerships – **a rare strength** in an otherwise agency-driven industry



Largest Transit and Bus Queue Shelter Operator

Among the **largest transit media operators** in India and the **largest bus queue-shelter operator nationwide**, with a presence across high-traffic commuter corridors.

Ad-Tech Innovation

Building a robust pipeline of open-source data leading to latitude-longitude-based assets across geographies, enabling measurable, data-driven and interactive campaigns.

Sustainable Urban Infrastructure

Leveraging expertise in self-sustaining assets like digital bus shelters, automated skywalks, city info panels, e-libraries, and e-bikes, enhancing both advertising and public utility.

Operational Excellence

Deploying dynamic operation solutions to optimize resources, improve inventory utilization, and ensure efficient delivery.

Strong ESG Commitment

Targeting net zero by 2030 with 95% media on LED, limited operating hours, and sustainable fleet adoption.

Stakeholder-Centric Growth

Committed to delivering value for citizens, urban authorities, investors, employees, and future generations via acquisitions, investments, and strategic alliances.

Premium & Iconic Assets

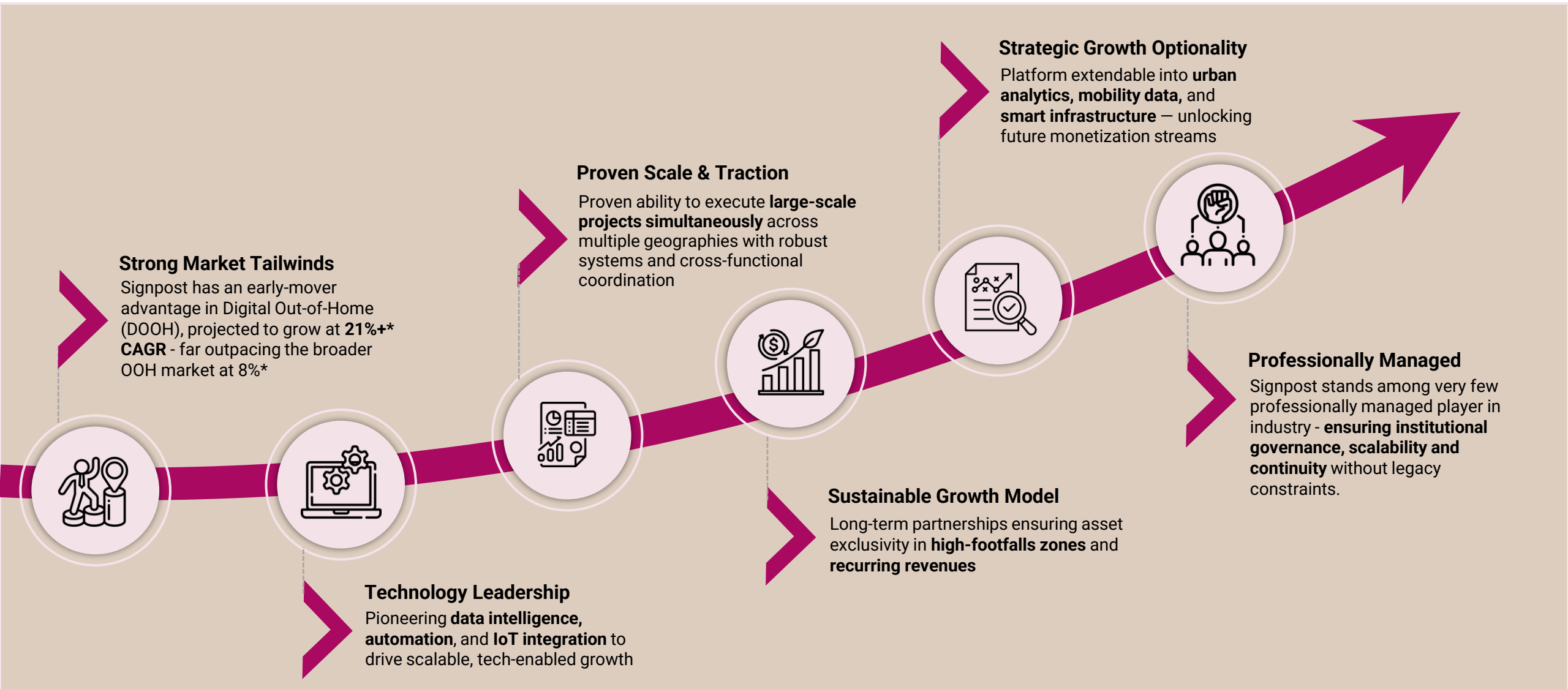
Focused on acquiring and operating iconic locations across top Indian cities through long-term contracts (avg. tenure >14 years) with strong renewal history.

Market Leadership in DOOH

Established leader in Digital Out-of-Home (DOOH) advertising, shaping the growth at speed globally, backed by consistent growth and multi-format presence.



Competitive Advantage



*Source: FICCI-EY Media & Entertainment Industry Report

A Self-Reinforcing Growth Engine

Three Strategic Pillars of Multi-Year Scale



Asset-Light Orchestration

Orchestration Over Ownership

Shifting from heavy legacy physical billboard ownership to software-driven asset orchestration. Trading other media owners' premium inventory via programmatic systems unlocks scale with near-zero marginal cost and infinite operating leverage.



100-City Network Effect

Localized MSME Scalability

Deepening localized moats via entrenched, long-term relationships with rapidly scaling regional brands and MSMEs across our upcoming 100-city expansion blueprint. Fully powered by Foot on Street (FOS) automated data layers capturing 90+ smart analytics points.



Generational Infrastructure

Utility Over Legacy Billboards

Deploying strategic growth capital directly into essential civic utilities (such as multi-decade public transit contracts) rather than legacy billboards. This structural positioning fully insulates recurring advertising yields from real estate volatilities and local zoning changes

The Compounding Growth Flywheel



Structural Value Drivers

1. PRICING MOAT

90+ behavioral metrics prove deep commuter engagement, driving **PAT up 107.09% Y-o-Y**.

2. MACRO SHIFT

Massive infrastructure expansion transforming daily commutes into high-value consumer journeys.

3. WEST ECOSYSTEM

Network positioning at the absolute convergence of **Work, Entertainment, Shopping, and Transit**.

4. CAPITAL PATH

Transitioning to an **asset-light model**, converting multi-decade transit concessions into investor returns.

Board of Directors



Mr. Girish Kulkarni
*Non-Executive Chairman and
Independent Director*

With over four decades of experience, he is a seasoned leader known for building and scaling businesses with strong expertise in governance and strategic planning.



Mr. Shripad Ashtekar
Managing Director

A visionary entrepreneur with a strong track record in strategic leadership and innovation. Experienced in scaling integrated AdTech businesses and driving long-term growth.



Mr. Dipankar Chatterjee
Executive Director

A distinguished turnaround specialist, recognized for his exemplary achievements within the advertising industry.



Mr. Rajesh Awasthi
Executive Director

A seasoned professional with over 20 years of experience in OOH Advertising, specializing in media acquisition, large-scale infrastructure execution, operations, and institutional sales.



Mr. Sanidhya Mittal

A forward-looking leader shaping Greenply's growth, innovation, and operational excellence across core business functions.



Ms. Sayantika Mitra

An Advocate and Partner at Victor Moses & Co., Kolkata, skilled in legal research with the certification to practice in courts across India.



Mr. Prashant Sanghavi

An accomplished professional with 25+ years in business development, structured finance, IPO listings, and fund-raising.

**Non-Executive and
Independent Director**

Leadership Team



Mr. Shripad Ashtekar
Managing Director

- Mr. Shripad is the founder and managing director of Signpost India Limited, a distinguished AdTech media company in India, renowned for its independence and vertical integration.
- Under his visionary leadership, Signpost has emerged as one of the top three companies in India within its sector.



Mr. Rajesh Awasthi
Executive Director

- Mr. Rajesh brings over 20 years of experience in OOH advertising, with expertise in media acquisition, large-scale infrastructure projects, operations, and institutional sales.
- For over a decade, he has driven the growth of Signpost India's media assets across Maharashtra, leveraging strong strategy, execution, and public relations.



Mr. Syed Haseeb Arfath
Chief Business Officer

- Mr. Syed is a technology-driven business leader with over 15 years of experience in scaling innovation-led ventures into institutional enterprises.
- Since 2019, he has built Signpost's greenfield technology division, India's first large-scale digital OOH network, and the in-house OOH CRM platform, Captura.



Mr. Nalin Kumar Somani
Chief Financial Officer

- Mr. Nalin is a Finance and accounts professional with 12+ years of experience in financial planning, budgeting, taxation, reporting, cost optimization, and strategic analysis.
- A Chartered Accountant and Company Secretary with strong expertise in financial management, compliance, and corporate governance.



Mrs. Swati Sinha
Head – Human Resources

- Mrs. Swati is a strategic and results – driven HR leader with close to 20 years of progressive experience, driving people strategy across different industries.
- She brings in her expertise in talent strategy including workforce planning, attracting and retaining right talent, leadership development and coaching, DEI initiatives and change management.



Ms. Kinjal Mistry
Company Secretary & Compliance Officer

- Ms. Kinjal Mistry is a commerce and law graduate an Associate Member of Company Secretaries of India and also a post graduate in financial management
- She possesses 15+ years of work experience in corporate secretarial matters, compliance, securities' issuances, mergers and acquisitions, business process automation, etc.

Awards and Recognition



150+ Awards

- 2019** > OOH Media Agency Of The Year 2019 At E4M Neon's OOH Awards
Best Implementation Team Award At EMVIES
- 2020** > Most Awarded Agency At Afaqs Foxglove Awards 6th Edition
- 2021** > The Best of Karnataka Award at the Pepper Creative Awards 2021
- 2022** > Engineering Design for installed project
Technical response for covid-19 at the Digital Signage Awards, London 2022
- 2024** > OOH & Ambient Media Award at Big Bang 2024
OOH Design & Super powerhouse award at Pinanacle Awards 2024



Business Segments

Transit Advertising

Strategic Positioning:

Market leadership in high-density locations across major cities in WEST Zones (*Work, Entertainment, Shopping, Transit*).

Asset Base:

Large network of buses, metro networks, airport installations across major urban centers

Growth Drivers:

India's public transportation expansion with 1.5L new electric/hybrid bus procurement

Competitive Advantages:

Established relationships, regulatory compliance, operational expertise

Revenue Characteristics:

Stable, recurring, with built-in escalation mechanisms and long contract durations

57%* of Revenue Share

*As on FY26



Digital Advertising

Technology Leadership:

First-mover advantage in cloud-based content management systems

Market Dynamics:

21%+ growth rate significantly exceeding overall OOH market expansion#

Revenue Optimization:

Multi-client sharing capability increasing revenue per square foot by 300-400%

Network Effects:

861+ strategically located digital assets across 32+ cities creating national reach

Future Potential:

Programmatic advertising and dynamic pricing capabilities under implementation

26%* of Revenue Share

*As on FY26

#Source: FICCI-EY Media & Entertainment Industry Report



Conventional Formats

Stability Factor:

Lower-risk, established revenue stream with minimal technology investment

Market Position:

Selective participation in high-quality, government-backed locations only

Strategic Role:

Cash generation for digital expansion and portfolio stability during transition periods

Evolution Path:

Learning from data patterns to refine pricing and improve campaign performance

Future Potential:

Dynamic pricing capabilities under implementation

17%* of Revenue Share

*As on FY26



Asset Platform & Monetization Model

Asset Platform



City Contracts: Bus shelters, metro, airports, and digital assets (7–20 year contracts via H1 techno-commercial bidding)



Capex: Infra construction + digital enablement; upfront security deposit (typically 50% of annual license)



Opex: Maintenance, cleaning, design, and operational responsibilities



Legacy Private Sites: Few in number, not core focus

Monetization Channels



Transit Advertising: Ads across public transport infra (bus shelters, metro stations); long gestation, embedded visibility, scalable to Tier-2/3 cities



Digital Advertising: Cloud-connected, programmatic screens enabling hyperlocal campaigns, multi-client optimization, and real-time analytics



Conventional Formats: Traditional static displays for stable revenue

Contract Mechanics



Stratified Revenue Recognition: Revenues booked as assets come online, ensuring gradual visibility



Front-Loading of Capex/License: Creates short-term P&L mismatch, normalizes with utilization ramp-up



Vintage Asset Effect: Assets >12 months show improved ROC/EBITDA due to scale benefits

Marquee Clients

 bigbasket

 BAJAJ

 SBI card

 AVAADA

 PATANJALI

 IndianOil

 Bharat Petroleum

 हिन्दुस्तान पेट्रोलियम
HP

 LALITHA
JEWELLERS
Priceless Relationship

 HYUNDAI

 केनरा बैंक
Canara Bank

 Spinny

 NETFLIX

 motilal
oswal

 MADDOCK
FILMS

 emami*

 Greenply

 SKECHERS

 NPCI
भारतीय राष्ट्रीय भुगतान निगम
NATIONAL PAYMENTS CORPORATION OF INDIA

 Imagicaa

 D Mart

 ZOHOLogo

 Amul
The Taste of India

 AMPERE

 TVS

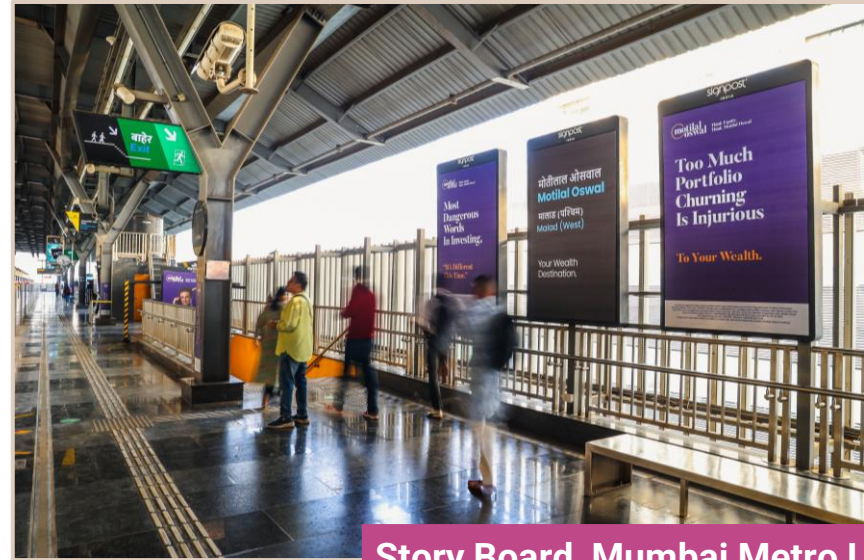
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 SONY

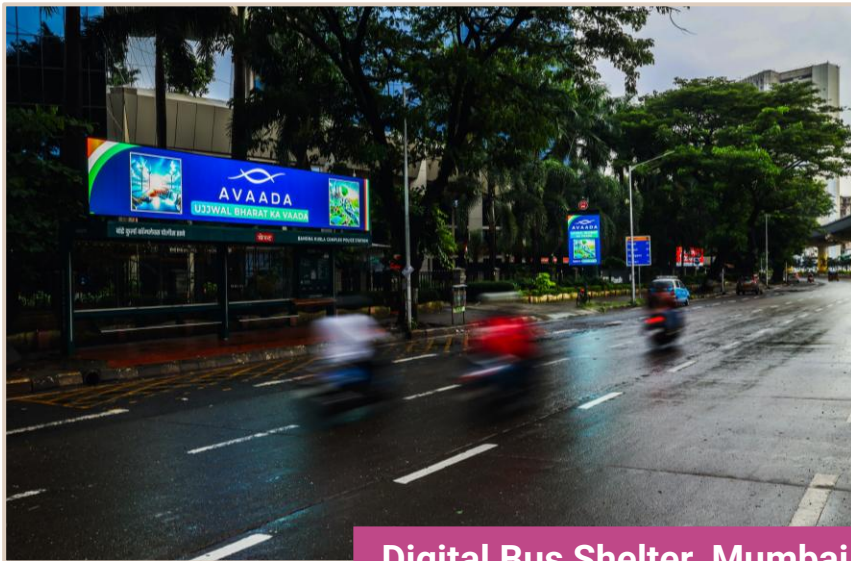
Key Projects



Iconic Digital Bus Shelter, BKC



Story Board, Mumbai Metro Line

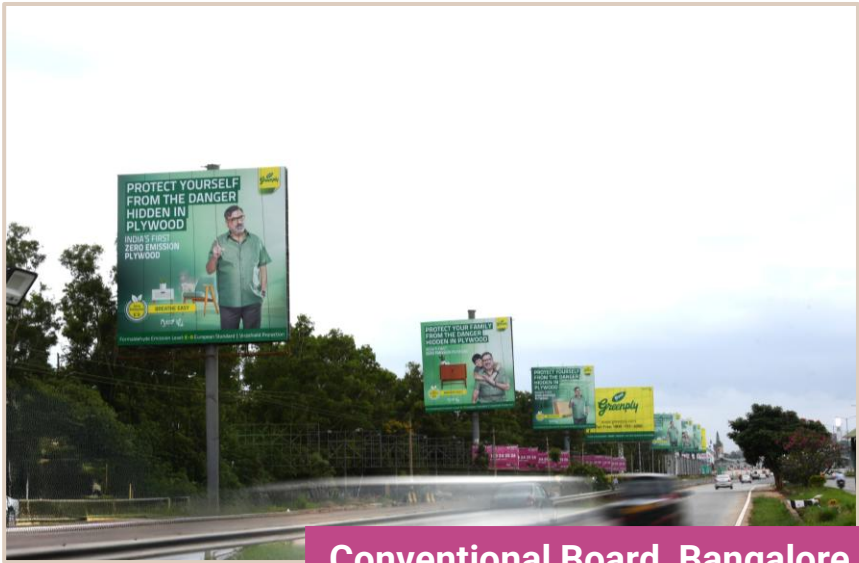


Digital Bus Shelter, Mumbai

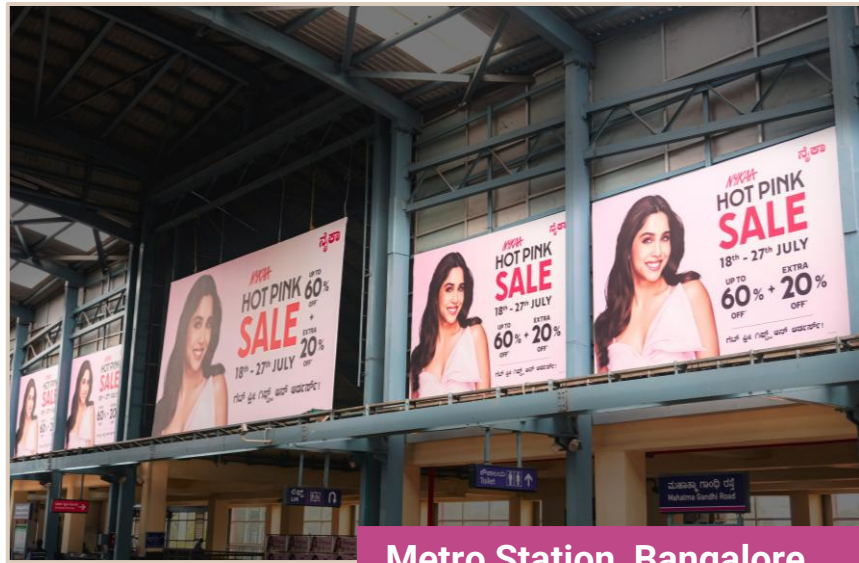


Switch Double Decker, Mumbai

Key Projects



Conventional Board, Bangalore



Metro Station, Bangalore

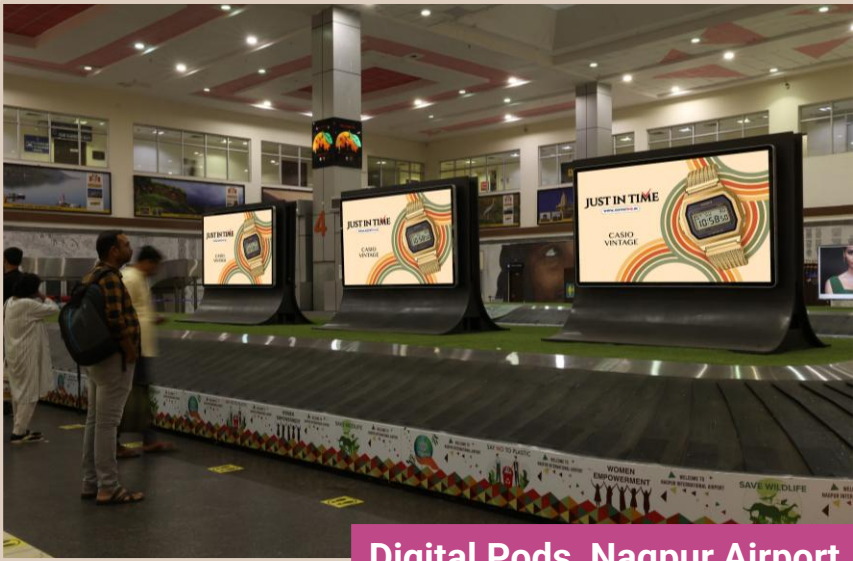


Volvo, Bangalore

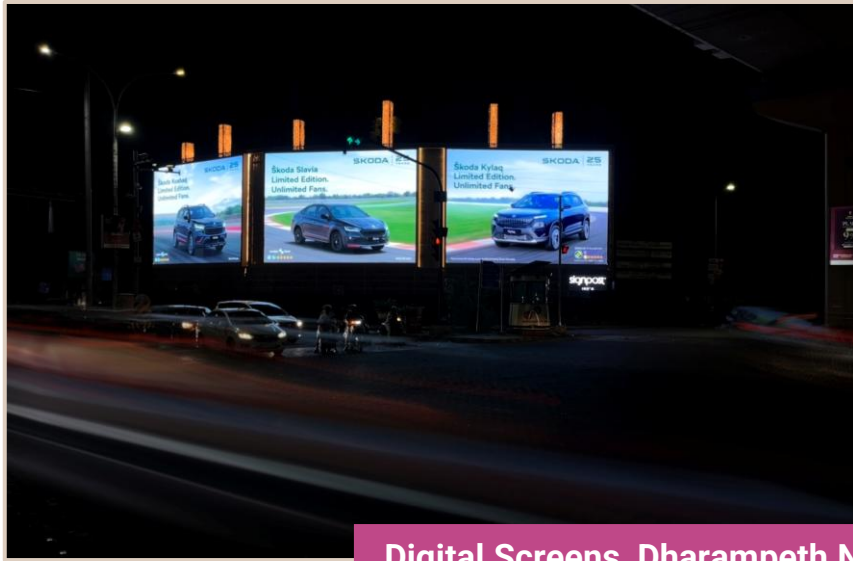


Digital Bus Shelter, Bangalore

Key Projects



Digital Pods, Nagpur Airport



Digital Screens, Dharampeth Nagpur

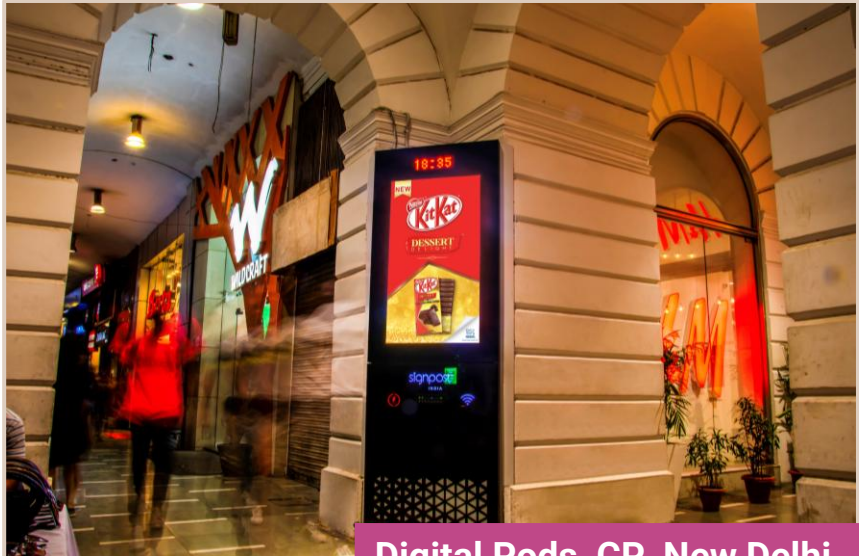


Digital Screen, Port Blair

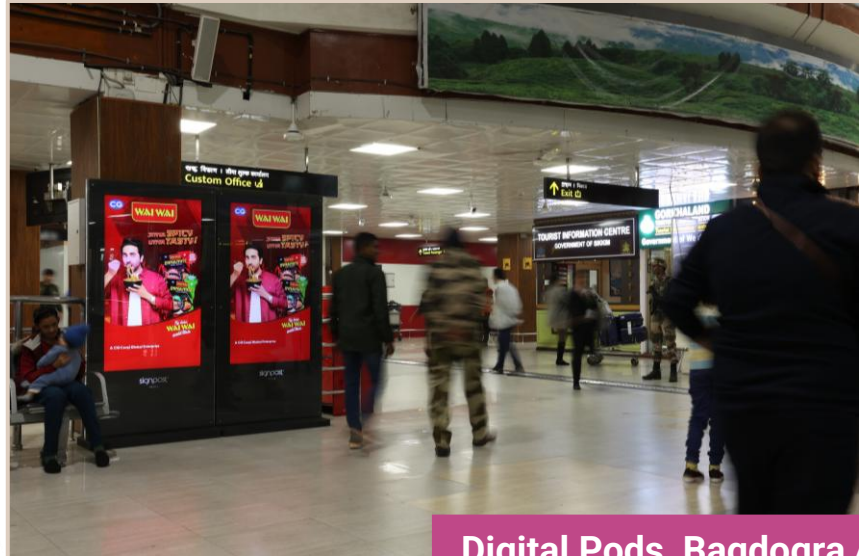


Cityflo's Fleet, Metro Cities

Key Projects



Digital Pods, CP, New Delhi



Digital Pods, Bagdogra Airport



Conveyor Belt Screens, Bagdogra Airport



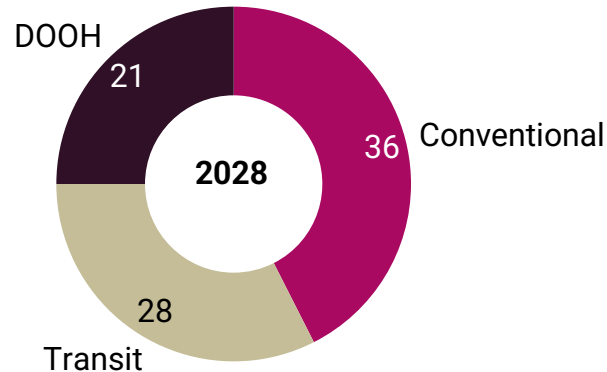
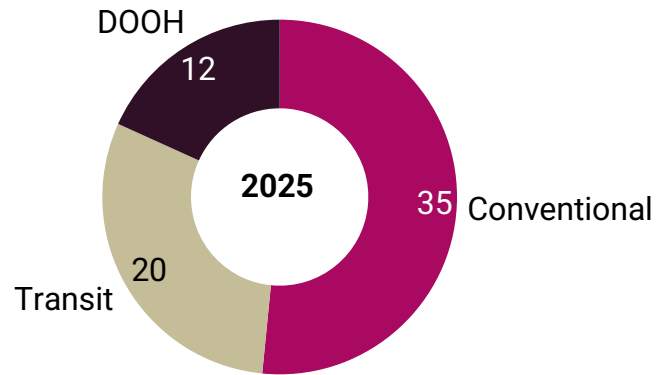
Industry Overview

India's OOH Industry Transformation

- India's **OOH segment** reached an **all-time high of ₹66.9 billion in 2025**, driven by its ability to deliver **premium, high-impact visibility** for brands
- OOH advertising continued strong recovery driven by mobility normalization, premiumization and urban consumption growth
- Transit media, airports, metro stations and premium city locations remained key growth drivers
- Increasing advertiser preference for high-impact integrated campaigns supported industry momentum
- Digital screens and programmatic capabilities continued to accelerate DOOH adoption across key urban markets

OOH Industry Transformation: From Conventional to Digital and Transit

Rs. In Bn

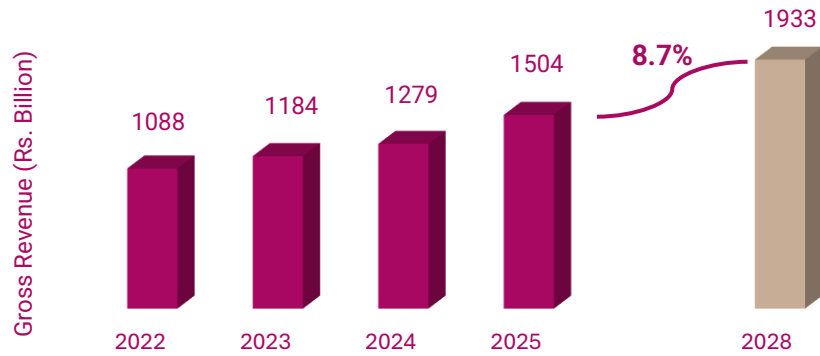


➤ In 2025, the OOH industry composition stood at approximately 52% Traditional OOH, 30% Transit OOH, and 18% Digital OOH (DOOH).

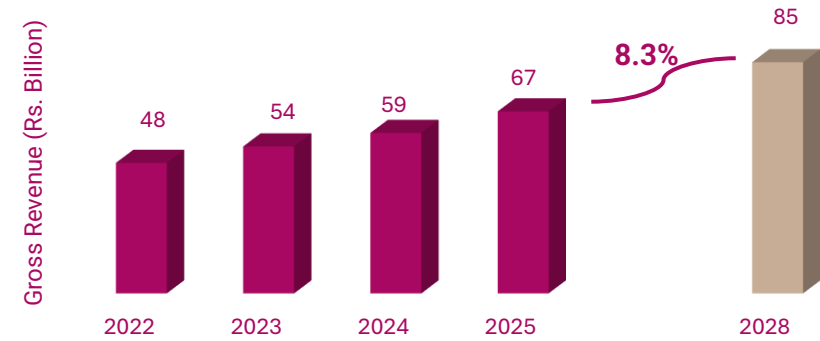
➤ By 2028, the share is projected to evolve to about 43% Traditional OOH, 32% Transit OOH, and 25% Digital OOH (DOOH) – underscoring the accelerating digital and transit-led transformation of India's OOH sector.

DOOH & Transit are the Fastest-growing Segments

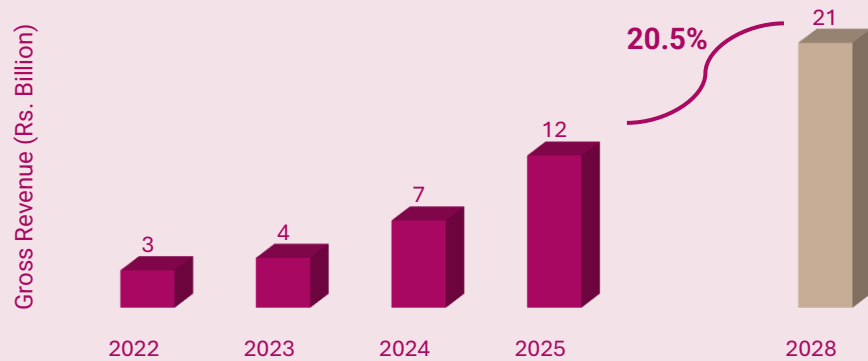
Indian advertising market projected to grow at 8.7% CAGR by 2028



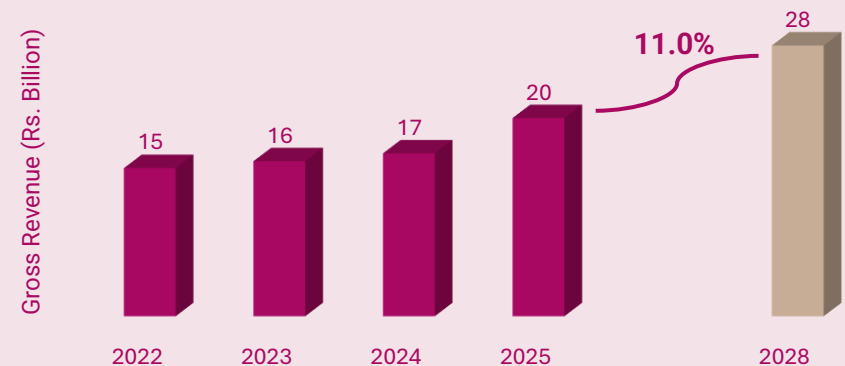
OOH projected to grow at 8.3% CAGR by 2028



DOOH projected to grow at a 20.5% CAGR by 2028



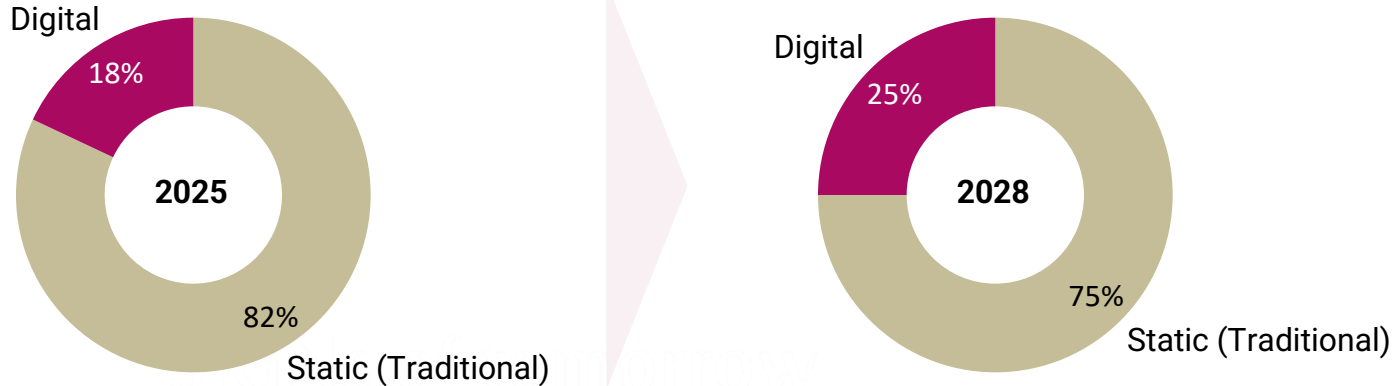
Transit projected to grow at a 11.0% CAGR by 2028



DOOH & Transit are the fastest-growing segments, significantly outpacing overall ad industry growth

DOOH is Outpacing the Broader Market

Digital formats are capturing share – DOOH to rise from 18% (2025) → 25% (2028)



Growth Drivers



Urbanization & Infra Expansion: more premium DOOH inventory in metros & airports



Transit Expansion (50 new airports by 2030, metro/rail growth): high-dwell DOOH zones



Tier-2/Tier-3 MSMEs: adopting DOOH via programmatic buying



Ad-Tech Integration: DOOH shifting from static branding to performance-led, targeted campaigns

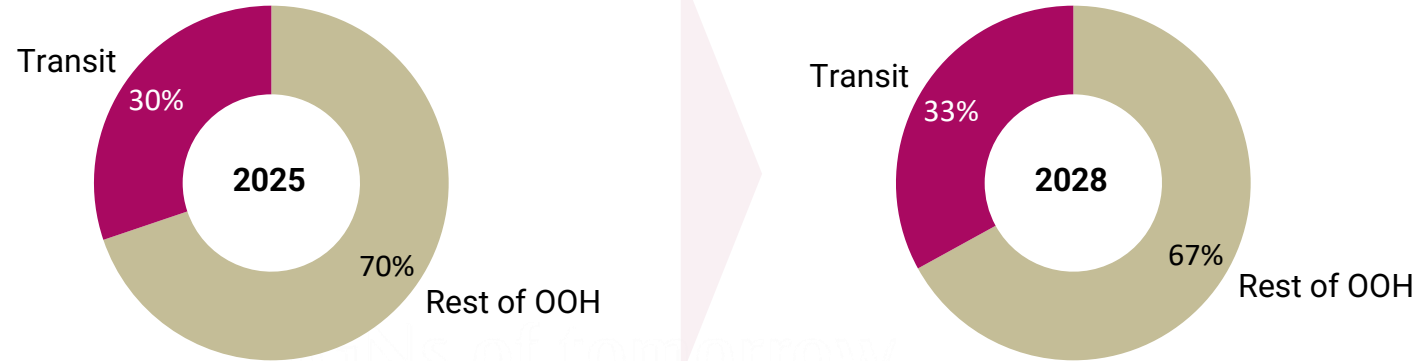


Data-Driven Micro-targeting: DOOH aligning with digital advertising habits

DOOH is transforming OOH from a static medium to a performance-led, accountable channel

Transit Adoption is Accelerating Across India

Transit's share of OOH is rising – from 30% (2025) → 33% (2028), outpacing the broader market



Growth Drivers



Metro & Rail Growth: Network expansion and rising ridership



Airport Advertising: New airports being continuously added; reaching affluent flyers



Premiumization: Well-curated, high-impact transit assets attract brand-led campaigns



Bus & Street Networks: Bus shelters, queue shelters and roadside transit hubs add high-frequency commuter reach



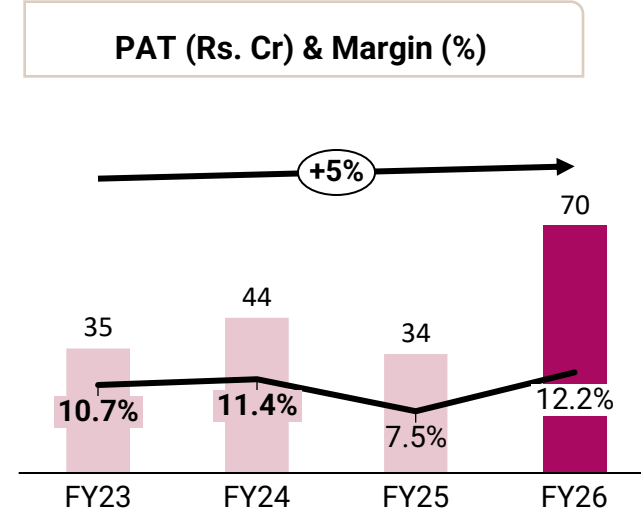
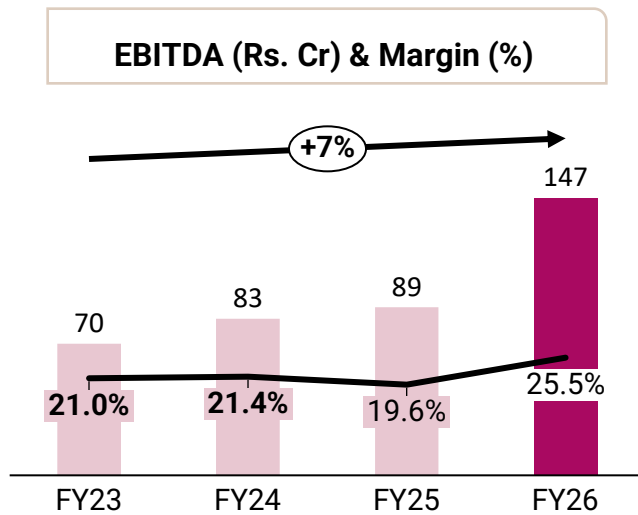
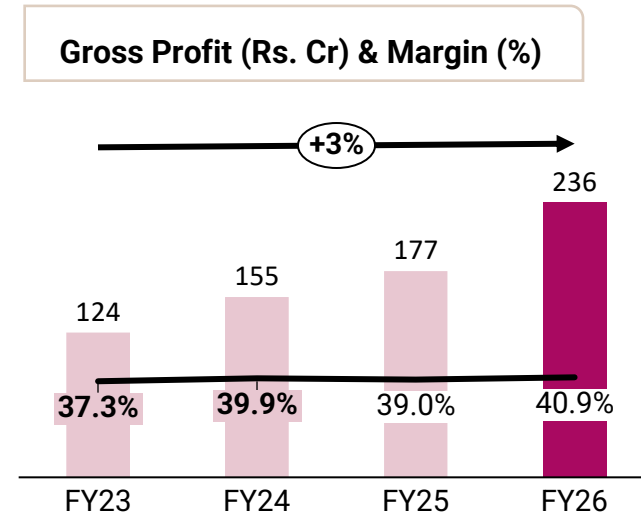
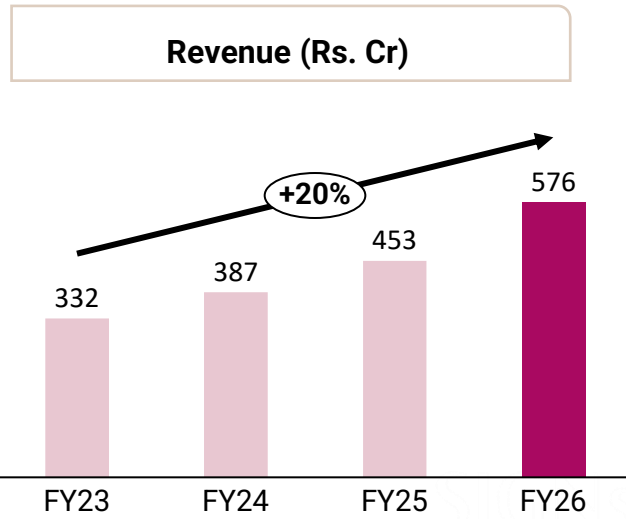
High-Footfall Audiences: Captive commuters at premium, high-dwell locations command firmer rates

Transit consistently outpaces the broader OOH market – premium, high-footfall and built for accountable, repeat reach



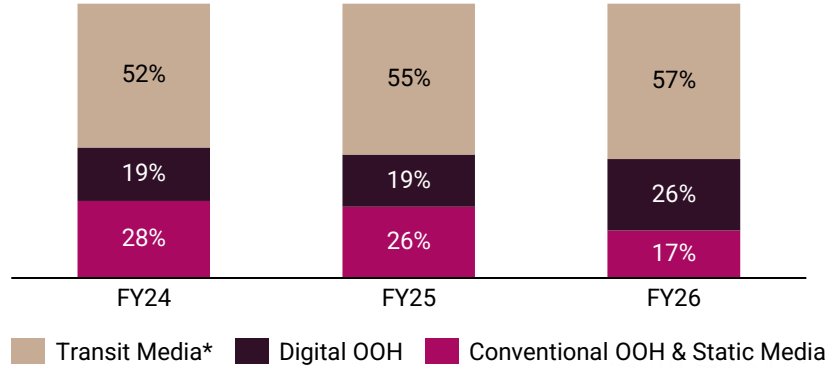
Historical Financials

Historical Financial Highlights

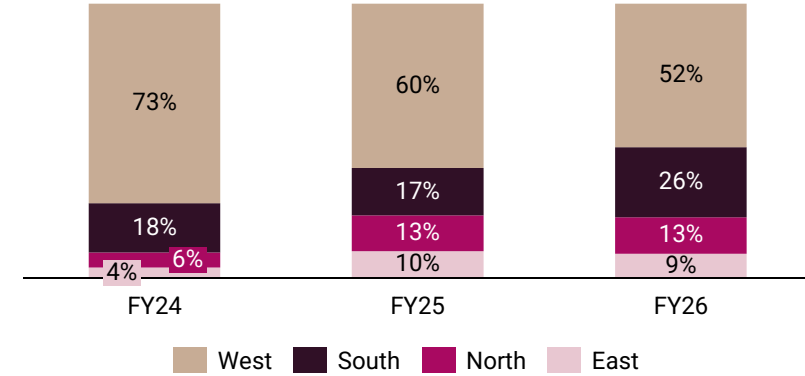


Historical Revenue Breakup

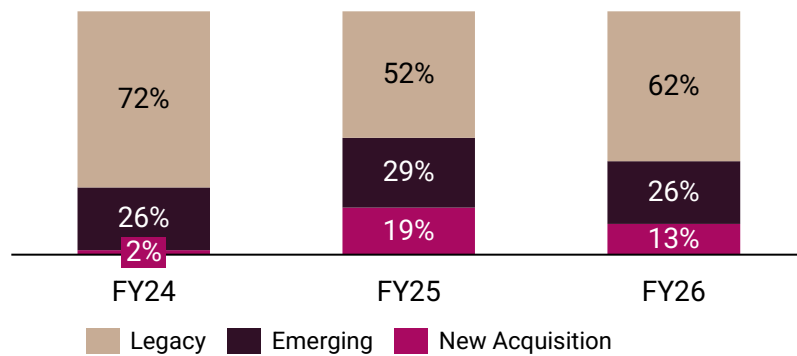
Segmental (By % of Revenue)



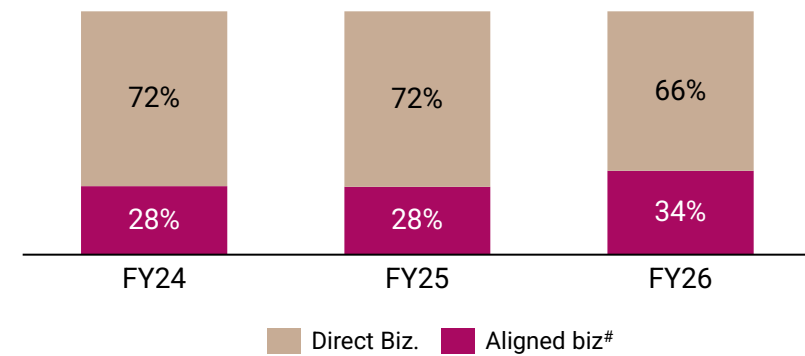
Geography (By % of Revenue)



Contract Vintage (By % of Revenue)



Relationship (By % of Revenue)



Transit Media* - Includes Metros, Airports, Shelters; Aligned biz# - via Third Party Contracts

Historical Consolidated Profit & Loss Statement

Particulars (Rs. Crs)	FY26	FY25	FY24	FY23
Revenue from Operations	575.9	453.22	387.45	332.45
Cost of Services	340.3	276.57	232.84	208.32
Gross Profit	235.6	176.65	154.61	124.12
Gross Profit %	40.9%	39.0%	39.9%	37.3%
Employee Expenses	46.7	42.71	33.50	26.06
Other Expenses	42.3	45.04	38.29	28.35
Operating EBITDA	146.6	88.91	82.81	69.71
EBITDA Margin	25.5%	19.6%	21.4%	21.0%
Other Income	4.9	5.19	8.11	4.62
Depreciation	40.4	37.64	16.85	15.63
EBIT	111.1	56.47	74.07	58.70
EBIT Margin	19.3%	12.5%	19.1%	17.7%
Finance Cost	16.1	11.02	8.37	8.27
Profit Before Tax	94.9	45.45	65.71	50.43
PBT Margin	16.5%	10.0%	17.0%	15.2%
Tax	24.7	11.55	21.64	14.95
Net Profit	70.2	33.90	44.06	35.48
Net Profit Margin	12.2%	7.5%	11.4%	10.7%
EPS	13.14	6.34	8.24	6.64

Historical Balance Sheet

ASSETS (Rs. in Crore)	FY26	FY25	FY24	FY23
Non-current Assets				
Plant and Property Equipments	205.8	175.5	160.4	60.9
Capital Work-in-progress	20.2	33.1	22.3	26.5
Investment Property	0.1	0.1	0.1	0.2
Intangible Assets	0.1	0.2	0.5	1.3
Right of use assets	6.7	6.1	2.9	1.9
Financial Assets				
Investments	0.9	0.9	20.2	21.1
Others	37.3	45.6	35.5	27.9
Deffered Tax Assets (net)	9.2	8.7	3.7	2.7
Current tax assets (net)	8.5	25.4	2.2	0.5
Other Non Current Assets	13.9	7.8	1.2	0.1
	302.8	303.5	249.1	143.0
Current Assets				
Financial Assets				
Investments	0.0	0.0	16.2	23.9
Trade Receivable	317.3	178.6	154.3	173.6
Cash & Cash Equivalents	20.1	13.1	8.1	0.4
Bank Balances Other than above	3.9	33.7	29.8	20.5
Loans	0.0	0.0	0.2	7.5
Others	0.5	1.2	1.7	1.0
Current Tax Assets (net)	0.0	0.0	0.0	0.0
Other Current Assets	43.1	24.9	16.2	9.2
	384.9	251.5	226.5	236.0
TOTAL - ASSETS	687.7	555.0	475.6	379.0

EQUITY & LIABILITIES (Rs. in Crore)	FY26	FY25	FY24	FY23
Equity				
Equity Share Capital	10.7	10.7	10.7	10.7
Other Equity	277.0	209.5	178.6	136.6
Non- controlling interests	3.3	3.2	3.1	0.0
	291.0	223.4	192.4	147.3
Liabilities				
Non -current Liabilities				
Financial Liabilities				
Borrowings	82.7	85.8	79.2	36.3
Lease Liabilities	4.9	4.8	0.6	0.9
Other Financial Liabilities	1.8	1.6	1.5	0.9
Provisions	1.2	0.7	0.0	0.5
	90.6	93.0	81.3	38.5
Current Liabilities				
Financial Liabilities				
Borrowings	113.4	81.5	72.2	58.6
Trade Payables	145.7	114.6	106.5	103.2
Lease Liability	2.0	1.3	2.4	1.2
Other Financial liabilities	35.8	19.9	9.0	10.9
Other Current Liabilities	3.7	4.5	10.8	16.8
Provisions	1.6	1.3	1.0	0.4
Current Tax Liabilities	4.1	15.7	0.0	2.0
	306.2	238.7	201.9	193.1
TOTAL EQUITIES & LIABILITIES	687.7	555.0	475.6	379.0

Historical Cash Flow

Particulars (Rs. in Crore)	FY26	FY25	FY24	FY23
Net Profit Before Tax	94.9	45.5	65.7	50.2
Adjustments for: Non Cash Items / Other Investment or Financial Items	56.6	45.3	21.0	31.2
Operating profit before working capital changes	151.5	90.7	86.7	81.4
Changes in working capital	-1.1	-36.1	1.4	-63.8
Cash generated from Operations	41.9	54.7	88.0	17.6
Direct taxes paid (net of refund)	-19.9	-24.0	-24.5	-9.3
Net Cash from Operating Activities	22.0	30.7	63.6	8.3
Net Cash from Investing Activities	-23.6	-27.0	-100.9	-44.3
Net Cash from Financing Activities	8.5	1.4	44.7	34.0
Net Change in Cash and Cash equivalents	7.0	5.0	7.4	-2.0
Add: Cash & Cash equivalents at the beginning of the period	13.1	8.1	0.7	2.6
Cash & Cash equivalents at the end of the period	20.1	13.1	8.1	0.7

Signpost India Limited

India's Largest Transit & DOOH Media Company

Signpost India is one of the country's leading Digital-Out-of-Home (DOOH) media and transit-art infrastructure companies. We specialize in large-scale public-space communication, transforming urban environments through innovation, technology, and high-impact brand experiences.

With a strong presence across major Indian cities, Signpost India builds and manages state-of-the-art transit media assets—metro stations, bus shelters, premium bus fleets, airports, and landmark digital billboards—reaching millions of commuters daily.

From design to deployment, our integrated solutions combine creativity, data intelligence, and engineering excellence to help brands connect with audiences seamlessly throughout their journey.

Signpost India is committed to shaping the future of OOH by creating sustainable, scalable, and smart media ecosystems that add value to cities, citizens, and brands.

SIGNs of tomorrow



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