

Date: November 12, 2025

To,
BSE Limited,
PJ Towers, Dalal Street,
Mumbai-400001.
BSE Script Code: 544435

Subject: Outcome of Board Meeting held on Wednesday, November 12, 2025

Ref: Disclosure pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosures Requirement) Regulations, 2015

Dear Sir/Madam,

In accordance with Regulation 30 of SEBI (LODR) Regulations 2015 and in continuation to our intimation dated November 7, 2025, we wish to inform you that the Board of Directors of the Company, at its meeting held today i.e. Wednesday, November 12, 2025 inter-alia considered and approved the following matters:

- Considered and approved the Un-Audited financial results of the Company for the quarter and half year that ended on September 30, 2025. And, took note of Limited review report on the Un-Audited Financial results of the Company for the quarter and half year that ended on September 30, 2025 issued by M/s Amit Ramakant & Co., Statutory Auditors of the Company and the same is enclosed herewith.
- On the recommendation of the Nomination and Remuneration Committee, considered and approved the revision in remuneration of the following Executive Directors of the Company from Rs. 2,00,000 per month to Rs. 5,00,000 per month (together with applicable allowances and perquisites), pursuant to the applicable provisions of the Companies Act, 2013 and SEBI (LODR) Regulations, 2015, subject to the approval of the shareholders of the Company:
 1. Mr. Aditya Jangid (DIN: 01655674), Chairman and Joint Managing Director
 2. Mr. Chandan Garg (DIN: 06422150), Joint Managing Director
 3. Mr. Abhinav Rajendra Jain (DIN: 07320363), Whole-Time Director
 4. Mr. Delphin Varghese (DIN: 08118274), Whole-Time Director



- Approved the draft of Postal Ballot Notice for seeking approval of the Shareholders of the Company for the proposed revision in remuneration of the Managing Directors and Whole-Time Directors of the Company. The Postal Ballot Notice will be circulated to the members in due course and submitted to the Stock Exchange(s) as required.
- Approved the Appointment of Mr. Abhishek Goswami, practicing Company Secretary, as a Scrutinizer to ascertain e-voting process in the postal ballot in a fair and transparent manner.

The Board Meeting commenced at 04:00 PM and was concluded at 6:30 PM.

This is for your information and record.

Yours faithfully,

FOR ADCOUNTY MEDIA INDIA LIMITED

GARIMA MALIK

Digitally signed by GARIMA
MALIK
Date: 2025.11.12 18:39:19
+05'30'

Garima Malik

Company Secretary and Compliance Officer

AdCounty
Media





Independent Auditor's Review Report on Review of Interim Financial Results

To the Board of Directors of

Adcounty Media India Limited (Formerly known as Adcounty Media India Private Limited)

1. We have reviewed the accompanying statement of unaudited financial results ('the Statement') of **Adcounty Media India Limited** (Formerly known as Adcounty Media India Private Limited) ('the Company') for the quarter ended 30 September 2025 and year to date results for the period 1 April 2025 to 30 September 2025 being submitted by the Company pursuant to the requirements of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended), ('Listing Regulations').
2. The Statement, which is the responsibility of the Company's management and approved by the Company's Board of Directors, has been prepared in accordance with the recognition and measurement principles laid down in Indian Accounting Standard 34, Interim Financial Reporting ('Ind AS 34'), prescribed under section 133 of the Companies Act, 2013 ('the Act'), and other accounting principles generally accepted in India and is in compliance with the presentation and disclosure requirements of Regulation 33 of the Listing Regulations. Our responsibility is to express a conclusion on the Statement based on our review.
3. We conducted our review of the Statement in accordance with the Standard on Review Engagements (SRE) 2410, Review of Interim Financial Information Performed by the Independent Auditor of the Entity, issued by the Institute of Chartered Accountants of India. A review of interim financial information consists of making inquiries, primarily of persons responsible for financial and accounting matters and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with the Standards on Auditing specified under section 143(10) of the Act, and consequently, does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.



4. Based on our review conducted as above, nothing has come to our attention that causes us to believe that the accompanying Statement, prepared in accordance with the recognition and measurement principles laid down in Ind AS 34, prescribed under section 133 of the Act, and other accounting principles generally accepted in India, has not disclosed the information required to be disclosed in accordance with the requirements of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended), including the manner in which it is to be disclosed, or that it contains any material misstatement.

For Amit Ramakant & Co.

Chartered Accountants

Firm Registration Number: 009184C


Amit Agrawal

Partner

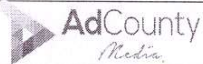
Membership Number: 077407

UDIN: **25077407BMJBJA8537**

Place: Jaipur

Date: 12-11-2025





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Financial Results

ADCOUNTY MEDIA INDIA LIMITED
(Formerly known as Adcounty Media India Private Limited)
CIN : U93000RJ2017PLC057939

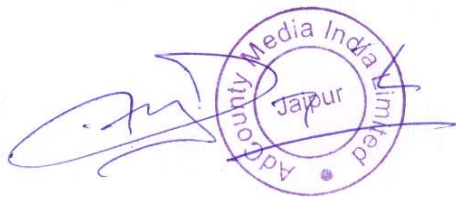
Registered Office: First Floor, D-41, Patrakar Colony, Near Jawahar Nagar,
Moti Dungri Vistar Yojna, Raja Park, Jaipur, Rajasthan - 302004
Website: www.adcountymedia.com E-mail: cs@adcountymedia.com Tel. +91-7877623083

Statement of Unaudited Financial Results for the Quarter and Half Year Ended 30 September 2025

Particulars	Quarter Ended			Half Year Ended			Year Ended
	30-Sep-25	30-Jun-25	30-Sep-24	30-Sep-25	31-Mar-25	30-Sep-24	31-Mar-25
	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Audited)*	(Unaudited)	(Audited)
INCOME							
Revenue from Operations	1,670.07	1,704.66	1,369.38	3,374.73	3,897.76	2,991.75	6,889.51
Other Income	129.35	44.89	12.01	174.24	45.52	23.01	68.53
Total Income	1,799.42	1,749.55	1,381.39	3,548.97	3,943.28	3,014.76	6,958.04
EXPENSES							
Cost of Traded Media	924.50	956.08	729.56	1,880.58	2,214.54	1,731.31	3,945.85
Employee Benefits Expense	70.88	62.71	124.84	133.59	237.57	243.74	481.31
Finance Costs	18.24	5.44	2.65	23.68	11.80	4.90	16.70
Depreciation and Amortization Expense	7.92	7.66	8.62	15.58	18.72	15.02	33.74
Other Expenses	177.38	175.88	77.57	353.26	486.33	153.99	640.32
Total Expenses	1,198.92	1,207.77	943.24	2,406.69	2,968.96	2,148.96	5,117.92
Profit Before Tax	600.50	541.78	438.15	1,142.28	974.32	865.80	1,840.12
Tax Expenses							
(1) Current Tax	158.08	136.41	110.52	294.49	251.94	219.48	471.42
(2) Deferred Tax	6.96	(4.27)	0.07	2.69	(6.55)	0.24	(6.31)
Total Tax Expenses	165.04	132.14	110.59	297.18	245.39	219.72	465.11
Net Profit for the Period/Year	435.46	409.64	327.56	845.10	728.93	646.08	1,375.01
Other Comprehensive Income							
Remeasurement of Post employment benefit & Obligations (Net of tax)	21.27	(1.98)	(2.94)	19.29	(6.69)	(1.22)	(7.91)
Total Other Comprehensive Income for the Period/Year (Net of Tax)	21.27	(1.98)	(2.94)	19.29	(6.69)	(1.22)	(7.91)
Total Comprehensive Income for the Period/Year	456.73	407.66	324.62	864.39	722.24	644.86	1,367.10
Paid up Equity share capital (Face Value of Rs. 10/- Per Share)	2,250.12	1,653.80	1,653.80	2,250.12	1,653.80	1,653.80	1,653.80
Earnings per Share (In Rs.)**							
Basic	1.95	2.48	1.98	4.34	4.41	3.96	8.37
Diluted	1.95	2.48	1.98	4.34	4.41	3.96	8.37

* Refer Note 3

** Refer Note 4



Statement of Unaudited Assets And Liabilities

(Rs. in Lacs, unless otherwise stated)

Particulars	As at 30-Sep-2025 (Unaudited)	As at 31-Mar-2025 (Audited)
ASSETS		
Non-Current Assets		
Property Plant and Equipment	18.25	20.05
Right-of-use Assets	79.91	91.07
Intangible Assets under Development	161.09	-
Financial Assets		
(i) Investments	121.97	120.59
(ii) Other Financial Assests	1,634.04	364.41
Deferred Tax Assets (Net)	16.88	19.57
Total Non-Current Assets	2,032.14	615.69
Current Assets		
Financial Assets		
(i) Trade Receivables	4,468.23	3,043.14
(ii) Cash and Cash Equivalents	882.56	371.72
(iii) Bank Balances Other than (ii) above	2,778.71	448.93
Other Current Assets	426.20	312.34
Total Current Assets	8,555.70	4,176.13
TOTAL - ASSETS	10,587.84	4,791.82
EQUITY AND LIABILITIES		
Equity		
Equity Share Capital	2,250.12	1,653.80
Other Equity	7,257.79	2,135.65
Total Equity	9,507.91	3,789.45
Liabilities		
Non-Current Liabilities		
Financial Liabilities		
(i) Lease Liabilities	62.72	73.44
Employee Benefit Obligations	51.63	71.84
Total Non-Current Liabilities	114.35	145.28
Current Liabilities		
Financial Liabilities		
(i) Lease Liabilities	21.01	20.19
(ii) Trade Payables		
Total outstanding dues of Micro Enterprises & Small Enterprises	10.72	65.71
Total outstanding dues of creditors other than Micro Enterprises & Small Enterprises	726.62	489.66
(iii) Other Financial Liabilities	39.72	31.35
Other Current Liabilities	70.14	79.56
Employee Benefit Obligations	1.74	2.44
Current Tax Liabilities (Net)	95.63	168.18
Total Current Liabilities	965.58	857.09
TOTAL - EQUITY AND LIABILITIES	10,587.84	4,791.82




Statement of Unaudited Cash Flows for the Half Year Ended 30 September 2025

(Rs. in Lacs, unless otherwise stated)

Particulars	Half Year Ended	
	30-Sep-2025	30-Sep-2024
	(Unaudited)	(Unaudited)
(A) Cash Flows From Operating Activities		
1. Profit / (Loss) Before Tax	1,142.28	865.80
2. Adjustment for :		
Depreciation and Amortisation Expenses	15.58	15.02
Interest Income	(75.86)	(14.23)
Finance Costs	23.68	4.90
(Profit)/Loss on Disposal of Property, Plant and Equipments	-	(0.41)
Trade receivable written-off	(36.06)	-
Unrealised Net Foreign Exchange Loss/(Gain)	(60.61)	(2.27)
Gratuity Expenses	7.26	7.39
Fair value (Gain)/Loss on Mutual Funds	(1.39)	(5.80)
3. Operating Profit before Working Capital Changes (1+2)	1,014.88	870.40
4. Change in Working Capital		
(Increase)/Decrease in Trade and Other Receivables	(1,328.42)	(985.49)
(Increase)/Decrease in Other Financial Assets & Other Assets	(427.10)	24.98
Increase/(Decrease) in Trade Payables, Other Financial Liabilities & Other Liabilities	(45.32)	(330.39)
Change in Working Capital	(1,800.84)	(1,290.90)
5. Cash Generated from Operations (3+4)	(785.96)	(420.50)
6. Income Taxes Paid	(150.00)	(100.00)
7. Net Cash Flows from Operating Activities (A)	(935.96)	(520.50)
(B) Cash Flows from Investing Activities		
Proceeds From Sale of Tangible Assets	0.09	1.09
Payment for Intangible Assets Under Development	(161.09)	-
Payment For Purchase of Property, Plant and Equipment's	(2.73)	(5.27)
Investments in Fixed Deposits	(3,286.22)	(113.34)
Interest Received	75.86	14.23
Net Cash Generated / (Used) in Investing Activities (B)	(3,374.09)	(103.29)
(C) Net Cash flow from Financing Activities		
Proceeds from issue of Equity Shares	596.32	52.80
Securities Premium Received (Net of issue expenses)	4,257.80	343.20
Principal Element of Lease Liability	(13.47)	(11.23)
Interest Paid	(19.76)	(2.05)
Net Cash Generated / (Used) in Financing Activities (C)	4,820.89	382.72
(D) Net Change in Cash & Cash Equivalents (A+B+C)	510.84	(241.07)
Cash & Cash Equivalents as at the Beginning	371.72	452.32
(E) Cash & Cash Equivalents as at the End	882.56	211.25



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Select Explanatory Notes to Statement of Unaudited Financial Results

1. The above financial results have been reviewed and recommended by the Audit Committee and approved by the Board of Directors at their respective meeting held on 12 November 2025. The Statutory auditor of the Company have carried out a limited review of the above financial results for the quarter and half year ended 30 September 2025 and have issued an unmodified Limited Review Report.
2. The Statement has been prepared in accordance with the Indian Accounting Standards (Ind AS) prescribed under Section 133 of the Companies Act, 2013 and read with the relevant rules issued there under and other recognized accounting practices and policies to the extent applicable.
3. The figures for the half year ended March 31, 2025 are the balancing figures between the audited figures for the full financial year and the unaudited figures for the half year ended September 30, 2024, which were not audited or reviewed by the statutory auditor. However, the management has exercised necessary due diligence to ensure that the financial result for the period provide a true and fair view of the Company's affairs.
4. Earnings per share for the quarter ended 30 September 2025, 30 June 2025 and 30 September 2024 and half year ended 30 September 2025, 31 March 2025 and 30 September 2024 have been calculated for three months and six months respectively and not annualized.
5. No investor complaints were pending as on 30 September 2025.
6. Figures relating to the previous periods have been regrouped wherever necessary to conform to the figures of the current period.
7. The above Financial Results are also available on our website **www.adcountymedia.com** & stock exchange website **www.bseindia.com**.
8. The company is listed on the SME Platform of the **Bombay Stock Exchange of India Ltd (BSE SME)**. The disclosures as applicable, have been furnished.
9. The Company operates in single Reportable Segment 'Digital Advertising Services' in terms of Ind-AS 108, 'Operating Segment'.
10. During the quarter, the Company has incorporated a wholly owned subsidiary, "**Adcounty Global Media LLC**", in **Dubai**. The Company is in the process of infusing capital into the said subsidiary. Since the standalone and consolidated financial results for the quarter are identical, separate consolidated financial results have not been presented.

For and on behalf of the Board of Directors



Aditya Jangid
 Chairman and Joint Managing Director
 DIN: 01655674

Place: Jaipur

Date: 12-November-2025