

Date: February 24,2026

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

Sub: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Launch of New Advertising Technology Platform “PUB 361”

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby inform that AdCounty Media India Limited has launched a new proprietary platform, “**PUB-361 – Publisher Reporting & Ad Operations Platform**”.

PUB-361 is a unified ad-operations and reporting platform built for publishers and operations teams, integrating directly with **Google Ad Manager 360** through API-based connectivity. The platform centralizes real-time revenue reporting, impressions tracking, eCPM and fill rate analytics, and enables streamlined ad trafficking (creation of orders, line items, and creatives) with role-based access controls and audit mechanisms. The solution is designed to reduce manual workflows, improve operational efficiency, and enhance monetization oversight for publishers.

The launch of PUB-361 strengthens the Company’s ad-technology product portfolio and is expected to enhance service capabilities and client engagement. The financial impact of the said product will depend on market adoption and commercial traction and is not ascertainable at this stage.

The details as required under Para B of Part A of Schedule III of the SEBI LODR Regulations are enclosed herewith as Annexure – A.

Kindly take the above information on record.

Thanking you,

Yours faithfully,
For AdCounty Media India Limited

Garima Malik
Company Secretary and Compliance officer



FIRST FLOOR, D-41, PATRAKAR COLONY, NEAR, JAWAHAR NAGAR MOTI DUNGRI VISTAR YOJNA, RAJA PARK, JAWAHAR NAGAR, JAIPUR, RAJASTHAN, INDIA, 302004



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Disclosure as required under Regulation 30 of the Listing Regulations, read with SEBI Master Circular No. HO/49/14/14(7)2025-CFD-POD2/I/3762/2026 dated January 30, 2026

S.No	Particulars	Details
1	Name of the product	PUB-361
2	Date of launch	February 24, 2026
3	Category of the product	AdTech SaaS Platform – Publisher Reporting & Ad Operations (Integrated with Google Ad Manager 360)
4	Whether caters to domestic/ international market	Caters to both Domestic and International markets
5	Name of the countries in which the product is launched (in case of international).	Initially launched in India, South East Asia (SEA), and the United Arab Emirates (UAE); further expansion to other countries will be undertaken based on market adoption and business requirements.

AdCounty
Media



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