

**Date:** April 28, 2026

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

**Sub: Outcome of meeting of the Board of Directors of AdCounty Media India Limited held on April 28,2026**

**Ref: Regulation 30 of SEBI (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 ("SEBI Listing Regulations"), we hereby inform you that the Board of Directors of the Company, at its meeting held today i.e. Tuesday April 28, 2026 has inter alia considered and approved the following matters:

- I. Appointment of Mr. Kumar Saurav (DIN: 09443543) as an Additional Director (Executive) of the Company with effect from April 28, 2026, based on the recommendation of the Nomination and Remuneration Committee. He shall be designated as Whole-Time Director for a term of five (5) consecutive years with effect from April 28, 2026, subject to the approval of the shareholders of the Company.
- II. Appointment of Mr. Prateek Bhansali (DIN: 10168425) as an Additional Director (Non-Executive Independent Director) on the Board of the Company with effect from April 28, 2026, for a term of five (5) consecutive years, based on the recommendation of the Nomination and Remuneration Committee, subject to the approval of the shareholders of the Company.

Further, in compliance with SEBI Letter dated June 14, 2018 and BSE Circular LIST/COMP/14/2018-19 dated June 20, 2018, we hereby confirm that Mr. Kumar Saurav and Mr. Prateek Bhansali are not debarred from holding the office of Director by virtue of any order passed by SEBI or any other authority.

The Board has also decided to seek approval of the members for the aforesaid appointments through the Postal Ballot process, the details of which will be communicated separately in due course.



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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**AdCounty**  
*Media*

The disclosures 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 is enclosed as **Annexure-A**.

The meeting of the Board of Directors commenced at 2:00 P.M. and concluded at 4:00 P.M.

Kindly take the above information on record.

Thanking you,

**Yours faithfully,**  
**For AdCounty Media India Limited**

**Aditya Jangid**  
**Chairman and Joint Managing Director**  
**DIN: 01655674**

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*Media*



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**Annexure A**

**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	Details
1	Name	Mr. Kumar Saurav	Mr. Prateek Bhansali
2	DIN	09443543	10168425
3	Reason for change viz. appointment, re-appointment, resignation, removal, death or otherwise	Appointed as Additional Director (Executive) of the Company. He shall be designated as Whole-Time Director for a term of five (5) consecutive years with effect from April 28, 2026, subject to the approval of the shareholders of the Company.	Appointed as an Additional Director (Non- Executive Independent Director) for a consecutive term of five (5) consecutive years with effect from April 28, 2026, subject to the approval of the shareholders of the Company.
4	Date of appointment/re appointment/cessation (as applicable) & term of appointment/re-appointment	April 28, 2026	April 28, 2026
5	Brief profile (in case of appointment)	Please refer profile given below.	Please refer profile given below.
6	Disclosure of relationships between directors (in case of appointment of a director)	Mr. Kumar Saurav is not related to any Director of the Company.	Mr. Prateek Bhansali is not related to any Director of the Company and satisfies the criteria of independence prescribed under the Companies Act, 2013, and SEBI LODR.



### **Brief Profile of Mr. Kumar Saurav**

Mr. Kumar Saurav serves as the Chief Strategy Officer at AdCounty Media and brings extensive experience in the mobile advertising ecosystem. He has been instrumental in formulating and executing the Company's strategic initiatives, driving business growth and expanding its presence across domestic and international markets. His core expertise spans user acquisition, app monetization, and performance-driven marketing strategies.

Prior to joining AdCounty Media, Mr. Saurav held key leadership positions at reputed global organizations. At Dentsu International, he led the global mobile business at SVG Media, focusing on revenue optimization, strategic partnerships, and operational efficiency. He also served as Deputy General Manager – Demand & Supply, where he contributed to strengthening publisher alliances and executing global media buying strategies. Earlier, as Director at Mindshare, he led digital strategies for marquee clients including Lufthansa, Timex, GSK, and Swatch, delivering impactful and results-oriented campaigns. His professional experience also includes roles at Reprise Media, Interface Business Solutions, and RK Swamy BBDO, where he gained strong expertise in media planning and integrated cross-platform marketing.

Mr. Saurav holds an MBA in Marketing from ICFAI University, Dehradun, and a B.Sc. (Hons.) in Mathematics from Magadh University. He combines strong analytical capabilities with marketing acumen to develop effective, data-driven growth strategies.

### **Brief Profile of Mr. Prateek Bhansali**

Mr. Prateek Bhansali is a qualified Company Secretary and a Law Graduate with over ten years of experience in corporate governance, regulatory compliance, and secretarial advisory. He possesses extensive expertise in the Companies Act, SEBI (Listing Obligations and Disclosure Requirements) Regulations, board and committee processes and regulatory reporting for both listed and unlisted entities.

He has been engaged in independent secretarial practice, advising companies on compliance frameworks, corporate structuring, policy formulation, due diligence, and strengthening governance systems. He is also a certified Independent Director and contributes effectively to board deliberations, oversight functions, risk management, and compliance supervision.

With a detail-oriented and pragmatic approach, coupled with strong legal acumen, Mr. Bhansali adds significant value in enhancing internal controls, ensuring statutory compliance, and supporting robust corporate governance practices.



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