November 17, 2025

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

Dear Sir/Madam,

Sub.: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations") – Investor Presentation

Pursuant to Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a copy of the First Investor Presentation of the Company covering, *inter-alia*, the financial performance of the Company for second quarter and half year ended September 30, 2025.

The said presentation will be referred to in the future investor/analyst meets of the Company as and when scheduled.

This intimation is also being uploaded on the Company's website at www.signpostindia.com.

Kindly take the above presentation on record.

Thanking you,

Yours Sincerely,
For Signpost India Limited

JENNY VISHAL SHAH
Digitally signed by JENNY VISHAL SHAH
Date: 2025.11.17 08:41:11 +05'30'

Jenny Shah
Company Secretary & Compliance Officer

Encl: as above

signpost INDIA

Signpost India Limited

Investor Presentation – November 2025

Safe Harbour

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Industry Overview

India’s OOH Industry Transformation

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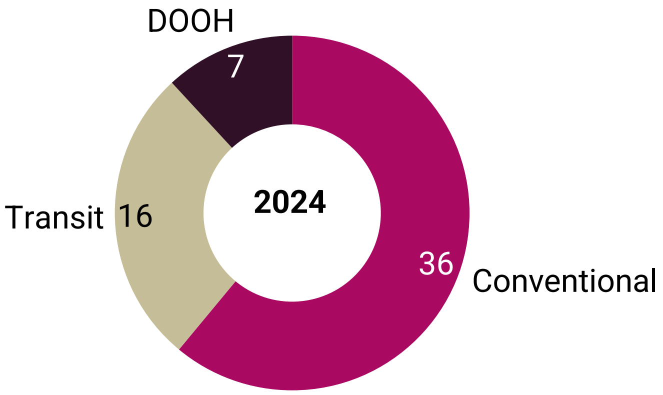
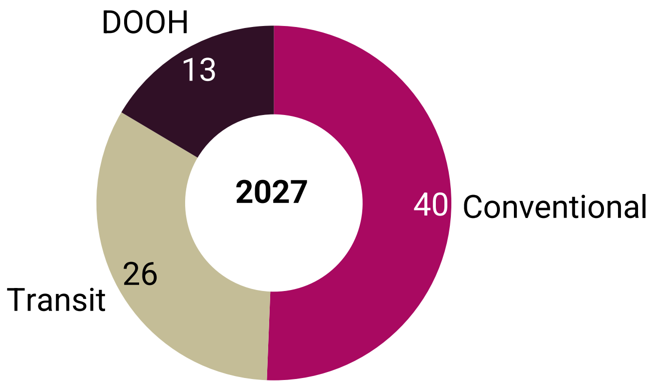
- India’s **OOH segment** reached an **all-time high of ₹59.2 billion in 2024**, driven by its ability to deliver **premium, high-impact visibility** for brands
- Growth was supported by urbanization, rising transit infrastructure (metros, airports, highways) and expansion of digital OOH inventory.
- Key spending categories: Real estate, FMCG, Retail, Consumer services, and Election advertising.
- Growth will be driven by premiumization of assets, transit media expansion, and integration with digital ad networks.
- Implementation of standardized metrics like Roadstar is expected to enhance accountability and attract higher ad spends

OOH Industry Transformation: From Conventional to Digital and Transit

Rs. In Bn





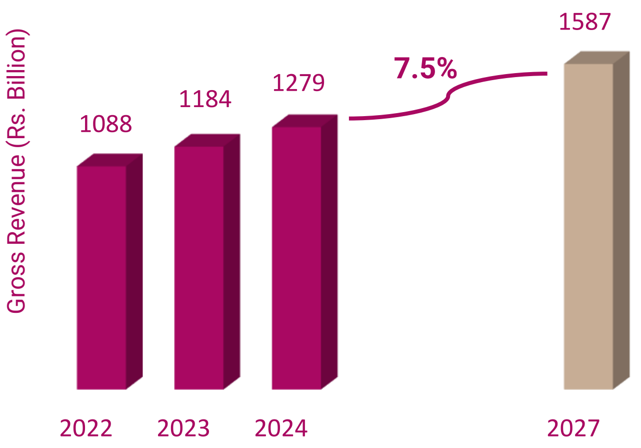
In 2024, the OOH industry composition stood at approximately 60% Traditional OOH, 28% Transit OOH, and 12% Digital OOH (DOOH).

By 2027, the share is projected to evolve to about 51% Traditional OOH, 32% Transit OOH, and 17% Digital OOH (DOOH) — underscoring the accelerating digital and transit-led transformation of India’s OOH sector.

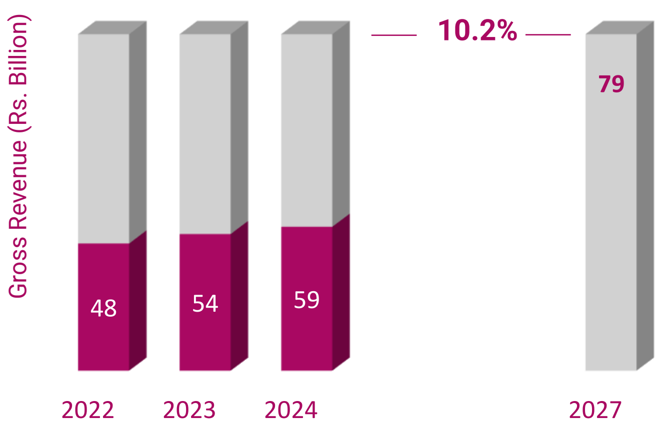
Source: FICCI-EY Media & Entertainment Industry Report

DOOH is the Fastest-growing Segment

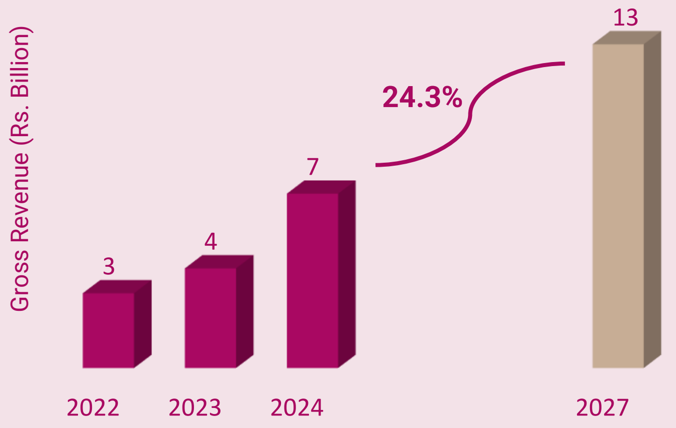
Indian advertising market projected to grow at a 7.5% CAGR by 2027



OOH projected to grow at a 10.2% CAGR by 2027



DOOH projected to grow at a 24.3% CAGR by 2027

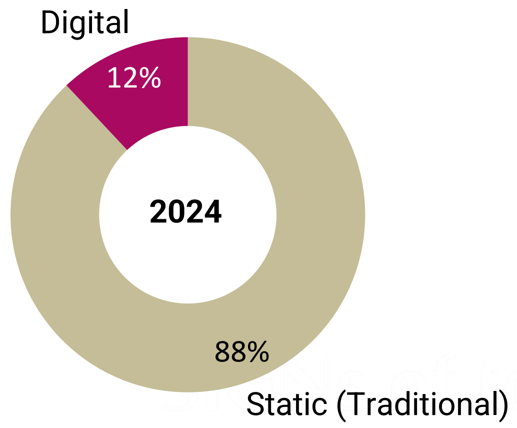


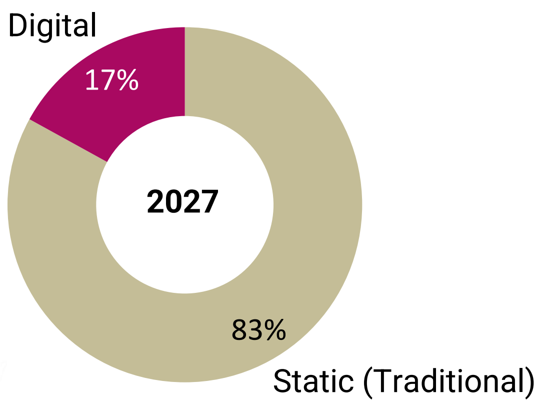
DOOH is the fastest-growing segment, significantly outpacing overall ad industry growth

Source: FICCI-EY Media & Entertainment Industry Report

DOOH Adoption is Accelerating Across India

Digital formats are capturing share – DOOH to rise from 12% (2024) → 17% (2027)



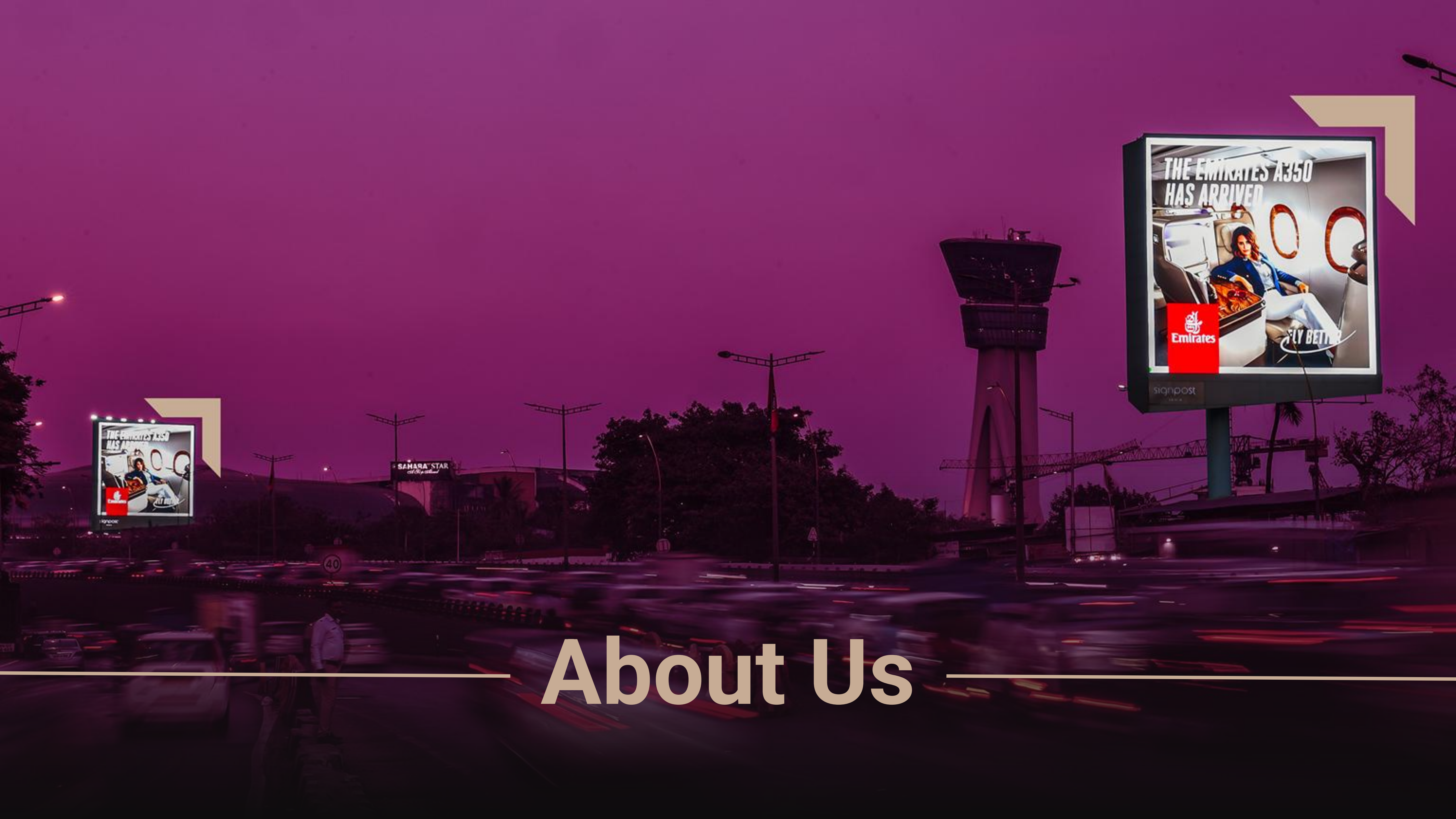


Growth Drivers

- **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

Source: FICCI-EY Media & Entertainment Industry Report


THE EMIRATES A350
HAS ARRIVED
Emirates
FLY BETTER
signpost
SAHARA STAR
40

About Us

Company Snapshot

Top 3
OOH Player Nationally

12,500+
Assets Managed
Transit platforms, DOOH & OOH

25+
Cities Across India
Geographical Footprint

1,681+
Active Clients

14 years
Avg. Remaining Contract Tenure

Captura
Proprietary AI-Powered
Media Planning Platform

75%
Direct Client Relationships

25,000+ Sq. ft.
Premium Digital Pannels

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

Company Overview

01

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.

02

Headquartered in Mumbai, with a portfolio spanning **12,500+ transit and digital assets** across **25+ cities**, SIL today serves **1,600+ advertisers**, combining scale, digital capability and operational excellence to deliver measurable brand impact across the country.

03

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**.

04

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 BBB+/Stable
(March 2025)

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 operate **73.3 millions commercial display space**

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

2008 - 11

Foundation; Focused on commuter convenience and city beautification

2012 - 16

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

2017 - 19

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

2020 - 21

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

2023 - 24

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

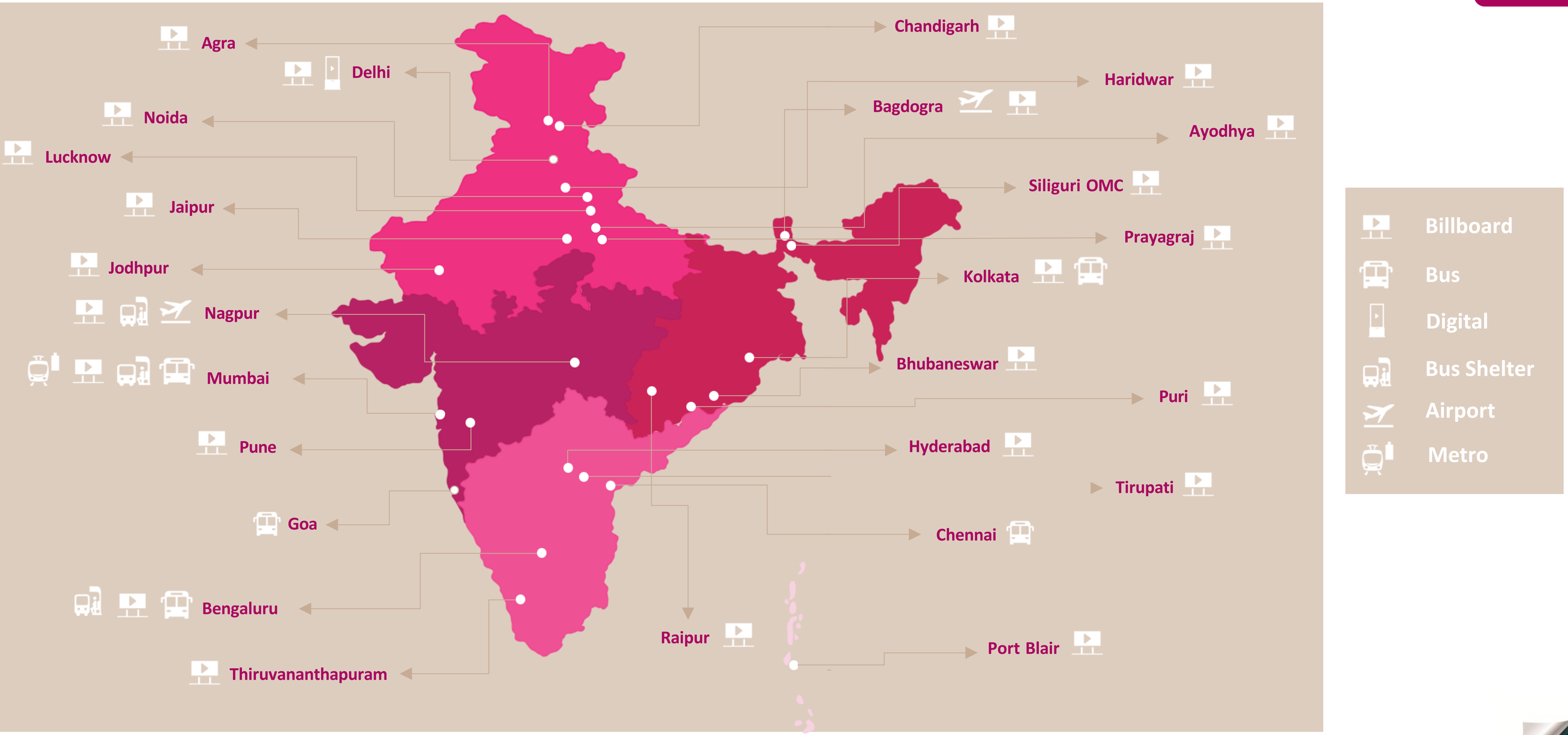
2024

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

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



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 **1,500+ clients** across sectors with **60%** repeat business; **70% of revenue** comes from **direct client relationships** and 30% 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.

Business Strategy

01

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.

02

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.

03

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

04

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.

05

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.

06

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

07

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

Competitive Advantage

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Strong Market Tailwinds
Signpost has an early-mover advantage in Digital Out-of-Home (DOOH), projected to grow at **30%+ CAGR** - far outpacing the broader OOH market at 12%

Technology Leadership
Pioneering **data intelligence, automation**, and **IoT integration** to drive scalable, tech-enabled growth

Proven Scale & Traction
Proven ability to execute **large-scale projects simultaneously** across multiple geographies with robust systems and cross-functional coordination

Sustainable Growth Model
Long-term partnerships ensuring asset exclusivity in **high-footfalls zones** and **recurring revenues**

Strategic Growth Optionality
Platform extendable into **urban analytics, mobility data,** and **smart infrastructure** — unlocking future monetization streams

Professionally Managed
Signpost stands among very few professionally managed player in industry - **ensuring institutional governance, scalability and continuity** without legacy constraints.

Scaling New Horizons with Strategic Partnership

Partnered with Ernst & Young (EY) to drive a comprehensive transformation aimed at unlocking ₹200 Cr+ topline expansion and scalable growth on vintage assets.

Exploring EY-Led Business Partnerships across marquee platforms, leveraging EY's strategic relationships to open new revenue channels for Signpost.

Revising SOPs and Processes across functions, while fostering innovation and talent development to strengthen capabilities for onboarding new projects and clients.

Developing an Asset-Light Growth Strategy focused on optimizing capital efficiency and accelerating sustainable business expansion

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.

Non-Executive and Independent Director

Mr. Sanidhya Mittal

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

Mrs. Amita Desai

A highly experienced professional with over 30 years of expertise in corporate governance, compliance, and advisory services.

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.

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. 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.

Mr. Syed Haseeb Arfath
Chief Planning 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. Roch Dsouza
Chief Strategy Officer

- Mr. Roch is a seasoned Strategy and Marketing leader with over 20 years of experience in driving growth for some of India's most iconic brands.
- An MBA in marketing, his pulse of the diverse Indian market and consumer has helped him deliver results across geographies and businesses.

Mrs. Swati Sinha
Head – Human Resources

- Mrs. Swati has joined us as Head of Human resources. She 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. Jenny Shah
Company Secretary & Compliance Officer

- Ms. Jenny Shah is an Associate Member of the Institute of Company Secretaries of India.
- With over 18 years of experience in corporate secretarial and compliance functions, Jenny brings extensive expertise in Company Law and SEBI regulations.

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
- Enginneering 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:
12,500+ 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

50% *of Revenue Share*

Digital Advertising

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Technology Leadership:
First-mover advantage in cloud-based content management systems

Market Dynamics:
22%+ growth rate significantly exceeding overall OOH market expansion

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

Network Effects:
387+ strategically located digital assets across 25+ cities creating national reach

Future Potential:
Programmatic advertising and dynamic pricing capabilities under implementation

28% *of Revenue Share*

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

22% *of Revenue Share*

Asset Platform & Monetization Model

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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

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- bigbasket
- BAJAJ
- SBI card
- AVAADA
- PATANJALI
- IndianOil
- Bharat Petroleum
- HP
- LALITHA JEWELLERS Priceless Relationship
- HYUNDAI
- केनरा बैंक Canara Bank
- Spinny
- NETFLIX
- motilal oswal
- MADDOCK FILMS
- emami
- Green Greenply
- SKECHERS
- NPCI भारतीय राष्ट्रीय भुगतान निगम NATIONAL PAYMENTS CORPORATION OF INDIA
- Imagicaa
- DMart
- ZOHO
- Amul The Taste of India
- AMPERE
- TVS
- croma
- SONY

Key Projects

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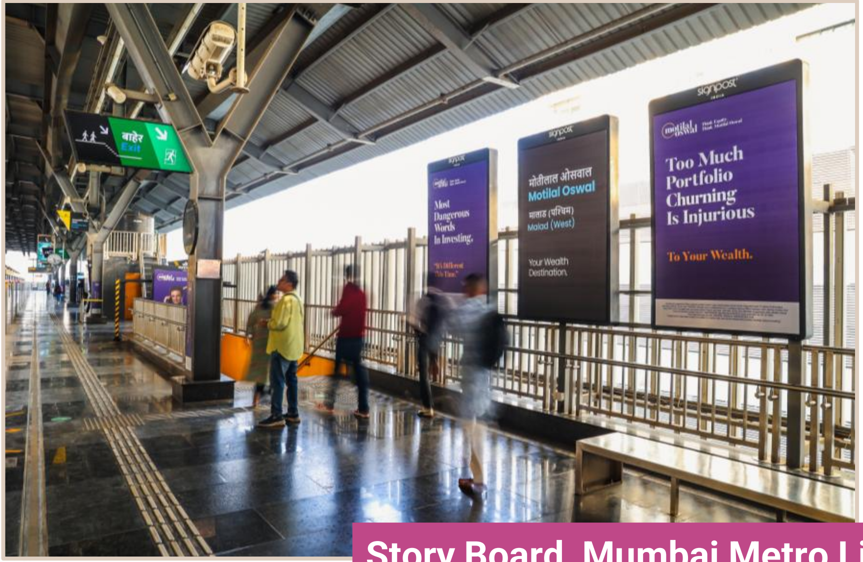
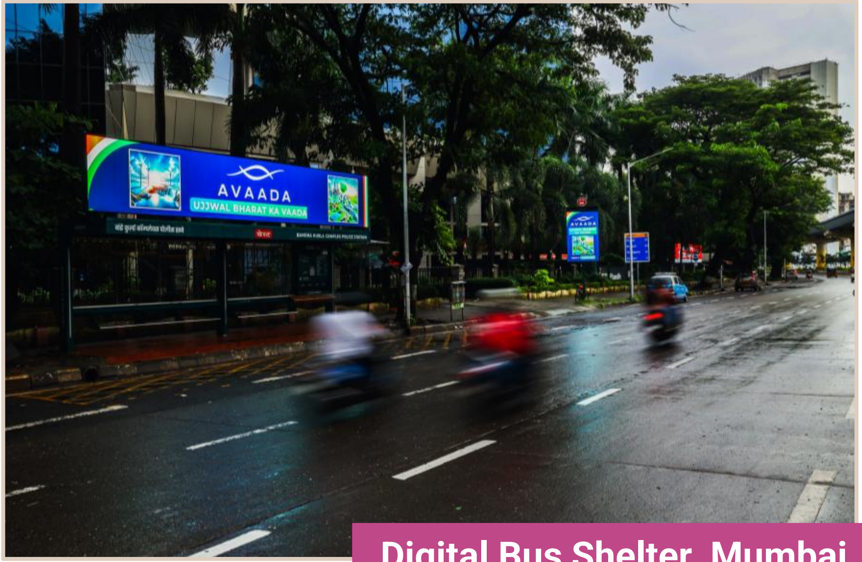
Iconic Digital Bus Shelter, BKC



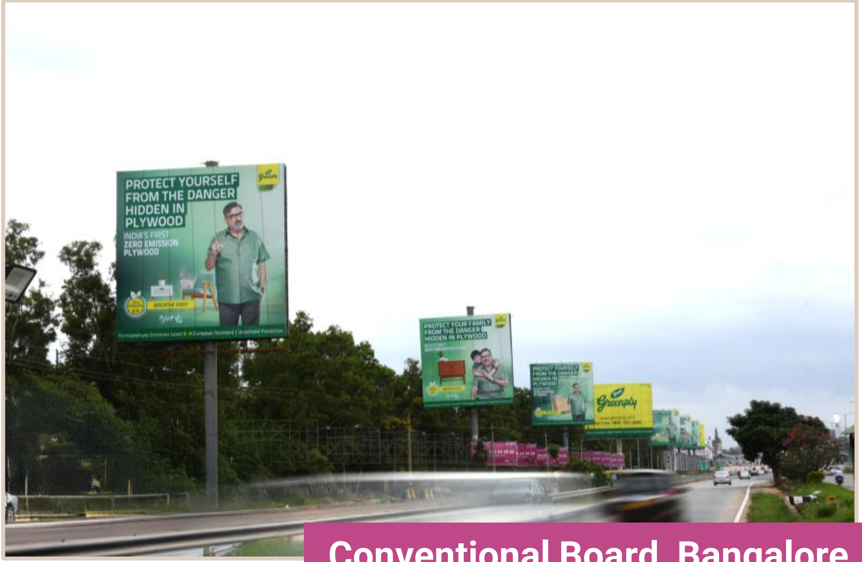
Story Board, Mumbai Metro Line



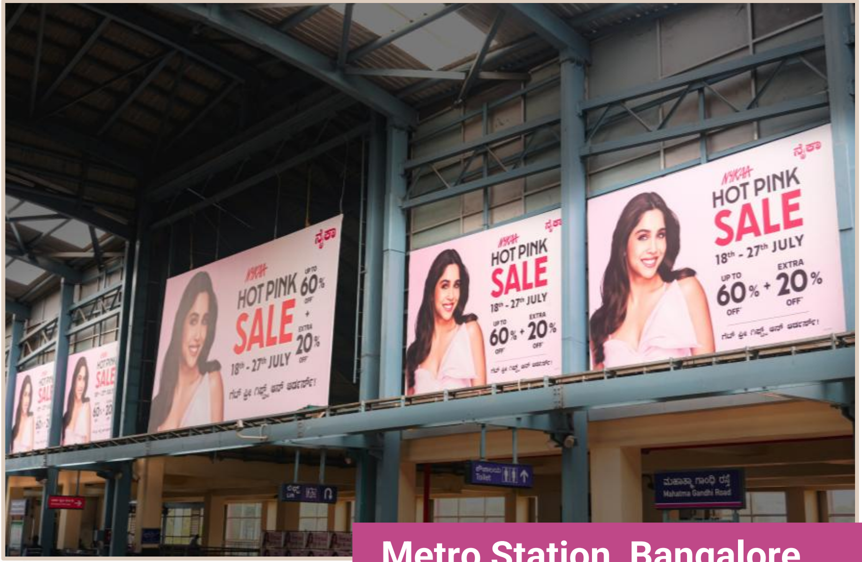
Digital Bus Shelter, Mumbai

Switch Double Decker, Mumbai

Key Projects



Conventional Board, Bangalore

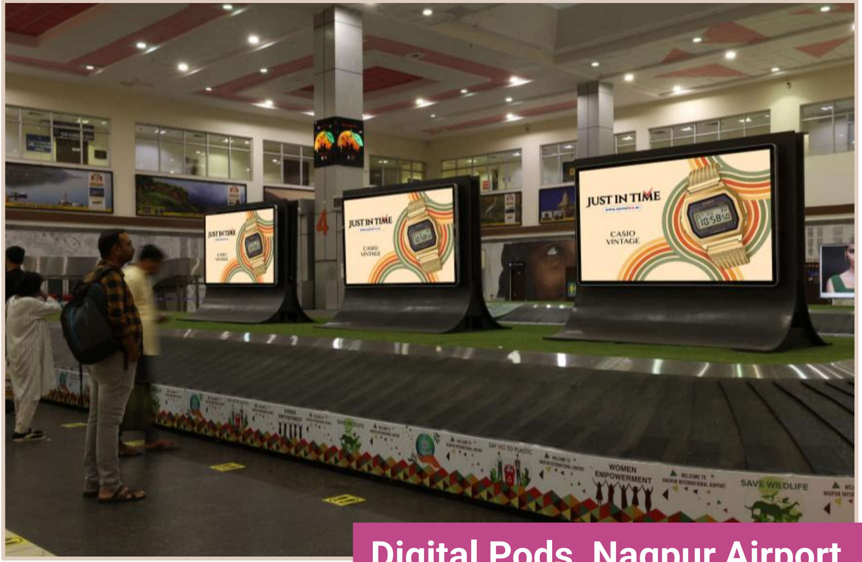


Metro Station, Bangalore

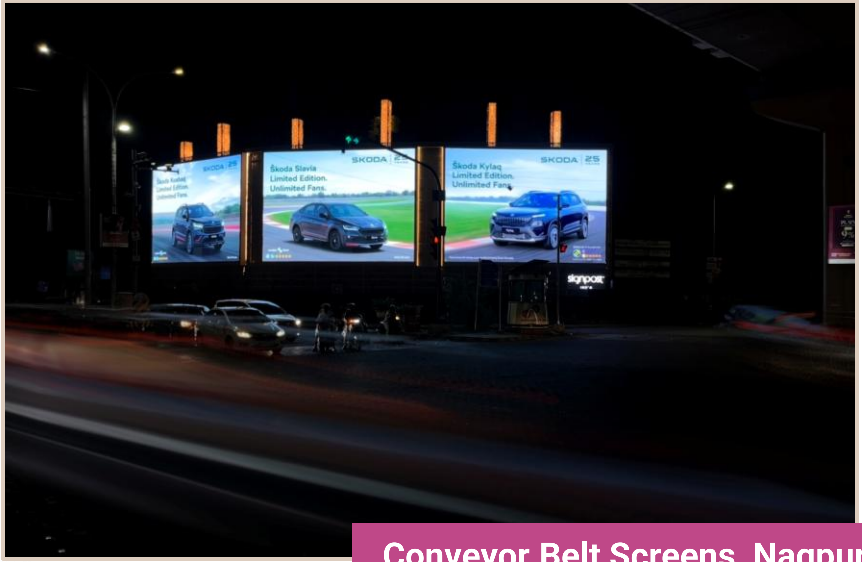
Volvo, Bangalore

Digital Bus Shelter, Bangalore

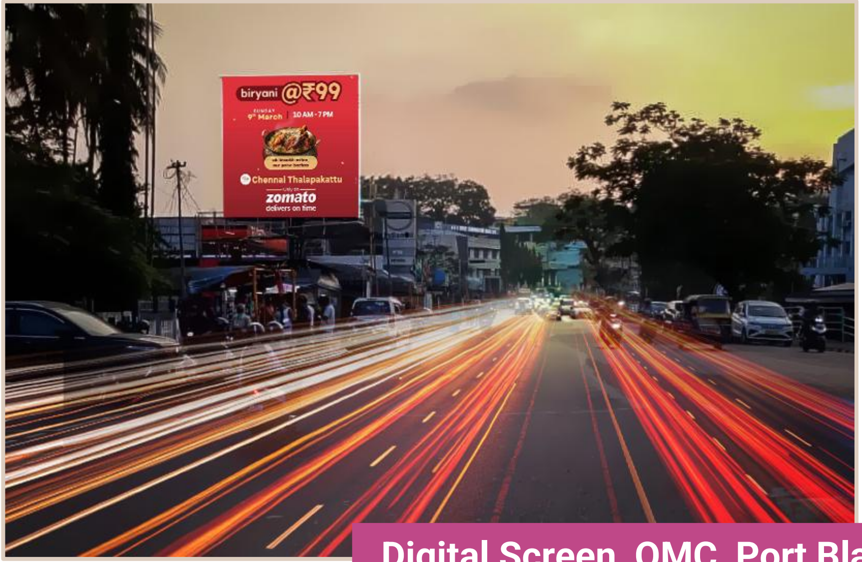
Key Projects



Digital Pods, Nagpur Airport



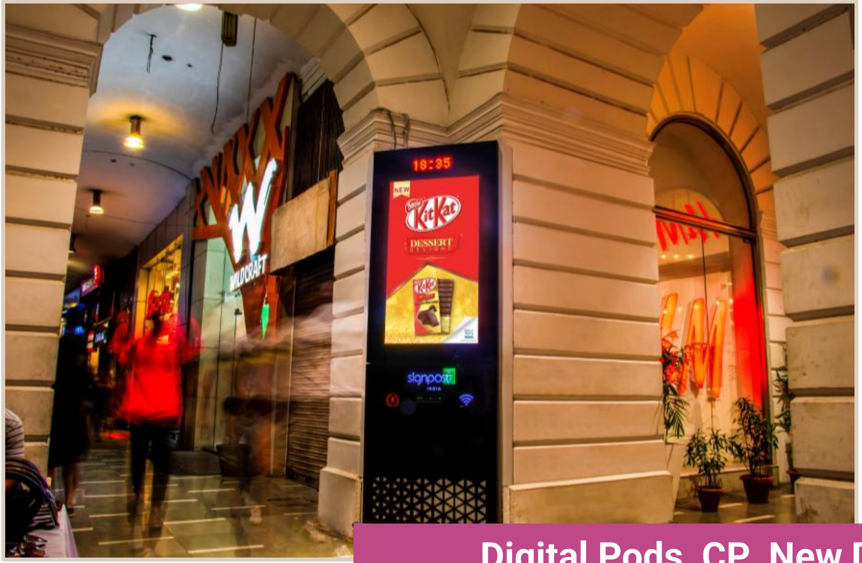
Conveyor Belt Screens, Nagpur Airport



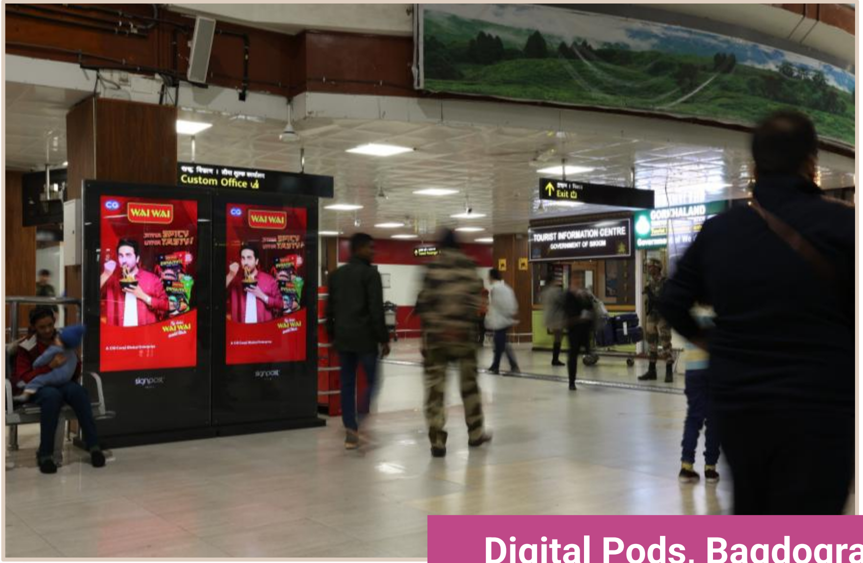
Digital Screen, OMC, Port Blair

Cityflo's Fleet, Metro Cities

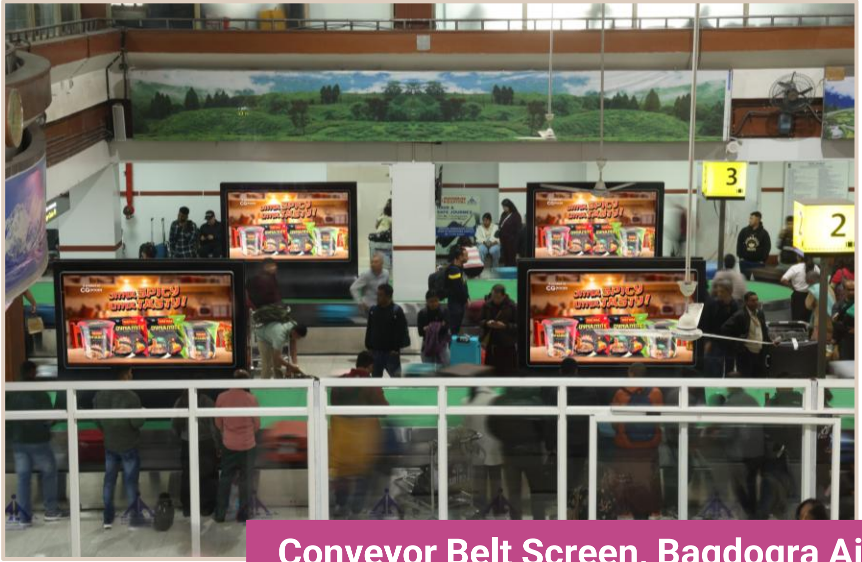
Key Projects



Digital Pods, CP, New Delhi



Digital Pods, Bagdogra Airport



Conveyor Belt Screen, Bagdogra Airport

Financial Highlights – Q2 & H1 FY26

Management Commentary

Mr. Shripad Ashtekar,
Managing Director

"The first half of FY26 has been a defining phase for Signpost — a period where we have reimagined our approach, scaled new horizons and forged strategic partnerships that will drive the next leg of our growth. During this period, we have also focused on strengthening our internal competencies by inducting new talent across key functions, building a stronger foundation for the future.

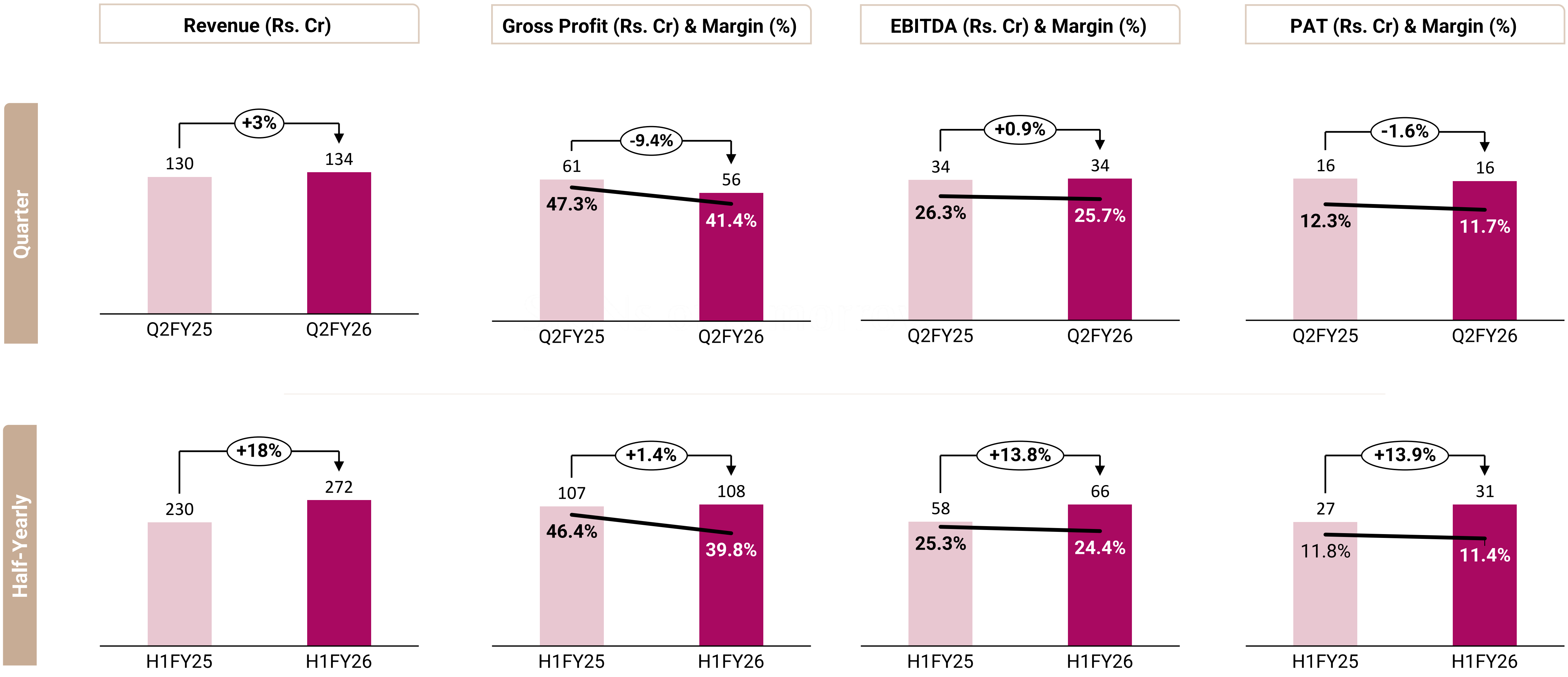
Revenue for Q2FY26 stood at ₹134.0 crore. EBITDA for the quarter came in at ₹34.4 crore, with EBITDA margin at 25.7%. PAT stood at ₹15.7 crore, broadly stable on a year-on-year basis. Operationally for H1FY26, we have sustained the strong momentum built over the past year. For the first half of FY26, revenue grew by 18% year-on-year to ₹271.7 crore, driven by healthy traction from both private and PSU clients, coupled with improved network utilization and steady asset monetization. EBITDA for H1FY26 was up 14% to ₹66.2 crore and PAT higher by 14% at ₹30.9 crore, demonstrating consistent improvement in scale and profitability.

A major milestone of the quarter was securing the exclusive 9-year Bengaluru Metro contract, covering 67 stations and over 100,000 sq ft of premium media inventory, with revenue potential of up to ₹700 crore over the contract period. This reinforces our position as a commuter-centric, infrastructure-led media player with a proven ability to deliver large-scale transit projects.

Strategically, we continued to expand our footprint across newer geographies to reduce concentration risks and build a more balanced, pan-India network. Our objective remains to position Signpost as a company that stands at the intersection of commuter convenience and infrastructure-led solutions — one that combines long-term visibility with new-age thinking and technology-driven execution.

As we move ahead, the focus will remain on sustainable and profitable growth, deepening our presence across key markets and driving innovation in the Out-of-Home and Digital OOH domains. We are confident that the strategic initiatives and partnerships undertaken this year will translate into stronger performance and value creation in the coming quarters."

Performance Highlights – Quarter & YTD



Consolidated Profit & Loss Statement

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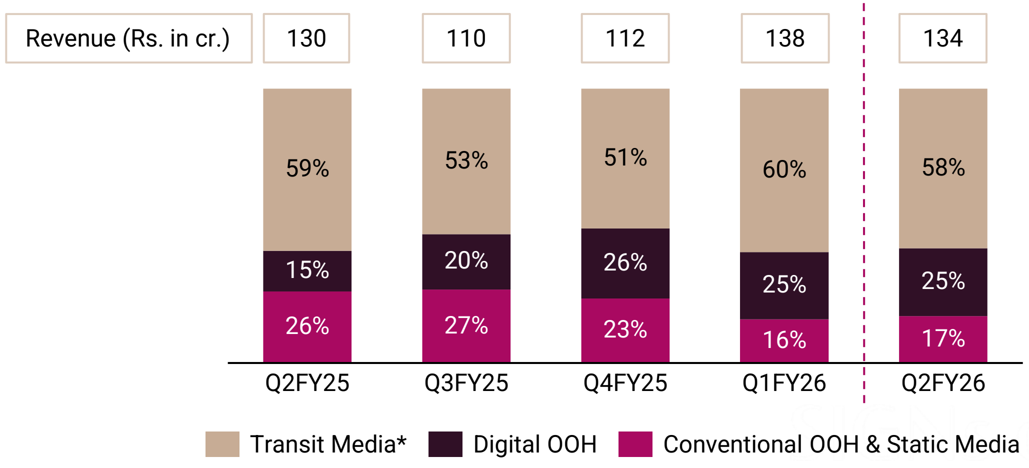
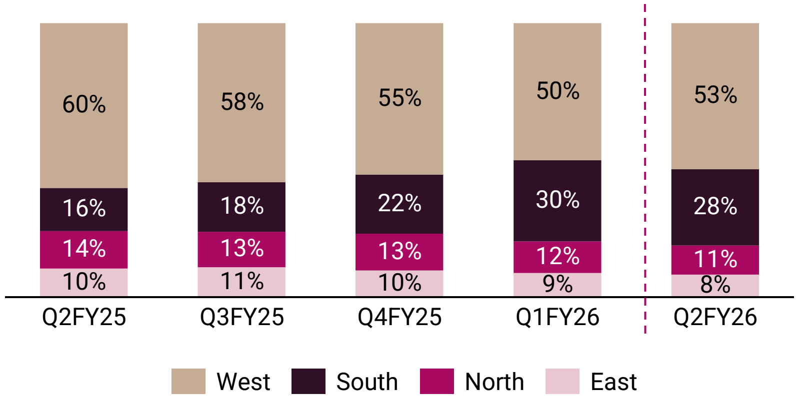
Particulars (Rs. Crs)	Q2FY26	Q2FY25	YoY	H1FY26	H1FY25	YoY
Revenue from Operations	**134.02**	**129.70**	**3%**	**271.67**	**230.17**	**18%**
Cost of Services	78.49	68.42		163.44	123.44	
Gross Profit	**55.54**	**61.28**	**-9%**	**108.23**	**106.73**	**1%**
Gross Profit %	***41.4%***	***47.3%***		***39.8%***	***46.4%***	
Employee Expenses	11.22	11.86		21.43	21.11	
Other Expenses	9.88	15.29		20.61	27.46	
Operating EBITDA	**34.44**	**34.13**	**1%**	**66.19**	**58.16**	**14%**
EBITDA Margin	***25.7%***	***26.3%***		***24.4%***	***25.3%***	
Other Income	1.22	0.96		2.32	2.29	
Depreciation	9.85	8.45		19.06	16.73	
EBIT	**25.81**	**26.63**	**-3%**	**49.46**	**43.71**	**13%**
EBIT Margin	***19.3%***	***20.5%***		***18.2%***	***19.0%***	
Finance Cost	3.23	2.82		6.60	6.69	
Profit Before Tax	**22.58**	**23.81**	**-5%**	**42.86**	**37.03**	**16%**
PBT Margin	***16.8%***	***18.4%***		***15.8%***	***16.1%***	
Tax	6.88	7.86		11.89	9.85	
Net Profit	**15.70**	**15.95**	**-2%**	**30.97**	**27.18**	**14%**
Net Profit Margin	***11.7%***	***12.3%***		***11.4%***	***11.8%***	
EPS	**2.94**	**2.98**		**5.79**	**5.08**	

Quarterly Revenue Breakup

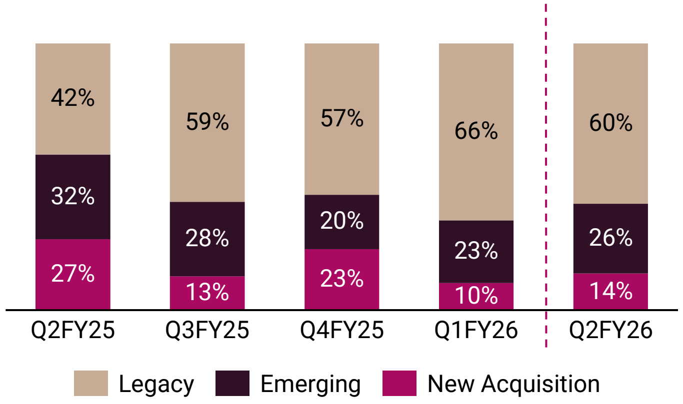
Segmental (By % of Revenue)



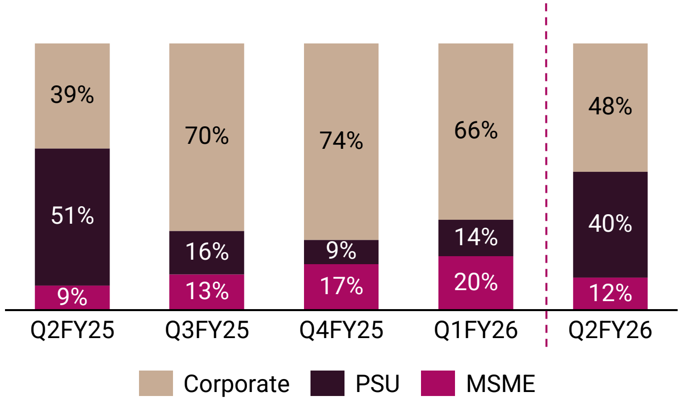
Geography (By % of Revenue)



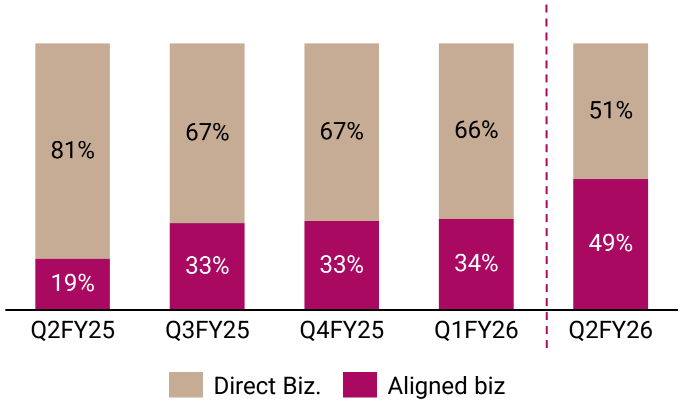
Contract Vintage (By % of Revenue)



Client Category (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)	Sept – 25	Mar – 25
Non-current Assets		
Plant and Property Equipments	176.0	175.5
Capital Work-in-progress	39.0	33.1
Investment Property	0.1	0.1
Intangible Assets	0.1	0.2
Right of use assets	5.9	6.1
Financial Assets		
Investments	0.9	0.9
Others	56.3	45.6
Deffered Tax Assets (net)	7.7	8.7
Current tax assets (net)	9.8	25.4
Other Non Current Assets	13.1	7.8
	308.9	**303.5**
Current Assets		
Financial Assets		
Trade Receivable	242.5	178.6
Cash & Cash Equivalents	1.4	2.2
Bank Balances Other than above	64.0	44.6
Loans	0.0	0.0
Others	0.4	1.2
Current Tax Assests (net)	0.0	0.0
Other Current Assets	45.2	24.9
	353.6	**251.5**
TOTAL - ASSETS	**662.5**	**555.0**

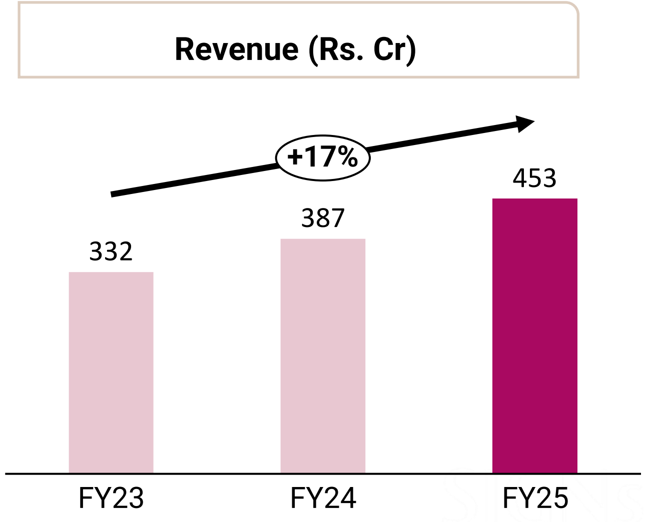
EQUITY & LIABILITIES (Rs. in Crore)	Sept – 25	Mar – 25
Equity		
Equity Share Capital	10.7	10.7
Other Equity	240.2	209.5
Non- controlling interests	3.2	3.2
	254.1	**223.4**
Liabilities		
Non -current Liabilities		
Financial Liabilities		
Borrowings	85.6	85.8
Lease Liabilities	4.6	4.8
Other Financial Liabilities	1.7	1.6
Provisions	2.0	0.7
	93.9	**93.0**
Current Liabilities		
Financial Liabilities		
Borrowings	116.9	81.5
Trade Payables	168.9	129.1
Lease Liability	1.5	1.3
Other Financial liabilities	5.3	5.4
Other Current Liabilities	16.7	4.5
Provisions	0.7	1.3
Current Tax Liabilities	4.4	15.7
	314.4	**238.7**
TOTAL EQUITIES & LIABILITIES	**662.5**	**555.0**

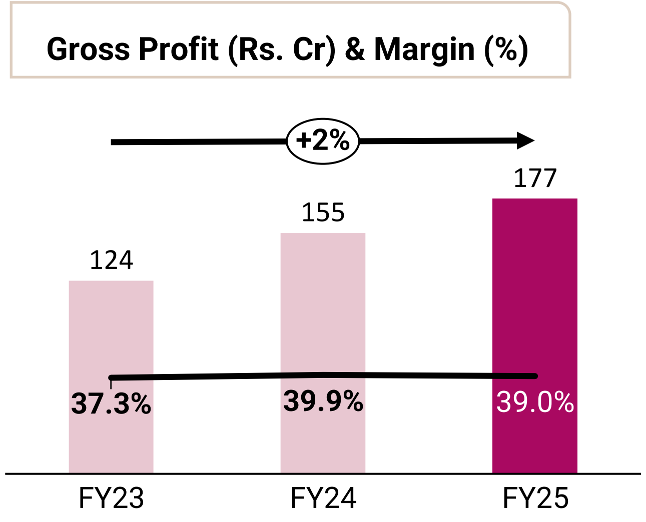
Consolidated Cash Flow

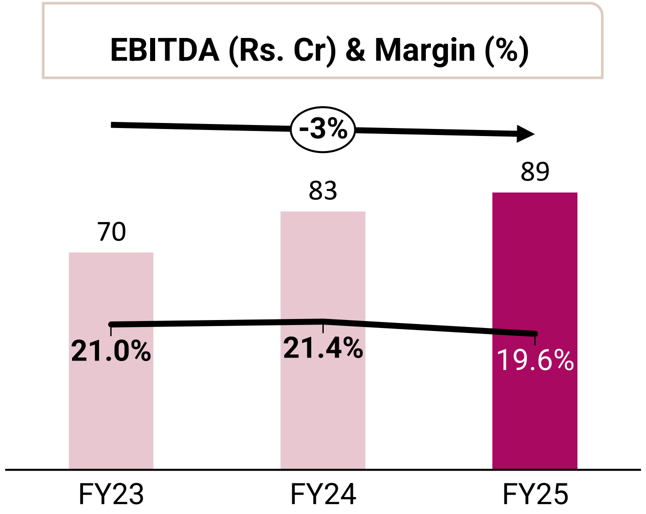
Particulars (Rs. in Crore)	Sept – 25	Sept – 24
Net Profit Before Tax	**42.9**	**37.0**
Adjustments for: Non Cash Items / Other Investment or Financial Items	24.2	22.0
Operating profit before working capital changes	**67.1**	**59.1**
Changes in working capital	-0.5	-0.3
Cash generated from Operations	**20.1**	**27.3**
Direct taxes paid (net of refund)	-6.4	-11.3
Net Cash from Operating Activities	**13.6**	**16.0**
Net Cash from Investing Activities	-42.5	3.4
Net Cash from Financing Activities	28.0	-26.3
Net Change in Cash and Cash equivalents	**-0.8**	**-6.9**
Add: Cash & Cash equivalents at the beginning of the period	2.2	8.1
Cash & Cash equivalents at the end of the period	**1.4**	**1.2**

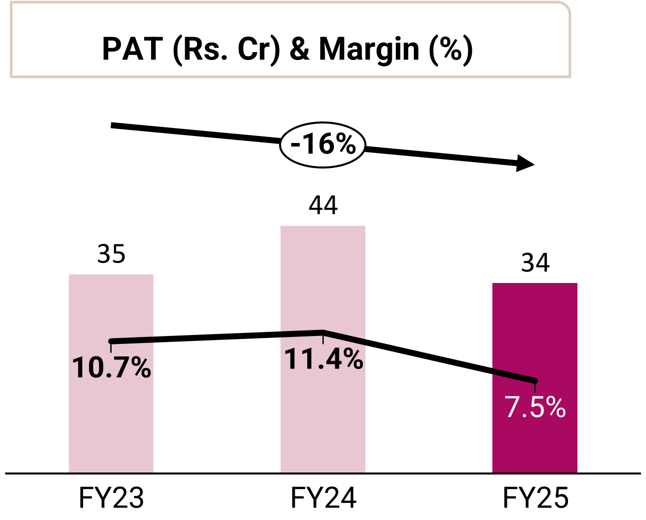
Historical Financials

Historical Financial Highlights



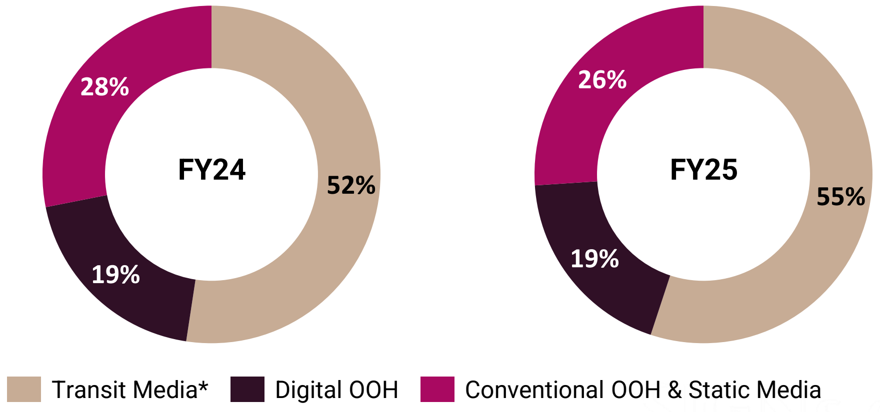




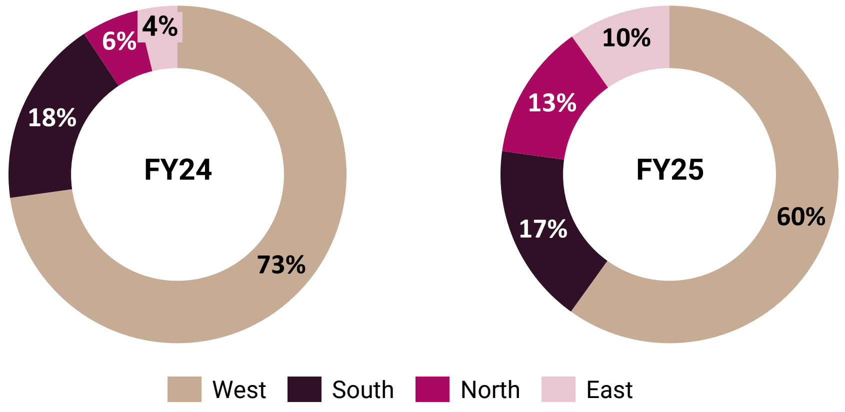


Historical Revenue Breakup

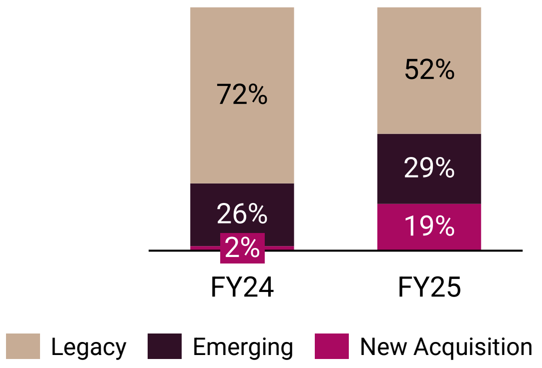
Segmental (By % of Revenue)



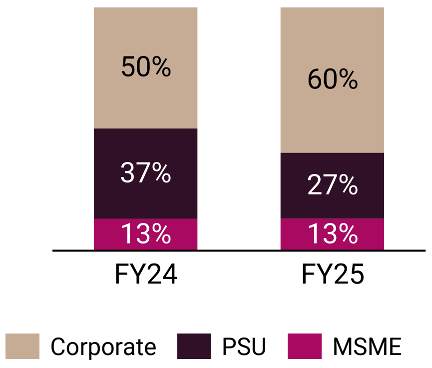
Geography (By % of Revenue)



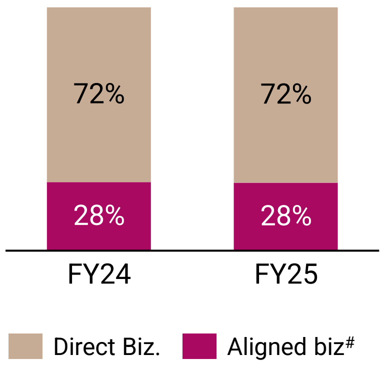
Contract Vintage (By % of Revenue)



Client Category (By % of Revenue)



Relationship (By % of Revenue)



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

Historical Consolidated Profit & Loss Statement

signpost INDIA

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

Historical Balance Sheet

signpost INDIA

ASSETS (Rs. in Crore)	FY25	FY24	FY23
Non-current Assets			
Plant and Property Equipments	175.5	160.4	60.9
Capital Work-in-progress	33.1	22.3	26.5
Investment Property	0.1	0.1	0.2
Intangible Assets	0.2	0.5	1.3
Right of use assets	6.1	2.9	1.9
Financial Assets			
Investments	0.9	20.2	21.1
Others	45.6	35.5	27.9
Deffered Tax Assets (net)	8.7	3.7	2.7
Current tax assets (net)	25.4	2.2	0.5
Other Non Current Assets	7.8	1.2	0.1
	303.5	**249.1**	**143.0**
Current Assets			
Financial Assets			
Investments	0.0	16.2	23.9
Trade Receivable	178.6	154.3	173.6
Cash & Cash Equivalents	2.2	8.1	0.4
Bank Balances Other than above	44.6	29.8	20.5
Loans	0.0	0.2	7.5
Others	1.2	1.7	1.0
Current Tax Assests (net)	0.0	0.0	0.0
Other Current Assets	24.9	16.2	9.2
	251.5	**226.5**	**236.0**
TOTAL - ASSETS	**555.0**	**475.6**	**379.0**

EQUITY & LIABILITIES (Rs. in Crore)	FY25	FY24	FY23
Equity			
Equity Share Capital	10.7	10.7	10.7
Other Equity	209.5	178.6	136.6
Non- controlling interests	3.2	3.1	0.0
	223.4	**192.4**	**147.3**
Liabilities			
Non -current Liabilities			
Financial Liabilities			
Borrowings	85.8	79.2	36.3
Lease Liabilities	4.8	0.6	0.9
Other Financial Liabilities	1.6	1.5	0.9
Provisions	0.7	0.0	0.5
	93.0	**81.3**	**38.5**
Current Liabilities			
Financial Liabilities			
Borrowings	81.5	72.2	58.6
Trade Payables	129.1	106.5	103.2
Lease Liability	1.3	2.4	1.2
Other Financial liabilities	5.4	9.0	10.9
Other Current Liabilities	4.5	10.8	16.8
Provisions	1.3	1.0	0.4
Current Tax Liabilities	15.7	0.0	2.0
	238.7	**201.9**	**193.1**
TOTAL EQUITIES & LIABILITIES	**555.0**	**475.6**	**379.0**

Historical Cash Flow

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Particulars (Rs. in Crore)	FY25	FY24	FY23
Net Profit Before Tax	**45.5**	**65.7**	**50.2**
Adjustments for: Non Cash Items / Other Investment or Financial Items	45.3	21.0	31.2
Operating profit before working capital changes	**90.7**	**86.7**	**81.4**
Changes in working capital	-36.1	1.4	-63.8
Cash generated from Operations	**54.7**	**88.0**	**17.6**
Direct taxes paid (net of refund)	-24.0	-24.5	-9.3
Net Cash from Operating Activities	**30.7**	**63.6**	**8.3**
Net Cash from Investing Activities	-37.9	-100.9	-44.3
Net Cash from Financing Activities	1.4	44.7	34.0
Net Change in Cash and Cash equivalents	**-5.9**	**7.4**	**-2.0**
Add: Cash & Cash equivalents at the beginning of the period	8.1	0.7	2.6
Cash & Cash equivalents at the end of the period	**2.2**	**8.1**	**0.7**

Signpost India Limited

India’s Largest Transit & DOOH Media Company

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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.

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SIGNs of tomorrow

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