To,
Listing Compliance Department,
National Stock Exchange of India Ltd.
Plot No. C/1, G Block
Bandra Kurla Complex
Bandra (E), Mumbai-400051

Scrip Code: GRAPHISAD

SUB: Investor Presentation for the Year ended 31st March, 2025.

Dear Sir/Madam,

Pursuant to the requirements of Regulation 30 of the Securities Exchange Board of India (Listing obligation and Disclosure Requirements) Regulations, 2015, we enclose herewith Investor presentation on the Financial Results of the Company for the Year ended 31st March, 2025.

This is for your information and request you to take the same on record.

Thanking You

Yours Sincerely

For Graphisads Limited

MUKESH KUMAR GUPTA
Digitally signed by MUKESH KUMAR GUPTA
Date: 2025.06.20 18:28:54 +05'30'

Mukesh Kumar Gupta
Managing Director
DIN: 00093322

Date: 20-06-2025
Place: New Delhi

Encl: Investor Presentation FY 2025

INVESTOR PRESENTATION

FY25

Graphisads
360° Advertising Solutions



INVESTOR PRESENTATION | FY25

1. Business Overview
2. Investment Thesis
3. Segment-Wise Strategic &Financial Updates
4. Annexure



graphisads
360° Advertising Solutions

Safe Harbour

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Graphisads: One of India's Key Listed Player in Fragmented OOH Market



PAN-India presence with **80% Asset Utilization**

Long-standing empanelment with **50+ ministries, PSUs, and Municipal bodies**

One-Stop Platform for Advertising & Communications

8 In-House Brand Verticals

Management Quote



Mukesh Gupta,
Managing Director

"At Graphisads , we are adapting to next phase of India's advertising landscape. Our journey has always been about more than visibility; for us, as we build our brand's influence through strategic creativity and innovation. As we move into the next era of OOH and digital media, our strength lies in our ability to blend operational expertise with forward-thinking execution. Graphisads is evolving into more than a media agency — We position ourselves as our clients' strongest ally — empowering them to scale influence, drive impact, and lead with innovation"

"This is a defining decade for Indian media — and at Graphisads, we are setting the pace. With a clear mandate to scale digital inventory, invest in smart technologies, and unlock the full potential of our marquee assets, we are laying the groundwork for sustainable and inclusive growth. Our mission is ambitious: to lead the OOH industry with intelligence, integrity, and impact. The vision is bold, and the execution will be bolder."



Alok Gupta,
Director

Key Business Segments



OUTDOOR

- Media Ownership
- Digital OOH
- All India Campaigns
- Site Fabrication



EVENTS

- Exhibitions
- Virtual Events
- Hunar Haat
- Customised Events
- Celebrity Management
- IP's



DIGITAL MEDIA

- Social Media
- Image Building
- ORM
- Influencer Marketing



MEDIA

- Print
- Radio
- TV



CREATIVE

- Ads
- Audio/Video
- Print Production
- Virtual Tours
- Documentaries

Pioneering Full Stack Media & Advertising Solutions

Financial Highlights

40+	1000+	35%	7.29%	10.32%	All 28 States
Years of experience	Digital/OOH Media across key locations in NCR	Revenue CAGR (FY21 – FY25)	RoE	RoCE	PAN India Execution

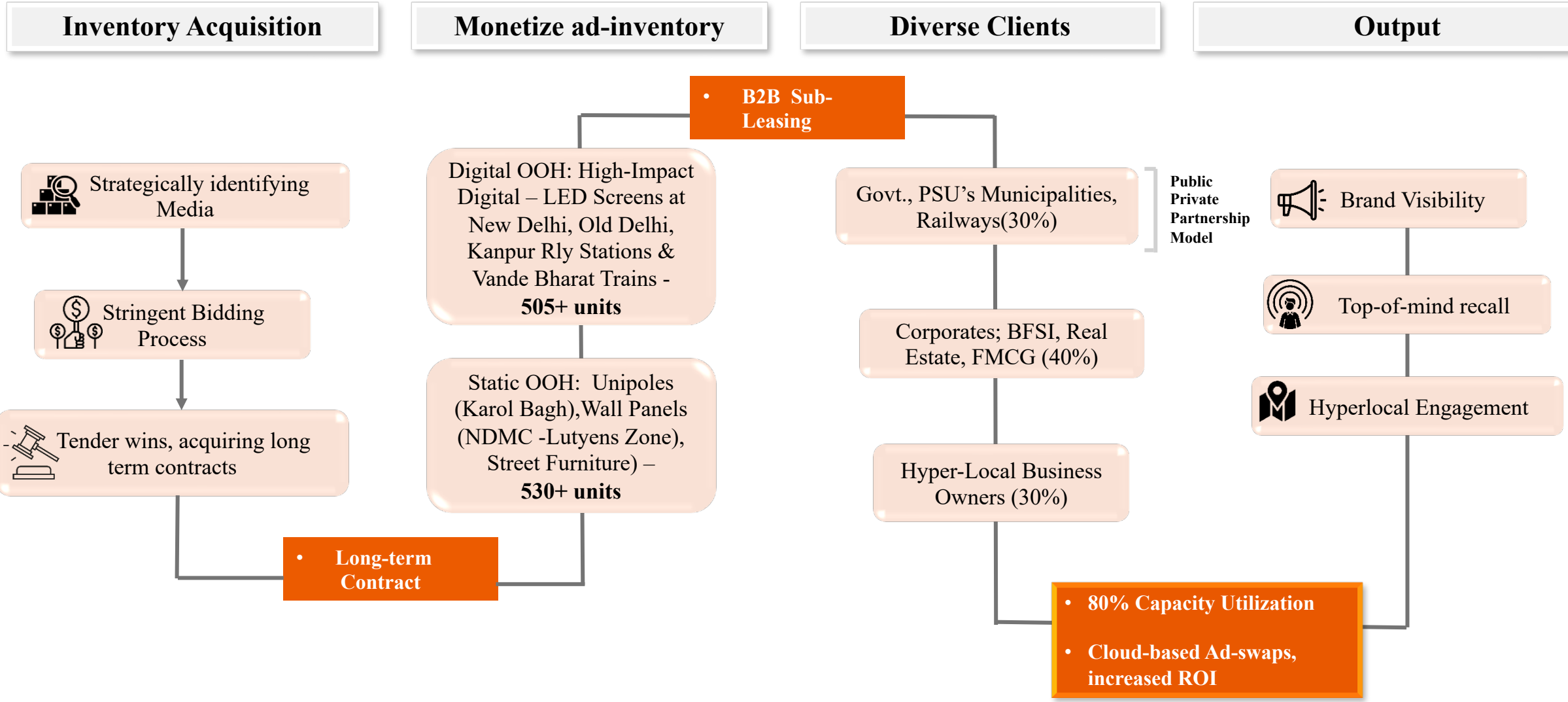
Transforming India's urban landscape through impactful Outdoor Media and Public Infrastructure

Seamless Advertising execution with In-House Creative teams and Long-term Government Partnerships

Diverse portfolio across traditional and Digital OOH formats, including Railways, Public Utilities & Street Furniture

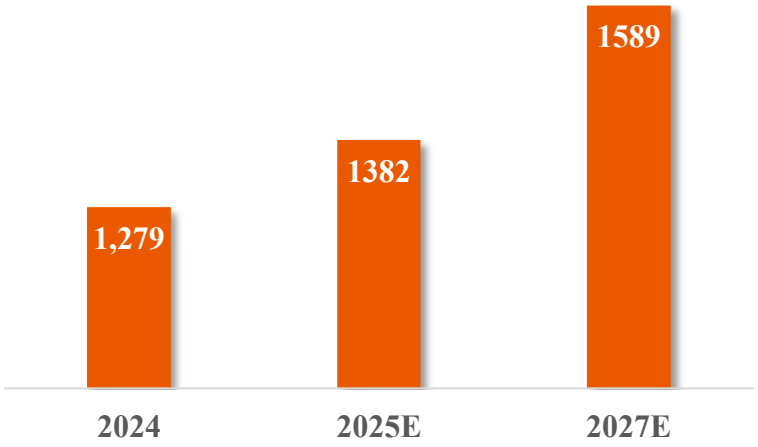
High brand visibility, strategic location mapping, and hyper-local targeting for maximum ROI

Unlocking Value Through Strategic OOH Monetization Framework



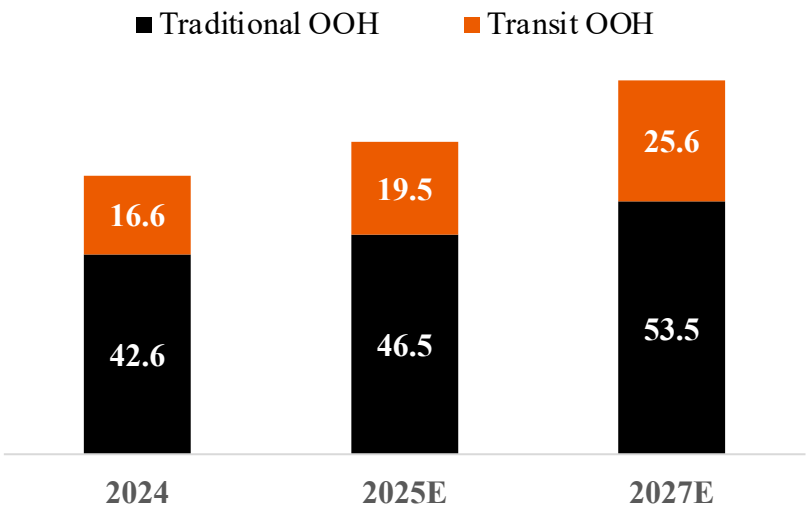
Riding Strong Tailwinds: Growing Across India's Media & OOH Segments

Indian Advertising Revenue (INR Billion)



- Indian Advertising will grow at 8% till 2027, digital media will grow at 11% while traditional media will grow at 2%.
- Digital Media will comprise of 61% of total advertising by 2027

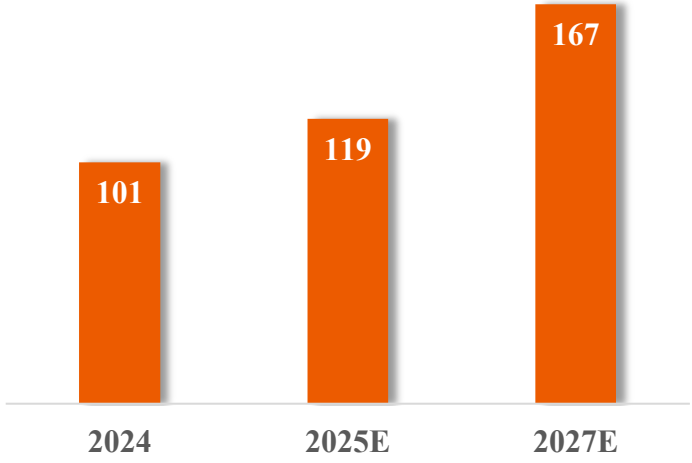
OOH Segment Revenue Projects (INR Billion)



DOOH will increase to 17% of total OOH segment revenues by 2027, at a CAGR of 24%

Catalysts: Transit OOH, on the back of growth in airports, premium trains, metros and premium buses, will grow at 16% till 2027

Events Revenue Estimates (INR Billion)

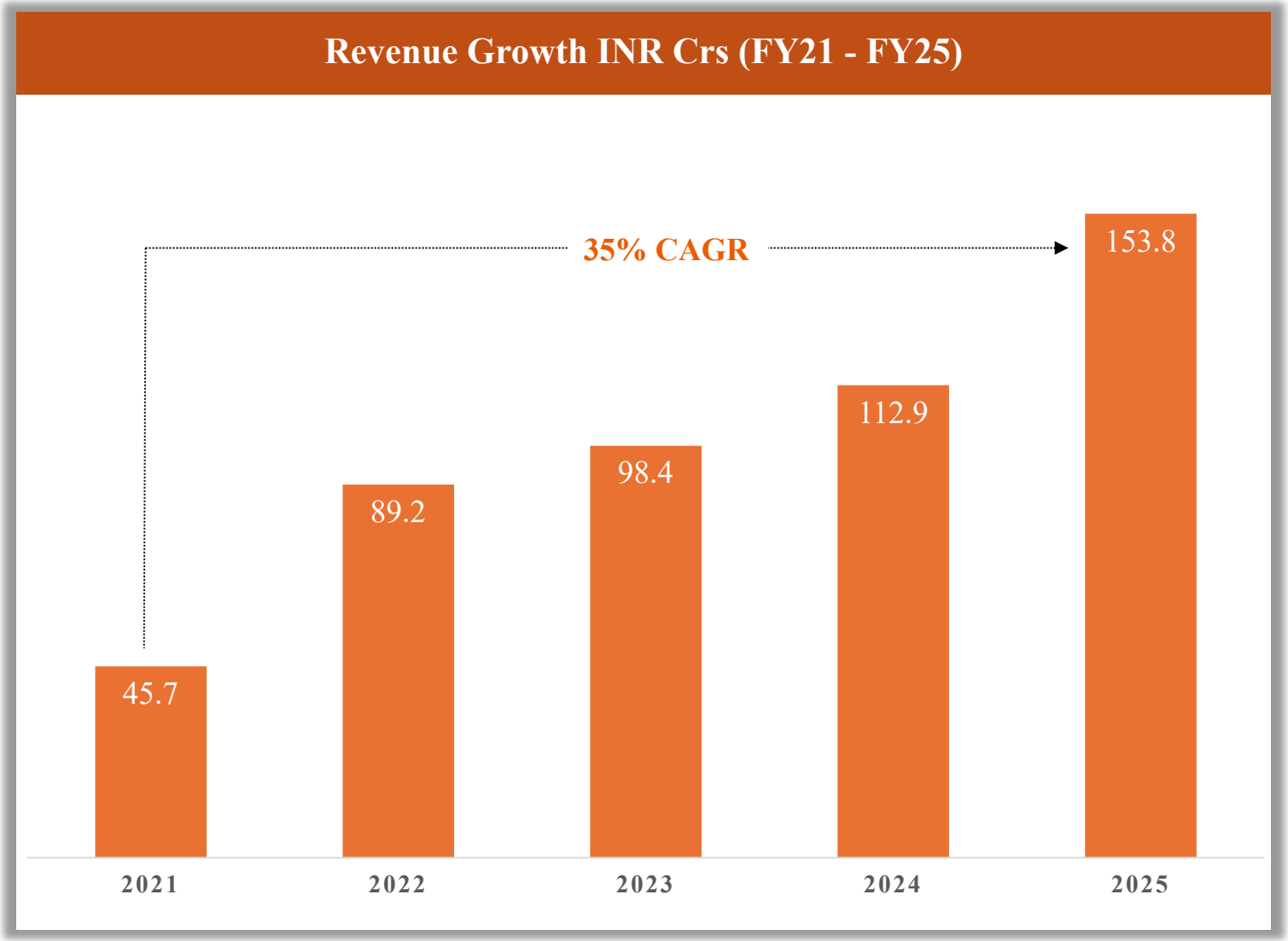


Catalysts: Ticketed Events, Government Spending and B2B Events

Outlook: The segment is expected to grow at a CAGR of 18% to reach INR 167 billion by 2027

Source ; Industry Data

Building Scale Through Long Term Public & Private Partnerships



50% of Revenues from Multi-year Govt/PSU/Public Infrastructure Projects

Non-cyclical demand: Real Estate, Retail, BFSI, and Government Clients

Expanding Verticals: Events & Full – stack Marketing

Built-in Inflation Hedge: Renewals includes Cost Escalators

Outdoor Media At The Core of Our Growth Strategy

Roll over image to play video



https://youtu.be/Ax6gudXoLM0

- **Outdoor Media operates at the intersection of public infrastructure and private branding.**
- **Railway Stations, Vande Bharat Trains, NDMC** align with regulatory frameworks and urban development initiatives
- These partnerships enable us to contribute to **city beautification,** while leveraging **street furniture, public utilities,** and **transit infrastructure** for advertising purposes

Outdoor Media Portfolio

- Trains & Railway Station Media Assets
- Street furniture (Public Utilities. Police Booth, Information Panels, Benches, Kiosks, Trash Bins)
- Billboards and hoardings across key urban corridors

OOH Pricing Breakup

- Micro-unit hoardings: ₹20,000 – ₹1 lakh
- Prime locations (e.g., India Gate): ₹8–10 lakh
- Iconic sites for premium brands (e.g., RBI Lane, Connaught Place): ₹3-6 lakh

We approach each site strategically — mapping high-traffic areas, analysing dwell times, and tailoring creatives for maximum impact.

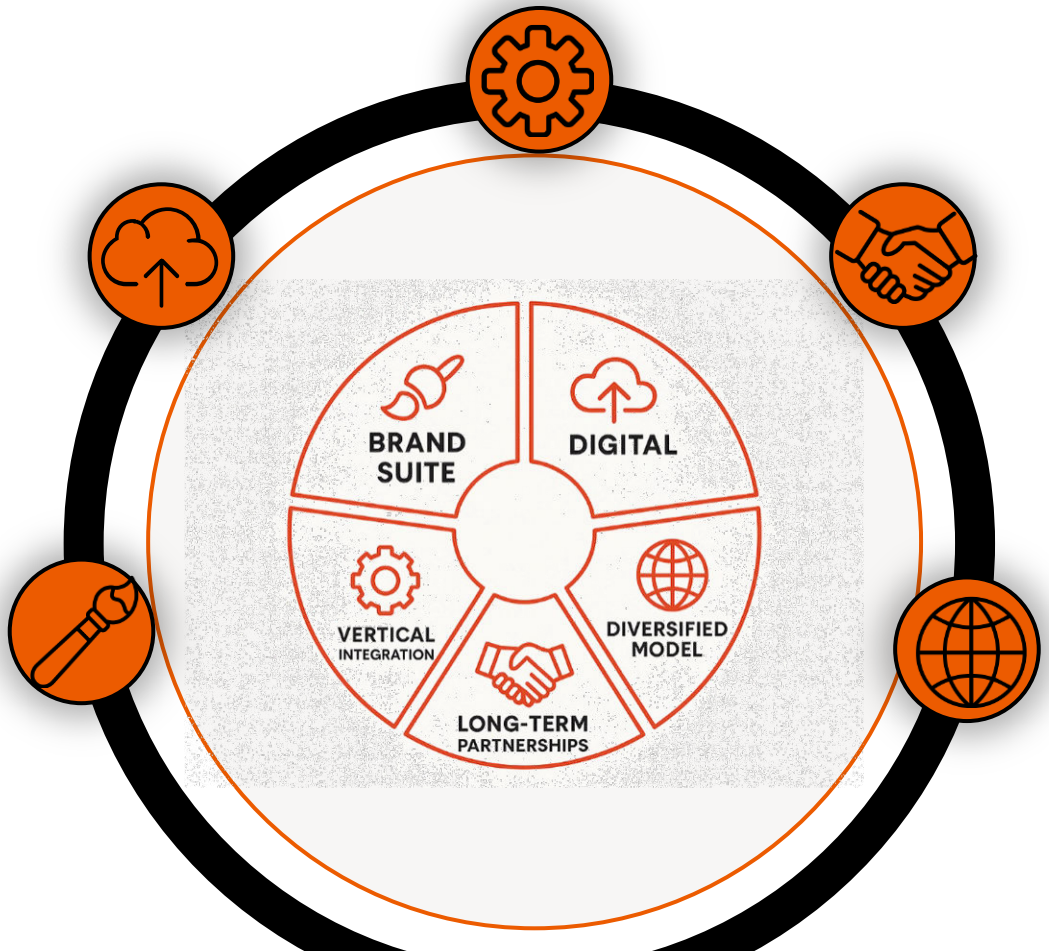
Investment Value Proposition – Integrated, Diversified & Profitable

High Growth Vertical Integration

Drives growth by controlling the full advertising value chain, from creation to execution. This vertical integration boosts efficiency and maximizes profit margins.

Strategic Transition To Digital

Strategic transition to digital, driving efficiency, and competitive advantage across Industry.



Long-term Clients & Partnerships

Secured multi-year government contracts ensure predictable cash flows, low churn, and high collection reliability - providing a strong foundation for sustainable growth.

In-House Developed Brand Suite

Offers an in-house developed brand suite, tailored for client's customised media execution.

Diverse & De-risked Business Model

Clients across various industries, geographies and activities.

1. In-House Developed Brand Suite

- ✓ Strategic investments in early-stage marketing startups to scale operations through capital, mentorship, market access, and integration with core business.

- ✓ Digital OOH unit with programmatic screens, enabling real-time content at Vande Bharat, New Delhi, Old Delhi, Kanpur stations, and Karol Bagh Digital Unipols.

- ✓ Curates cultural events and exhibitions, blending creativity with community to connect brands with audiences through purpose and social impact.

- ✓ A 360° creative agency providing end-to-end ATL, BTL, and media planning solutions, with strong expertise in real estate media strategy, release, and performance monitoring.









1. In-House Developed Brand Suite (Continued)

BLUEPRINT
STRATEGIC COMMUNICATION

- ✓ Crafts impactful creative strategies, AV content, and visual campaigns.
- ✓ Delivers end-to-end execution from concept to production.
- ✓ Driven by innovation, storytelling, and brand-focused strategy.

digi
Social Media

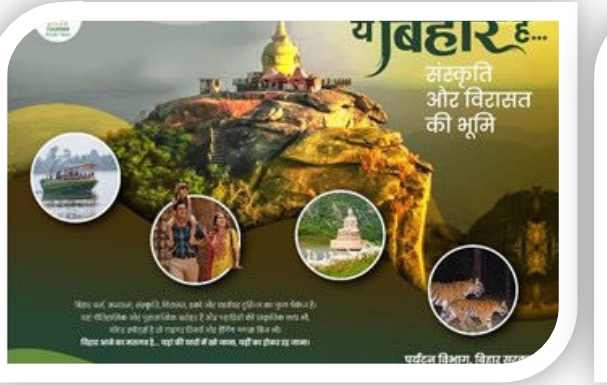
- ✓ Digital marketing vertical focused on performance-driven campaigns across social media and influencer engagements
- ✓ Supports full-funnel digital transformation for brands and institutions.

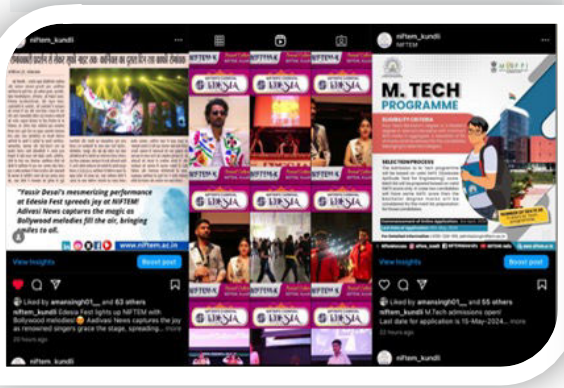
eVerse
event IPR's

- ✓ A specialised team that develops Event/Exhibition/ Entertainment IPR's.

Rashtriya
OUTDOOR ADVERTISING

- ✓ GraphisAds' flagship OOH arm, specializing in large-format hoardings, street furniture, and transit media.
- ✓ High-impact public and private campaigns across major Indian metros and tier-2 cities.

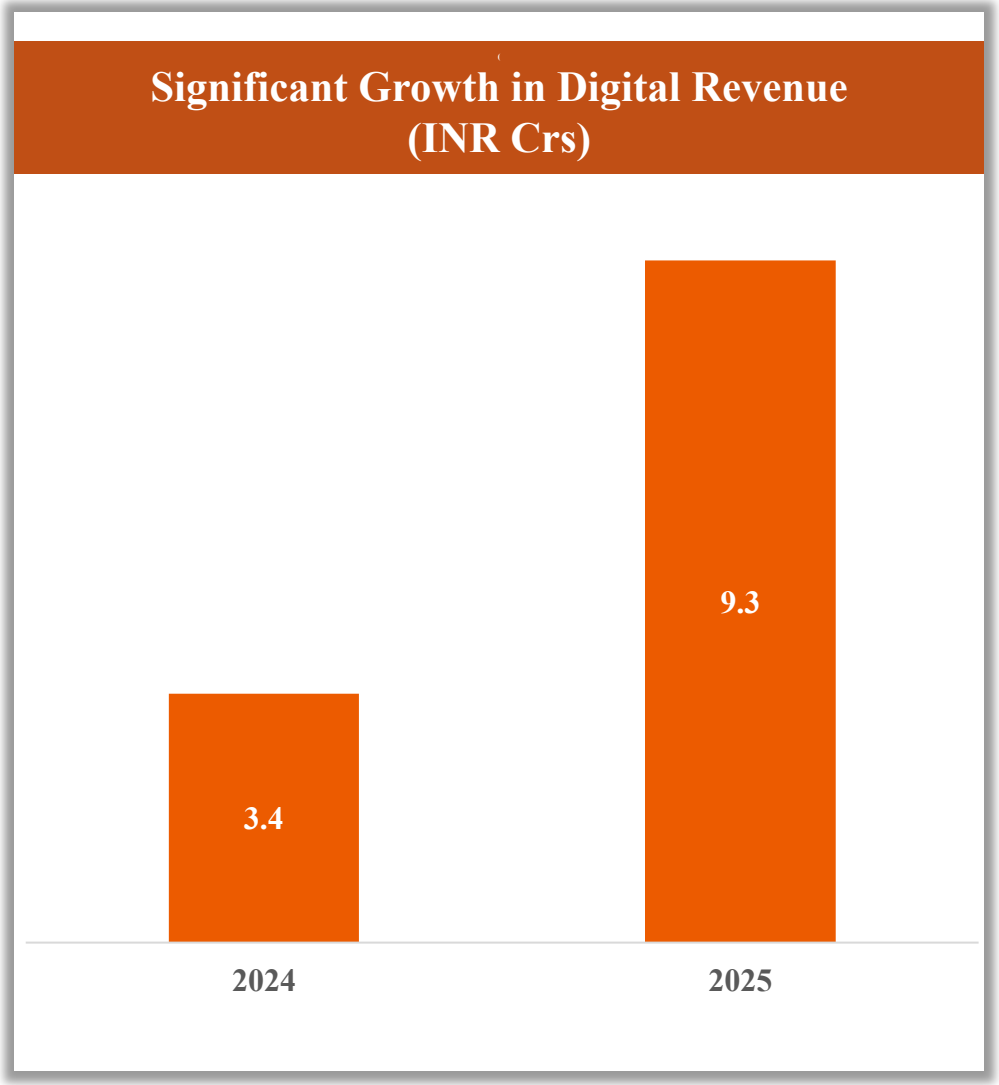








2. Graphisads Strategic Transition To Digital



- High-margin Digital Screen Assets (60%+ EBITDA margin)
- Currently Operates **450+ DOOH screens**, with Rapid Expansion Underway
- Positioned to capture India's Digital Outdoor Advertising Boom
- Active Partnerships with **Transit Networks**

Digitizing the Outdoor Experience

- **Digital billboards** = Real-time Uploads, Increasing Client's Advertising Exposure
- Cloud-Enabled Screens at Railway Stations, Market Areas
- Tech-Enabled Targeting, Programmatic Capabilities on Roadmap
- Speed vs. Traditional OOH: 1 week vs. Instant Turnaround

3. High Growth Vertical Integration

New Business Verticals



Events & Activation

- Strong presence in Govt. & PSU events; growing ₹20,000+ Cr industry
- High-margin, Asset-light Execution Model
- Leverage Existing Networks for Cultural & Civic Outreach

→ **Outlook: Targeting 20–25% YoY growth; Positioning as a Full-Service Events Partner**



Digital Marketing

- Expanding into SEO, Social, and Programmatic media
- Data-led campaigns enhance ROI for OOH clients
- Cross-selling digital to 30–40% of Existing Base

→ **Outlook: 3x revenue growth by FY27 in India's ₹30,000+ Cr Digital Market**



Film/AV Production

- In-house Content for Brands, PSUs, and Govt Campaigns
- High demand for PSAs, Scheme Promotions, and Documentaries

→ **Outlook: ₹50 Cr vertical in 3–5 years; content-first growth engine**

4. Long-term Public/Private Sector Contracts– Ensuring Stability

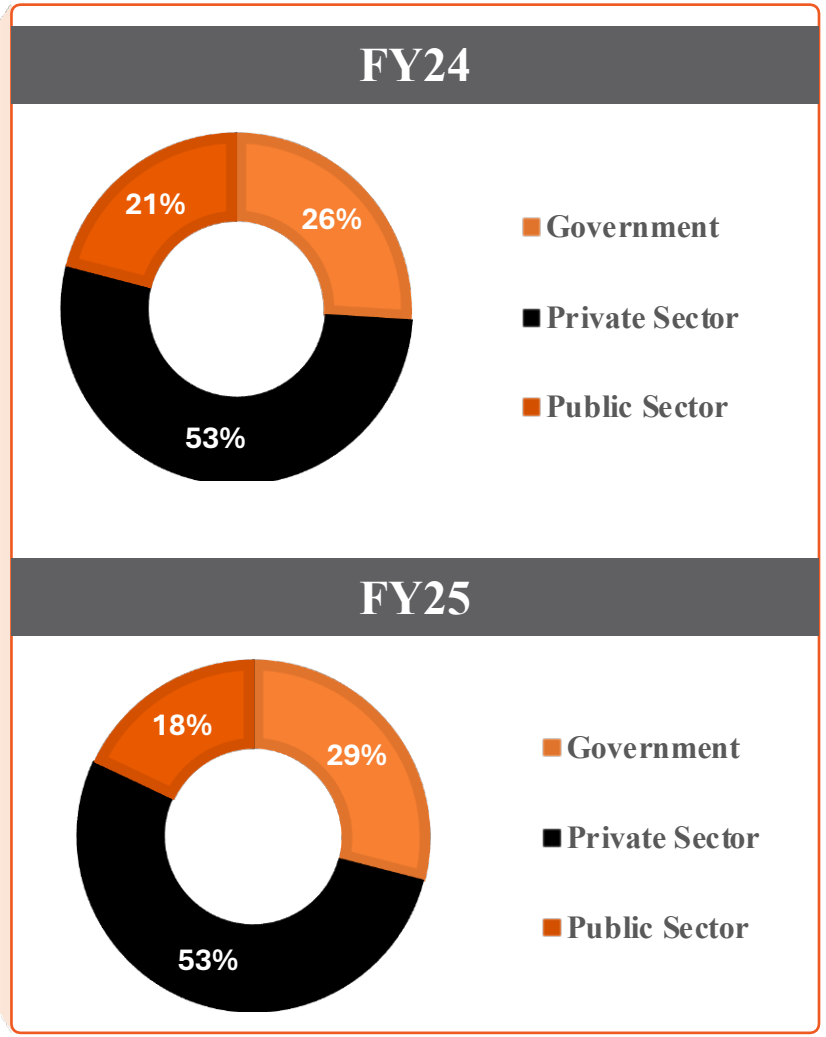
01 Strong Foundation in Public-Sector Advertising Ensures Recurring, Low-risk Revenue.

02 Backed by long-tenure Contracts and Established Government Trust.

03 DAVP registration enables ongoing access to State and Central Government Ad Budgets

04 Revenue Base is Highly stable, with Minimal Client Churn.

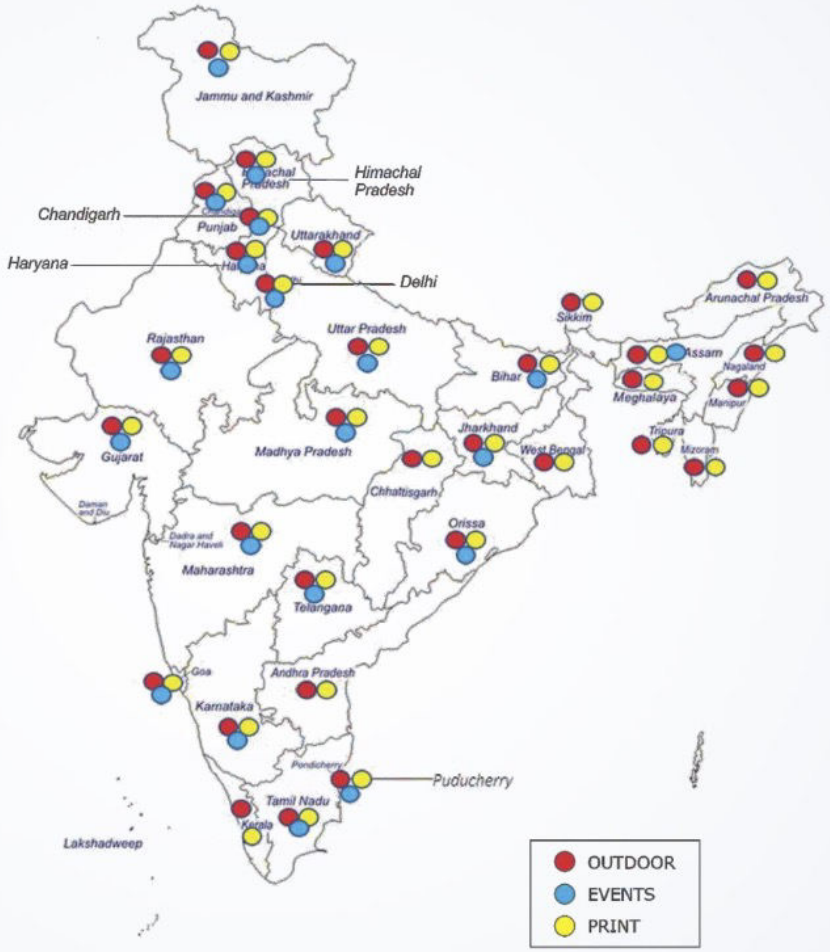
05 High Collections Security with Robust Institutional Backing.



5. Coupled with Sector-Agnostic Client Base

National Presence

Executed Campaigns across all States and Union Territories of India



- Central & State Govt, PSU's
- BFSI
- Real Estate
- Corporate & Private sector
- Healthcare & Retail

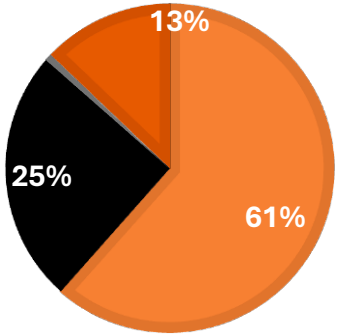
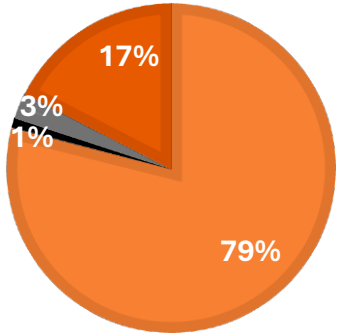
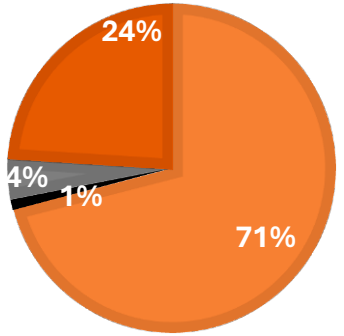
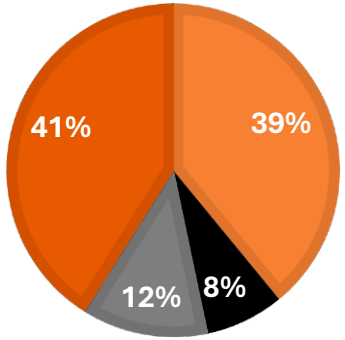
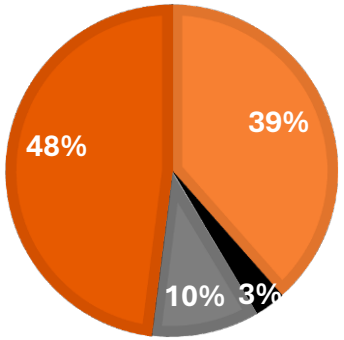
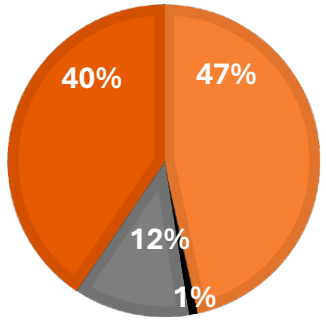
High Barriers to Entry

Stringent requirements for media concessions and urban infrastructure partnerships

Hyper-Localized Business

GraphisAds' expertise in location-based targeting and existing partnerships with retail consumers

6. Diversified and De-risked Growth

		FY23	FY24	FY25	
01	**Geography-wise Revenue Breakup**				East Zone West Zone North Zone South Zone
02	**Activity-wise Revenue Breakup**				Creative/Print Media Digital Events Outdoor

Strategic outlook

Expand Digital Contribution

Target (2030): 25%

Growth Drivers

- Expansion of digital/DOOH inventory
- Strategic partnerships for Investments in ad tech and innovation

Scale Core Projects

- **NDMC OOH Project**: Achieve **25%+ revenue growth** through full-scale operations.
- **NCUI Auditorium**: **Double revenues** by FY26 via optimized utilization and expanded offerings.

Film/AV Production Expansion

- **Target 5%–7%** of total revenue from in-house creative services **by 2027** by focusing on government contracts and scaling operations.

Vertical Integration

- Accomplish strategic acquisitions/ collaborations by **FY26** in advertising/ marketing services to enhance capabilities and expand client offerings

New OOH Inventories

- **Digital LED Screens**: Installed in all Vande Bharat (Amritsar–Delhi) – 5-year term.
- **Subway Panels**: Near CGO Complex & BRT Petrol Pump, Central Zone, Delhi – 500 sq. ft.
- 48 Public Utilities (West & South)

20%–25% Annual Revenue Growth

- Consistently acquire approximately **50 new clients** annually while successfully upselling additional services to over **40%** of the existing client base, driving sustained compounded growth.

Fueled by Creative Professionals

Founded and driven by professionals with deep expertise in advertising, design, branding, and storytelling — bringing strategic creativity to the core of every campaign. The top management has over three decades of experience.



Mr. Inder Aggarwal
Director



Mr Anil Rustagi
CFO



Mr Sidharth Motwani
CEO



Mr B.M. Jha
Vice President



Mr Madan Sachdeva
Vice President



Mr. Vivek Sinha
Vice President



Mr. Kapil Arora
Vice President



Mr. RK Gupta
AVP - Outdoor



Mr. CS Dhama
Company Secretary



Mr. Nirmal Paul
AVP - Marketing



Mr. Akshay Pandey
AVP –Integrations

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Expanding Digital Advertising Solutions

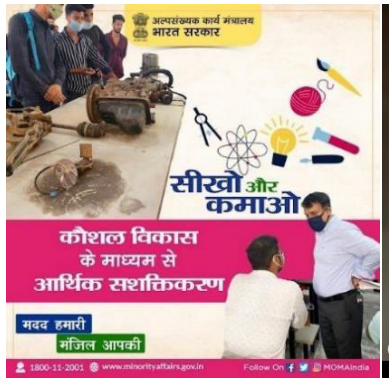
graphisads
360°Advertising Solutions

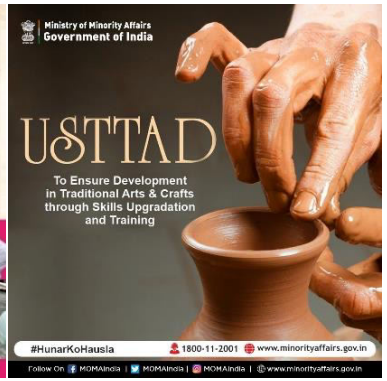










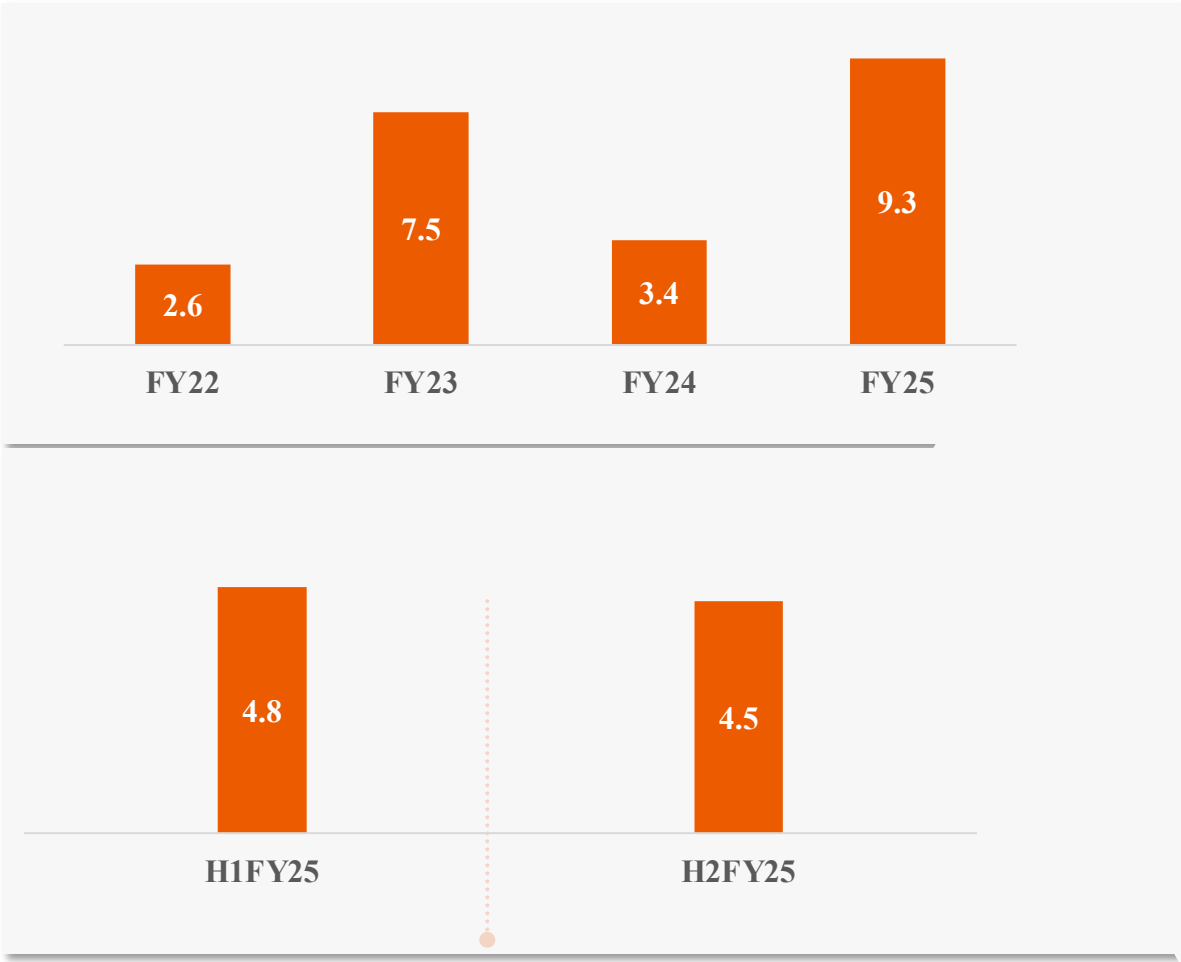






Digital & Advertising Services

Digital & Advertising Revenue (INR Crs)



Consultancy Services

- Digital brand Campaign Creation & Development
- Custom Targeting, Acquisition and Retention

Brand & Lead Generation Campaign

- Online Advertising
- Social network Advertising
- Online Media Planning & Buying

Content Marketing

- Email Marketing
- Digital Asset Development
- Viral Marketing
- Content Writing Services
- Search Engine Optimization
- Pay Per Click

Notable Digital Campaigns

- Campaigns for Ministry of Minority affairs Schemes
- Social Media for NIFTEM-K
- Prakash Group- Sustainable Hospital In Ranchi

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Events as Growth Driver

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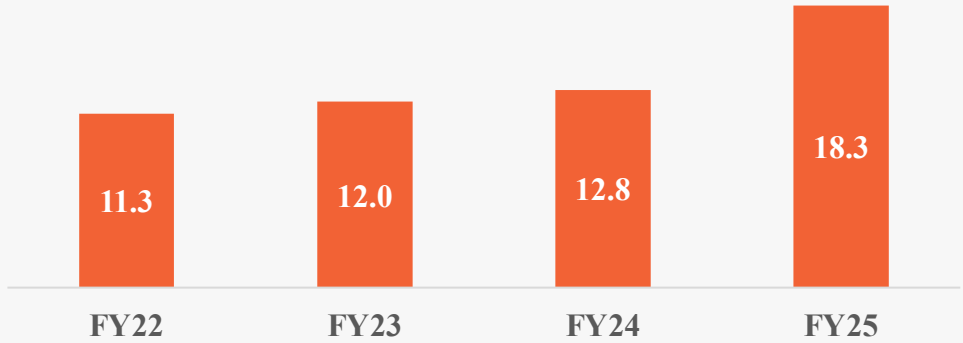


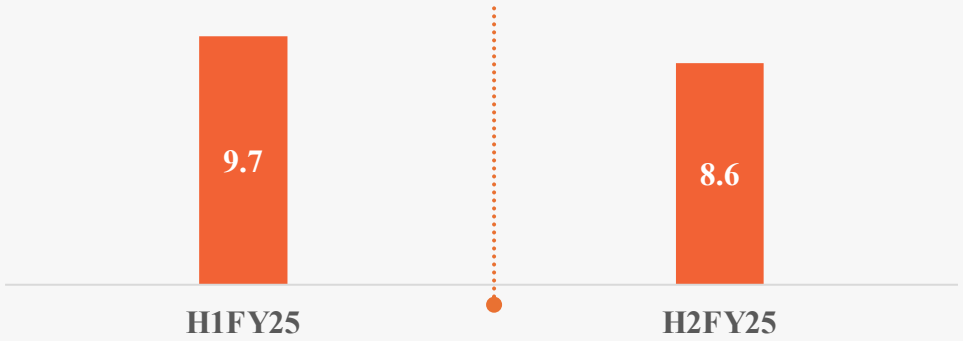





Events - High Growth Segment

Events Revenue (INR Crs)





eVerse event IPR's

Saffron EVENTS

Executed events & Event Management

- Curated & executed more than 200 events and 200 exhibitions stalls for our clients
- In-House fabrication stalls for our clients
- The Mission is to provide necessary expertise in managing client's program from initial concept to completion of the event
- Experienced professionals who conceptualize, design, develop, execute and suggest methodology participation in India and aboard.

Iconic events

- National Minorities Development and Finance Corporation
- Mumbai International Film Festival
- India International Science Festival - Virtual event registered in the Guiness Book of World record, largest attendance for a virtual science
- Event conducted in one week, Addressed by Honorable PM Shri Narendra Modi
- 70th National Film Awards attended by many esteemed guests
- 10-year celebration of MyGov

High-Impact Event Offerings



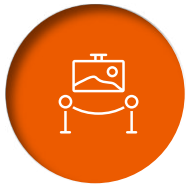
Road Shows



Fund Raisers



Celebrity Endorsements



Exhibitions



Press Conferences



Cultural Events



Corporate Events



Live Shows



Mall Activations



Expos & Fairs



Product Launches



Virtual Events



Contests & Awards

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Future-Ready OOH/DOOH Expansion



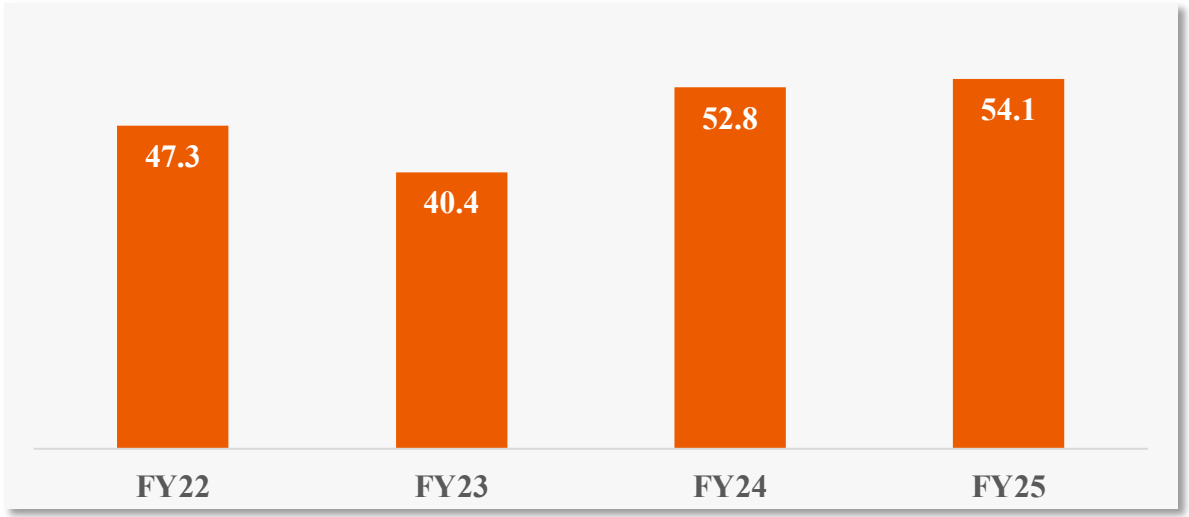


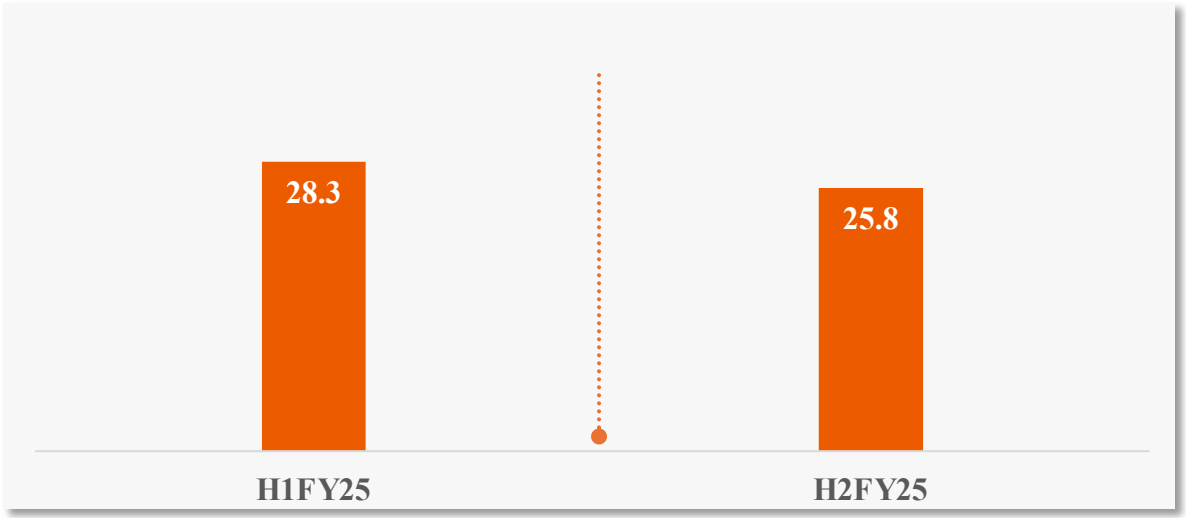




OOH Segment

OOH Revenue YoY (INR Crs)





OOH

- Facilities to install hoardings, Unipoles, Backlit Signages
- Exclusive DAVP approved for Government Organisations
- In-house management of OOH Infrastructure
- Lighting up to 95% of times, one of the best in industry

Unipols across Central Delhi

- Street furniture
- Utilities in NDMC
- Utilities in Central Delhi

DOOH

- New Delhi Railway Station (90 Screens)
- Old Delhi Railway Station (106 Screens)
- Kanpur Central Railway Station Network
- Vande Bharat trains

Vande Bharat India's Most Premium Trains



- **5 Prominent Routes** New Delhi to Katra, New Delhi to Varanasi, Delhi to AMB (HP), Delhi to Amritsar, Bhubneshwar to Vizag
- **200+** LedTVs
- **100%** Train Occupancy
- **Cost Effective** Packages
- **DAVP** Rates Approved
- **Popular Brands** Already On-board

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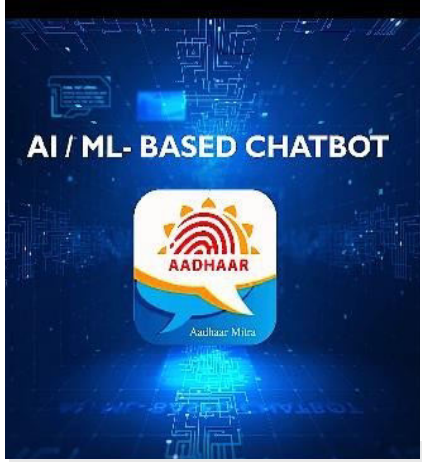
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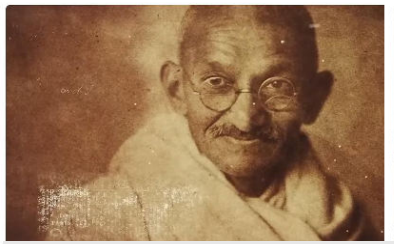
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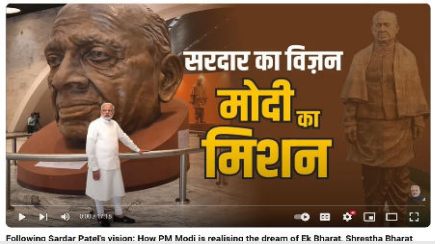
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Creative & Print

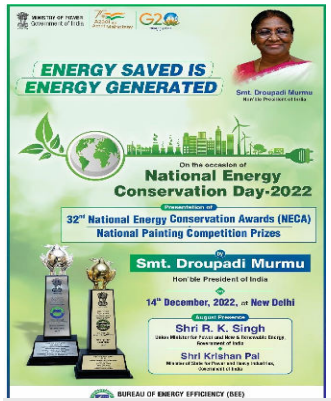


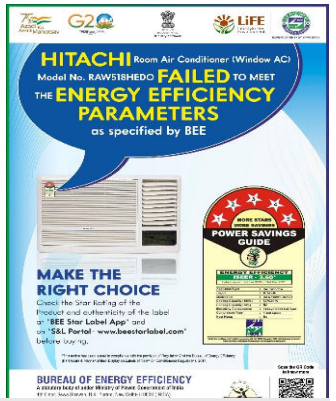




Following Sardar Patel's vision: How PM Modi is realising the dream of Ek Bharat, Shreshtha Bharat





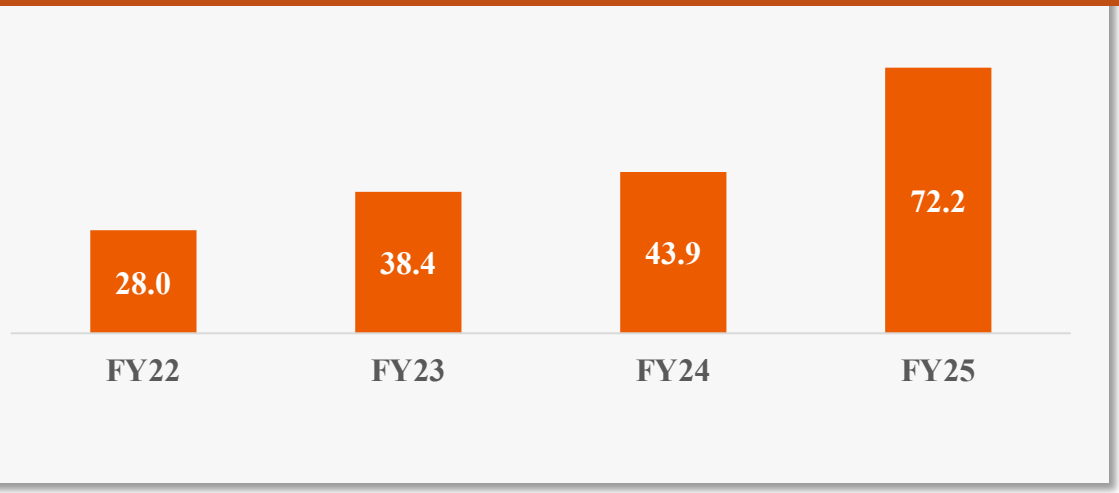


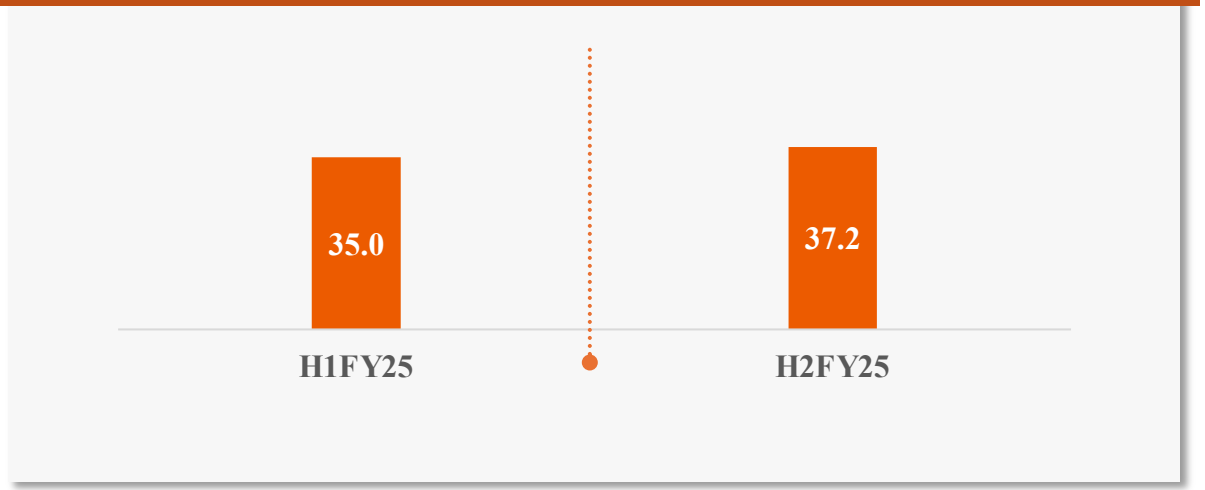




Creative & Print Segment

Creative & Print Revenue (INR Crs)





Highlights

- ✓ GraphisAds executed diverse Print campaigns across sectors like Agriculture, Aviation and Luxury Real Estate
- ✓ Executed impactful radio campaigns across government, real estate and healthcare sectors
- ✓ Amongst top 5 agencies working with **The Times of India, Hindustan Times**, **Radio Mirchi, Red FM, Fever FM, Big FM**
- ✓ High Impact TV Campaigns, brand integration and sponsorship

Video Production

- ✓ Production
- ✓ Corporate films and Documentaries
- ✓ In-house ultra-modern design studio and In-house camera equipment
- ✓ 3-D Computer Animation

Creative Agency

- ✓ Creative Multimedia Agency for media campaigns of the Unique Identification authority of India
- ✓ Empanelled with Various organisations for their Creative Tasks.

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ANNEXURE
FINANCIALS



Profit & Loss Statement

	FY22	FY23	FY24	FY25
Total Revenue from Operations	**89.2**	**98.4**	**112.9**	**153.8**
% Growth	95%	10%	15%	36%
COGS	59.9	70.3	78.3	123.1
Gross Profit	**29.3**	**28.1**	**34.5**	**30.7**
Gross Margin	33%	29%	31%	20%
Total Expenses	18.6	17.0	23.6	23.5
EBITDA	**10.7**	**11.1**	**11.0**	**7.2**
EBITDA Margin	12%	11%	10%	5%
Depreciation	1.3	0.9	1.1	1.5
EBIT	**9.4**	**10.2**	**9.9**	**5.7**
EBIT Margin	11%	10%	9%	4%
Finance Cost	1.9	2.4	2.7	1.2
Other Income	0.1	0.6	0.6	5.5
Exceptional Items	0.0	0.0	0.0	0.0
Prior Period	0.4	0.3	0.0	0.3
PBT	**7.2**	**8.2**	**7.7**	**9.6**
PBT Margin	8%	8%	7%	6%
Tax Expense	0.2	2.6	4.0	1.2
Mat Credit Entitlement	0.0	0.0	0.0	0.0
Tax Adjusted for Earlier Years	0.0	0.1	0.2	-0.4
Tax Rate	3%	32%	52%	13%
PAT	**7.0**	**5.6**	**3.7**	**8.4**
PAT Margin	8%	6%	3%	5%
Earnings Per Equity Share (Face value of Rs. 10 per share)				
Basic EPS (In Rupees)*	0.3	4.1	2.5	4.8

Balance Sheet

	FY22	FY23	FY24	FY25
Equity and Liabilities				
Shareholders funds				
(a) Share Capital	1.9	13.5	18.3	18.3
(b) Reserves and Surplus	37.3	29.4	81.7	83.5
Total of Equity (Shareholders of parent)	**39.2**	**42.9**	**99.9**	**101.7**
Non-controlling interest	0.0	0.0	0.0	0.0
Net Worth	**39.2**	**42.9**	**99.9**	**101.7**
Non-Current Liabilities				
Financial liabilities				
(a) Long-term borrowings	21.6	15.9	5.7	6.5
(b) Deferred Tax Liability (Net)	0.5	0.5	0.8	0.0
(c) Long Term Provisions	0.0	0.8	1.0	0.7
(d) Other Long Term Liabilitiy	0.0	5.7	9.5	17.5
Total Non-Current Liabilities	**22.1**	**22.9**	**17.1**	**24.7**
Current Liabilities				
Financial liabilities				
(a) Short-term Borrowings	12.4	13.6	2.9	17.2
(b) Trade Payables:				
(i) total outstanding dues of micro enterprises and small enterprises; and	1.5	4.8	7.9	1.0
(ii) total outstanding dues of creditors other than micro enterprises and small enterprises	15.9	14.9	18.0	28.2
(c) Other Current Liabilties	8.0	8.7	8.8	6.6
(d) Short-term provisions	2.1	2.5	3.7	2.9
Total Current Liabilities	**39.9**	**44.6**	**41.5**	**55.9**
Total Liabilites	**62.1**	**67.5**	**58.5**	**80.5**
Total Equity and Liabilities	**101.3**	**110.4**	**158.5**	**182.3**

	FY22	FY23	FY24	FY25
Assets				
Non-Current Assets				
(a) Property, Plant & Equipment and Intangible Assets				
(i) Property, Plant & Equipment	16.9	14.8	14.8	16.9
(ii) Intangible Assets	2.8	0.2	0.2	0.2
(iii) Capital WIP	0.0	0.0	0.0	4.3
(b) Other Non-Current Investments	0.0	0.2	1.9	2.8
(c) Other Non-Current Assets	0.0	7.0	12.6	17.9
(d) Long term Loans and advances	7.2	11.0	13.3	23.0
Total Non-Current Assets	**26.9**	**33.2**	**42.8**	**64.9**
Current Assets				
(a) Inventories	0.6	2.8	4.9	7.4
(b) Trade Receivables	46.8	35.8	47.8	53.6
(c) Short term Loans and Advances	22.6	34.3	55.6	48.8
(d) Cash and Cash Equivalents	4.3	4.3	7.2	7.6
(e) Other Current Assets	0.0	0.0	0.0	0.0
Total Current Assets	**74.3**	**77.1**	**115.6**	**117.3**
Total Assets	**101.3**	**110.4**	**158.5**	**182.3**

Cash Flow Statement

	FY22	FY23	FY24	FY25
Profit Before Tax	**7.6**	**8.18**	**7.67**	**9.6**
Operating Profit before Working Capital Changes	10.4	13.04	11.51	7.6
Cash Generated From Operating Activities	1.2	8.2	-24.57	9.8
Net cash From Operating Activities	**2.8**	**6.0**	**-27.14**	**6.5**
B. Cash Flow from Investing Activities				
Net cash used in Investing Activities	**1.6**	**-9.1**	**42.58**	**-25.2**
Net cash used in Financing Activities	**-4.1**	**2.4**	**-12.46**	**18.9**
Cash & cash equivalent at beginning of period	**4.6**	**5.0**	**4.27**	**7.2**
Closing Cash Balance	**5.0**	**4.3**	**7.24**	**7.5**

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GOVERNMENT PSU

खान मंत्रालय MINISTRY OF MINES

Ministry of Social Justice and Empowerment Government of India

ENERGY IS LIFE BEE CONSERVE IT

NIFTEM KUNDLI

पी एफ सी PFC

अल्पसंख्यक कार्य मंत्रालय MINISTRY OF MINORITY AFFAIRS

Ministry of Social Justice and Empowerment Government of India

Khadi India

+ 50 PSUs

REAL ESTATE

SMART WORLD iLive. iWork. iPlay.

TREHAN IRIS

COUNTY GROUP IT'S ALL ABOUT U

EMAAR

OMAXE Turning dreams into reality

TRIBECA

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BHUTANI INFRA

EXPERION THE POSITIVE SIDE OF LIFE 100% FDI REAL ESTATE DEVELOPER

M3M Our Expertise. Your Joy.

PARAS BUILDTECH

WHITELAND

+ 50 REAL ESTATE CLIENTS

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APEEJAY EDUCATION

MANAV RACHNA vidyanatariksha

teri school of advanced studies

RETAIL

colorèssence Color your spirit

action

WOODLAND

TOURISM

BIHAR TOURISM Blissful Bihar

MADHYA PRADESH The heart of Incredible India

Uttar Pradesh U.P. Nahi Dekha To India Nahi Dekha

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Romsons

AMRITA HOSPITAL

Mankind
Serving Life

YASHODA
Super Speciality Hospitals

BFSI

LIC
भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA

Punjab & Sind Bank
(A Govt. of India Undertaking)
Where service is a way of life

सेन्ट्रल बैंक ऑफ़ इंडिया
Central Bank of India

केनरा बैंक
Canara Bank

pnb

sidbi

FOOD & FMCG

Pansari GROUP
Sehat Aapki, Vaada Humara

Baidyanath
ASLI AYURVED

Dilbagh SWEETS

JEWELLERY

MALABAR
GOLD & DIAMONDS
CELEBRATE THE BEAUTY OF LIFE

PCJ
Jeweller for generations
PC Jeweller

MISC

Stonex
india
EXQUISITE IMPORTED MARBLE

NFA
NATIONAL FILM AWARDS

PHDCCI
HARMONY
PROGRESS
DEVELOPMENT
Estd. - 1905

THINK CLADDING THINK
ALSTONE

MARBLE CITY
WE LUXURY

JSL
JINDAL STAINLESS

CII

THANK YOU

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