Date: November 13, 2026

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

Subject: Outcome of Board Meeting held on Friday, November 13, 2026

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

Dear Sir/Ma'am,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and in continuation of our intimation dated November 05, 2026, we wish to inform you that the Board of Directors of the Company, at its meeting held today, i.e., Friday, November 13, 2026, inter alia, considered and approved the Unaudited Standalone and Consolidated Financial Results of the Company for the quarter and half-year ended September 30, 2026, along with the Limited Review Report issued by M/s Amit Ramakant & Co., Statutory Auditors of the Company, as recommended by the Audit Committee.

In pursuance of the aforesaid, find enclosed the following:

- A copy of the aforesaid Unaudited Standalone and Consolidated Financial Results along with the Limited Review Report is enclosed as **Annexure A**
- Statement of Deviation or Variation in utilization of funds raised through Public Issue in accordance with the provisions under Regulation 32 of the Listing Regulations enclosed as **Annexure B**

The aforesaid financial results are also being made available on the website of the Company at www.adcountymedia.com

Further, pursuant to the Code of Conduct framed under the SEBI (Prohibition of Insider Trading) Regulations, 2015, 'Trading Window' for all Directors, Promoters, Connected Persons, Designated Persons and their immediate relatives of the Company, for trading in the shares of the Company shall be open after 48 hours of declaration of financial results for the quarter and half-year ended on September 30, 2026.

The Board Meeting commenced at 03:00 PM and was concluded at 7:40 PM.

This is for your information and record.

Yours faithfully,
FOR ADCOUNTY MEDIA INDIA LIMITED

GARIMA MALIK Digitally signed by GARIMA MALIK
Date: 2026.11.13 20:04:42 +05'30'

Garima Malik
Company Secretary and Compliance Officer

Independent Auditor's Review Report on Standalone Unaudited Quarterly Financial Results and Year to Date Results of the Company pursuant to the Regulations 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended)

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 Standalone 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 2026 and year to date results for the period 1 April 2026 to 30 September 2026, 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 ('lnd 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.

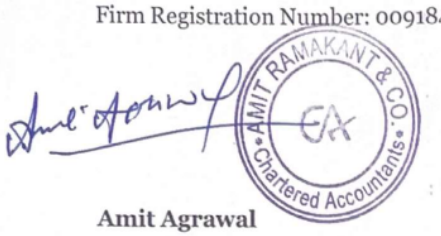
3. We conducted our review of the Statement in accordance with the Standard on Review Engagements (SRE) 2410, Review of Interim Financial Information Performed by the Independent Auditor of the Entity, issued by the Institute of Chartered Accountants of India. A review of interim financial information 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.

AMIT RAMAKANT & CO. Chartered Accountants

404, 4th Floor, OKAY Plus Tower, Near Vishal Mega Mart, M.I.Road, JAIPUR
Telephone No. (O): +91-141-4010435 I Mobile No: +91-982-920-0435 I E-mail: amitagrawalca100@gmail.com

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 lnd AS 34, prescribed under section 133 of the Act, and other accounting principles generally accepted ln 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: 26077407XIKVQI5184
Place: Jaipur
Date: 13 November 2026

AdCounty Media

QTR-2, F.Y. 2026-27
Standalone
Financial Results

ADCOUNTY MEDIA INDIA LIMITED
(Formerly known as Adcounty Media India Private Limited)
CIN : L93000RJ2017PLC057939
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 Standalone Financial Results for the Quarter and Half Year Ended 30 September 2026

(Rs. in Lacs, unless otherwise stated)

Particulars	Quarter Ended			Half Year Ended			Year Ended
	30-Sep-26	30-Jun-26	30-Sep-25	30-Sep-26	31-Mar-26	30-Sep-25	31-Mar-26
	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Audited)**	(Unaudited)	(Audited)
INCOME							
Revenue from Operations	2,220.39	2,307.77	1,670.07	4,528.16	5,102.17	3,374.73	8,476.90
Other Income	94.07	64.05	129.35	158.12	169.12	174.24	343.36
Total Income	**2,314.46**	**2,371.82**	**1,799.42**	**4,686.28**	**5,271.29**	**3,548.97**	**8,820.26**
EXPENSES							
Cost of Traded Media	1,618.76	1,504.37	924.50	3,123.13	3,024.09	1,880.58	4,904.67
Employee Benefits Expense	113.11	87.25	70.88	200.36	149.93	133.59	283.52
Finance Costs	9.73	20.32	18.24	30.05	12.14	23.68	35.82
Depreciation and Amortization Expense	21.36	18.43	7.92	39.79	31.54	15.58	47.12
Other Expenses	189.46	103.77	177.38	293.23	485.59	353.26	838.85
Total Expenses	**1,952.42**	**1,734.14**	**1,198.92**	**3,686.56**	**3,703.29**	**2,406.69**	**6,109.98**
Profit Before Tax	**362.04**	**637.68**	**600.50**	**999.72**	**1,568.00**	**1,142.28**	**2,710.28**
Tax Expenses							
(1) Current Tax	96.32	167.05	158.08	263.37	400.24	294.49	694.73
(2) Deferred Tax	(2.01)	(0.72)	6.96	(2.73)	4.68	2.69	7.37
(3) Tax Related to Earlier Years	(0.50)	-	-	(0.50)	1.99	-	1.99
Total Tax Expenses	**93.81**	**166.33**	**165.04**	**260.14**	**406.91**	**297.18**	**704.09**
Net Profit for the Period/Year	**268.23**	**471.35**	**435.46**	**739.58**	**1,161.09**	**845.10**	**2,006.19**
Other Comprehensive Income							
Remeasurement of Post employment benefit & Obligations (Net of tax)	5.60	-	21.27	5.60	2.19	19.29	21.48
Total Other Comprehensive Income for the Period/Year (Net of Tax)	**5.60**	**-**	**21.27**	**5.60**	**2.19**	**19.29**	**21.48**
Total Comprehensive Income for the Period/Year	**273.83**	**471.35**	**456.73**	**745.18**	**1,163.28**	**864.39**	**2,027.67**
Paid up Equity share capital (Face Value of Rs. 10/- Per Share)	**2,250.12**	**2,250.12**	**2,250.12**	**2,250.12**	**2,250.12**	**2,250.12**	**2,250.12**
Earnings per Share (In Rs.)*							
Basic	**1.19**	**2.09**	**1.95**	**3.29**	**5.16**	**4.34**	**9.56**
Diluted	**1.19**	**2.09**	**1.95**	**3.29**	**5.16**	**4.34**	**9.56**
Earnings before Inerest, Depreciation and Tax (EBIDTA)	376.01	659.31	617.68	1,035.33	1,582.12	1,168.07	2,750.18

* Refer Note 3
** Refer Note 4

AMIT RAMAKANT & CO. Chartered Accountants

Adcounty Media India Limited Jaipur

AdCounty Media

QTR-2, F.Y. 2026-27
Standalone
Financial Results

Statement of Unaudited Standalone Assets And Liabilities

(Rs. in Lacs, unless otherwise stated)

Particulars	As At 30-Sep-2026 (Unaudited)	As At 31-Mar-2026 (Audited)
ASSETS		
Non-Current Assets		
Property Plant and Equipment	46.50	23.80
Right-of-use Assets	239.47	269.40
Intangible Assets under Development	2,267.36	1,684.51
Investment in Subsidiaries	1,074.13	1,074.13
Financial Assets		
(i) Investments	126.35	122.37
(ii) Other Financial Assets	500.57	1,973.66
Deferred Tax Assets (Net)	14.93	12.20
Total Non-Current Assets	**4,269.31**	**5,160.07**
Current Assets		
Financial Assets		
(i) Trade Receivables	3,966.71	4,462.50
(ii) Cash and Cash Equivalents	667.07	766.64
(iii) Bank Balances Other than (ii) above	1,754.27	831.07
(iv) Loans	1,225.71	-
Other Current Assets	1,124.32	449.13
Total Current Assets	**8,738.08**	**6,509.34**
TOTAL - ASSETS	**13,007.39**	**11,669.41**
EQUITY AND LIABILITIES		
Equity		
Equity Share Capital	2,250.12	2,250.12
Other Equity	9,166.25	8,421.09
Total Equity	**11,416.37**	**10,671.21**
Liabilities		
Non-Current Liabilities		
Financial Liabilities		
(i) Lease Liabilities	197.98	223.69
Employee Benefit Obligations	62.75	59.81
Total Non-Current Liabilites	**260.73**	**283.50**
Current Liabilities		
Financial Liabilities		
(i) Borrowing	382.02	-
(ii) Lease Liabilities	50.42	48.45
(iii) Trade Payables		
Total outstanding dues of Micro Enterprises & Small Enterprises	33.41	28.98
Total outstanding dues of creditors other than Micro Enterprises & Small Enterprises	669.17	507.26
(iv) Other Financial Liabilities	63.23	39.86
Other Current Liabilities	104.08	54.74
Employee Benefit Obligations	2.15	1.93
Current Tax Liabilities (Net)	25.81	33.48
Total Current Liabilites	**1,330.29**	**714.70**
TOTAL - EQUITY AND LIABILITIES	**13,007.39**	**11,669.41**

AMIT RAMAKANT & CO. Chartered Accountants

AdCounty Media India Limited Jaipur

Notes to Statement of Standalone Financial Results

1. The above Standalone financial results were reviewed by the Audit Committee and approved by the Board of Directors at their respective meeting held on 13 November 2026. 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 2026 and have issued an unmodified Limited Review Report.

2. These results have been prepared in accordance with the recognition and measurement principles laid down in the Indian Accounting Standards (Ind AS), specified under Section 133 of the Companies Act, 2013("the Act") read with the Companies (Indian Accounting Standards) Rule, 2015 and other accounting principles generally accepted in India and is in compliance with the presentation and disclosure requirements of Regulation 33 of SEBI (Listing Obligation & Disclosure Requirements) Regulations, 2015 (as amended).

3. Earnings per share for the quarter ended 30 September 2026, 30 June 2026 and 30 September 2025 and half year ended 30 September 2026, 31 March 2026 and 30 September 2025 have been calculated for three months and six months respectively and not annualized.

4. The figures for the half year ended 31 March 2026 are the balancing figures between the audited standalone figures in respect of the full financial year and the published standalone year to date figures up to the first half year ended of the financial year. Also, the figures up to the end of first half year ended were only reviewed and not subject to audit.

5. No investor complaints were pending as on 30 September 2026.

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 Company, being a SME Listed Entity, is not mandated to disclose quarterly financial results, however, the management has on a suo-moto basis, elected to make such disclosures in the spirit of good corporate governance.

9. The Company operates in single Reportable Segment 'Digital Advertising Services' in terms of Ind-AS 108, 'Operating Segment'.

For and on behalf of the Board of Directors

AdCounty Media India Limited Jaipur

Aditya Jangid
Chairman and Joint Managing Director
DIN: 01655674

Place: Jaipur
Date: 13 November 2026

Statement of Unaudited Standalone Cash Flows for the Half Year Ended 30 September 2026

(Rs. in Lacs, unless otherwise stated)

Particulars	Half Year Ended	
	30-Sep-2026	30-Sep-2025
	(Unaudited)	(Unaudited)
(A) Cash Flows From Operating Activities		
1. Profit / (Loss) Before Tax	999.72	1,142.28
2. Adjustment for :		
Depreciation and Amortisation Expenses	39.79	15.58
Interest Income	(128.71)	(75.86)
Finance Costs	30.05	23.68
Trade receivable written-off	-	(36.06)
Net Foreign Exchange Loss/(Gain)	(23.61)	(60.61)
Gratuity Expenses	9.50	7.26
Fair value (Gain)/Loss on Mutual Funds	(3.98)	(1.39)
3. Operating Profit before Working Capital Changes (1+2)	**922.76**	**1,014.88**
4. Change in Working Capital		
(Increase)/Decrease in Trade and Other Receivables	518.30	(1,328.42)
(Increase)/Decrease in Other Financial Assets & Other Assets	847.03	(427.10)
Increase/(Decrease) in Trade Payables, Other Financial Liabilities & Other Liabilities	238.30	(45.32)
Change in Working Capital	**1,603.63**	**(1,800.84)**
5. Cash Generated from Operations (3+4)	**2,526.39**	**(785.96)**
6. Income Taxes Paid	(330.93)	(150.00)
7. Net Cash Flows from Operating Activities (5+6) (A)	**2,195.46**	**(935.96)**
(B) Cash Flows from Investing Activities		
Proceeds From Sale of Tangible Assets	-	0.09
Payment for Intangible Assets Under Development	(582.84)	(161.09)
Payment for Investment in Subsidaries	-	-
Payment For Purchase of Property, Plant and Equipment's	(32.56)	(2.73)
Net Investments in Fixed Deposits	-	(3,286.22)
Net Movement in Other Bank Balances	(923.20)	-
Net Loan & Advances (Given)/Repaid	(1,225.71)	-
Interest Received	128.71	75.86
Net Cash Generated / (Used) in Investing Activities (B)	**(2,635.60)**	**(3,374.09)**
(C) Net Cash flow from Financing Activities		
Proceeds from issue of Equity Shares	-	596.32
Securities Premium Received	-	4,472.40
Transaction costs related to Initial Public Offer	-	(214.60)
Principal Element of Lease Liability	(34.23)	(13.47)
Proceeds/ (Repayment) of Borrowings	382.02	-
Interest Paid	(7.22)	(19.76)
Net Cash Generated / (Used) in Financing Activities (C)	**340.57**	**4,820.89**
(D) Net Change in Cash & Cash Equivalents (A+B+C)	**(99.57)**	**510.84**
(E) Cash & Cash Equivalents as at the Beginning	**766.64**	**371.72**
(F) Cash & Cash Equivalents as at the End (D+E)	**667.07**	**882.56**

Reconciliation of Cash and Cash Equivalents as per the Statement of Cash Flows

Cash and Cash Equivalents as per above comprise the following:	As At 30-Sep-2026	As At 30-Sep-2025
Cash and Cash Equivalents		
Cash on Hand	19.36	6.57
Balances with Banks:		
In Current Accounts	212.95	349.47
In Deposit Account with maturity of less than 3 Months	434.76	526.52
Total	**667.07**	**882.56**

AMIT RAMAKANT & CO. Chartered Accountants

AdCounty Media India Limited Jaipur

Independent Auditor's Review Report on Consolidated Unaudited Quarterly Financial Results and Year to Date Results of the Company pursuant to the Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended)

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 Consolidated unaudited financial results ('the Statement') of **Adcounty Media India Limited** (Formerly known as 'Adcounty Media India Private Limited') ('the Holding Company' or ' Company') and its subsidiaries (the Holding Company and its subsidiaries together referred to as "the Group"), (refer Annexure - 1 for the list of Subsidiaries, included in the Statement) for the quarter ended 30 September 2026 and the consolidated year to date results for the period 01 April 2026 to 30 September 2026, being submitted by the Holding Company pursuant to the requirements of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended), ('Listing Regulations').

2. This Statement, which is the responsibility of the Holding Company's management and approved by the Holding 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

AMIT RAMAKANT & CO. Chartered Accountants

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.

We also performed procedures in accordance with the Circular issued by the SEBI under Regulation 33 (8) of the Listing Regulations, to the extent applicable.

4. Based on our review conducted and procedures performed as stated in paragraph 3 above and upon consideration of the financial information submitted by the management to us referred to in paragraph 5 below, 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 lnd AS 34, prescribed under section 133 of the Act, and other accounting principles generally accepted ln 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.

5. The accompanying Statement includes unaudited interim financial results and other unaudited financial information in respect of:

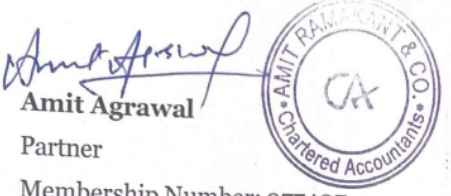
   Two subsidiaries, whose interim financial results and other financial information reflect total assets of Rs. 1,445.77 (`In Lacs) as at 30 September 2026, total revenues of Rs. 116.07 (`In Lacs) and Rs. 333.88 (`In Lacs), total net Profit after tax of Rs. 56.43 (`In Lacs) and Rs. 99.14 (`In Lacs), total comprehensive income of Rs. 58.61 (`In Lacs) and Rs. 100.21 (`In Lacs), for the quarter and year-to-date period ended on 30 September 2026, respectively, and net cash inflows of Rs. 9.25 (`In Lacs) for the period ended on 30 September 2026, as considered in the statement.



The unaudited interim financial results and other unaudited financial information of these subsidiaries, have not been reviewed by their auditors and have been approved and furnished to us by the Management and our conclusion on the Statement, in so far as it relates to the affairs of these subsidiaries, is based solely on such unaudited interim financial results and other unaudited financial information. According to the information and explanations given to us by the Management, these interim financial results are not material to the Group.

Our conclusion on the Statement in respect of this matter is not modified with respect to our reliance on the financial results certified by the management.

For Amit Ramakant & Co.
Chartered Accountants
Firm Registration Number: 009184C



Amit Agrawal
Partner
Membership Number: 077407
UDIN: 26077407LJZTAU1662
Place: Jaipur
Date: 13 November 2026

Annexure - 1

List of entities included in the Statement:

Name of Holding Company

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

Name of Subsidiaries

Adcounty Global Media L.L.C Dubai (Wholly Owned Foreign Subsidiary)

Adaxx Adtech & Media LLP (99.95% Holding)



AdCounty Media

QTR-2, F.Y. 2026-27
Consolidated
Financial Results

ADCOUNTY MEDIA INDIA LIMITED
(Formerly known as Adcounty Media India Private Limited)
CIN : L93000RJ2017PLC057939
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 Consolidated Financial Results for the Quarter and Half Year Ended 30 September 2026

(Rs. in Lacs, unless otherwise stated)

Particulars	Quarter Ended			Half Year Ended			Year Ended
	30-Sep-26	30-Jun-26	30-Sep-25	30-Sep-26	31-Mar-26	30-Sep-25	31-Mar-26
	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Audited)**	(Unaudited)	(Audited)
INCOME							
Revenue from Operations	2,336.46	2,525.58	1,670.07	4,862.04	5,236.17	3,374.73	8,610.90
Other Income	94.63	64.11	129.35	158.74	169.86	174.24	344.10
Total Income	**2,431.09**	**2,589.69**	**1,799.42**	**5,020.78**	**5,406.03**	**3,548.97**	**8,955.00**
EXPENSES							
Cost of Traded Media	1,635.77	1,653.77	924.50	3,289.54	3,118.21	1,880.58	4,998.79
Employee Benefits Expense	144.41	103.52	70.88	247.93	150.43	133.59	284.02
Finance Costs	9.73	20.32	18.24	30.05	12.14	23.68	35.82
Depreciation and Amortization Expense	21.36	18.43	7.92	39.79	31.54	15.58	47.12
Other Expenses	197.77	113.26	177.38	311.03	506.78	353.26	860.04
Total Expenses	**2,009.04**	**1,909.30**	**1,198.92**	**3,918.34**	**3,819.10**	**2,406.69**	**6,225.79**
Profit Before Tax	**422.05**	**680.39**	**600.50**	**1,102.44**	**1,586.93**	**1,142.28**	**2,729.21**
Tax Expenses							
(1) Current Tax	99.90	167.05	158.08	266.95	400.24	294.49	694.73
(2) Deferred Tax	(2.01)	(0.72)	6.96	(2.73)	4.68	2.69	7.37
(3) Tax Related to Earlier Years	(0.50)	-	-	(0.50)	1.99	-	1.99
Total Tax Expenses	**97.39**	**166.33**	**165.04**	**263.72**	**406.91**	**297.18**	**704.09**
Net Profit for the Period/Year	**324.66**	**514.06**	**435.46**	**838.72**	**1,180.02**	**845.10**	**2,025.12**
Other Comprehensive Income							
Items that will be reclassified to profit or loss:							
Foreign Currency Translation Reserve	2.18	(1.11)	-	1.07	5.02	-	5.02
Items that will not be reclassified to profit or loss:							
Remeasurement of Post employment benefit & Obligations (Net of tax)	5.60	-	21.27	5.60	2.19	19.29	21.48
Total Other Comprehensive Income for the Period/Year (Net of Tax)	**7.78**	**(1.11)**	**21.27**	**6.67**	**7.21**	**19.29**	**26.50**
Total Comprehensive Income for the Period/Year	**332.44**	**512.95**	**456.73**	**845.39**	**1,187.23**	**864.39**	**2,051.62**
Paid up Equity share capital (Face Value of Rs. 10/- Per Share)	**2,250.12**	**2,250.12**	**2,250.12**	**2,250.12**	**2,250.12**	**2,250.12**	**2,250.12**
Earnings per Share (In Rs.)*							
Basic	**1.44**	**2.28**	**1.95**	**3.73**	**5.24**	**4.34**	**9.65**
Diluted	**1.44**	**2.28**	**1.95**	**3.73**	**5.24**	**4.34**	**9.65**
Earnings before Interest, Depreciation and Tax (EBIDTA)	436.02	702.02	617.68	1,138.04	1,601.05	1,168.66	2,769.11

* Refer Note 3
** Refer Note 4

AMIT RAMAKANT & CO. Chartered Accountants

AdCounty Media India Limited Jaipur

AdCounty Media

QTR-2, F.Y. 2026-27
Consolidated
Financial Results

Statement of Unaudited Consolidated Assets And Liabilities

(Rs. in Lacs, unless otherwise stated)

Particulars	As At 30-Sep-2026 (Unaudited)	As At 31-Mar-2026 (Audited)
ASSETS		
Non-Current Assets		
Property Plant and Equipment	46.50	23.80
Right-of-use Assets	239.47	269.40
Intangible Assets under Development	3,110.31	2,527.46
Financial Assets		
(i) Investments	126.35	122.37
(ii) Other Financial Assests	500.57	1,973.66
Income Tax Assets (Net)	8.55	11.27
Deferred Tax Assets (Net)	14.93	12.20
Total Non-Current Assets	**4,046.68**	**4,940.16**
Current Assets		
Financial Assets		
(i) Trade Receivables	4,270.54	4,554.75
(ii) Cash and Cash Equivalents	720.89	811.21
(iii) Bank Balances Other than (ii) above	1,756.31	925.58
(iv) Loans	1,225.71	-
Other Current Assets	1,299.17	612.03
Total Current Assets	**9,272.62**	**6,903.57**
TOTAL - ASSETS	**13,319.30**	**11,843.73**
EQUITY AND LIABILITIES		
Equity		
Equity Share Capital	2,250.12	2,250.12
Other Equity	9,290.41	8,445.04
Equity Attributable to Owners	**11,540.53**	**10,695.16**
Non-controlling interests	0.50	0.50
Total Equity	**11,541.03**	**10,695.66**
Liabilities		
Non-Current Liabilities		
Financial Liabilities		
(i) Lease Liabilities	197.98	223.69
Employee Benefit Obligations	62.75	59.81
Total Non-Current Liabilites	**260.73**	**283.50**
Current Liabilities		
Financial Liabilities		
(i) Borrowings	382.02	-
(ii) Lease Liabilities	50.42	48.45
(iii) Trade Payables		
Total outstanding dues of Micro Enterprises & Small Enterprises	33.41	28.98
Total outstanding dues of creditors other than Micro Enterprises & Small Enterprises	798.75	576.67
(iv) Other Financial Liabilities	102.03	69.40
Other Current Liabilities	122.95	105.66
Employee Benefit Obligations	2.15	1.93
Current Tax Liabilities (Net)	25.81	33.48
Total Current Liabilites	**1,517.54**	**864.57**
TOTAL - EQUITY AND LIABILITIES	**13,319.30**	**11,843.73**

AMIT RAMAKANT & CO. Chartered Accountants

AdCounty Media India Limited Jaipur

Notes to Statement of Consolidated Financial Results

1. The above Consolidated financial results were reviewed and recommended by the Audit Committee and approved by the Board of Directors at their respective meeting held on 13 November 2026. 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 2026 and have issued an unmodified Limited Review Report.

2. These results have been prepared in accordance with the recognition and measurement principles laid down in the Indian Accounting Standards (Ind AS), specified under Section 133 of the Companies Act, 2013("the Act") read with the Companies (Indian Accounting Standards) Rule, 2015 and other accounting principles generally accepted in India and is in compliance with the presentation and disclosure requirements of Regulation 33 of SEBI (Listing Obligation & Disclosure Requirements) Regulations, 2015 (as amended).

3. Earnings per share for the quarter ended 30 September 2026, 30 June 2026 and 30 September 2025 and half year ended 30 September 2026, 31 March 2026 and 30 September 2025 have been calculated for three months and six months respectively and not annualized.

4. The figures for the half year ended 31 March 2026 are the balancing figures between the audited consolidated figures in respect of the full financial year and the published consolidated year to date figures up to the first half year ended of the financial year. Also, the figures up to the end of first half year were only reviewed and not subject to audit.

5. No investor complaints were pending as on 30 September 2026.

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 Company, being a SME Listed Entity, is not mandated to disclose quarterly financial results, however, the management has on a suo-moto basis, elected to make such disclosures in the spirit of good corporate governance.

9. The Group operates in single Reportable Segment 'Digital Advertising Services' in terms of Ind-AS 108, 'Operating Segment'.

10. The consolidated financial results have been prepared as the Group has two subsidiaries (a) **Adcounty Global Media LLC in Dubai** and (b) **Adaxx Adtech & Media LLP**. The consolidated figures for the quarter and half year ended 30 September 2025 disclosed in the above consolidated results taken from the standalone financial results as approved by the board of directors. As there were no consolidated financial results at that time.

For and on behalf of the Board of Directors

AdCounty Media India Limited Jaipur

Aditya Jangid
Chairman and Joint Managing Director
DIN: 01655674

Place: Jaipur
Date: 13 November 2026

AdCounty Media

QTR-2, F.Y. 2026-27
Consolidated
Financial Results

Statement of Unaudited Consolidated Cash Flows for the Half Year Ended 31 March 2026

(Rs. in Lacs, unless otherwise stated)

Particulars	Half Year Ended	
	30-Sep-2026	30-Sep-2025
	(Unaudited)	(Unaudited)
(A) Cash Flows From Operating Activities		
1. Profit / (Loss) Before Tax	1,102.44	1,142.28
2. Adjustment for :		
Depreciation and Amortisation Expenses	39.79	15.58
Foreign Currency Translation Reserve	1.07	-
Interest Income	(129.11)	(75.86)
Finance Costs	30.05	23.68
Trade receivable written-off	-	(36.06)
Net Foreign Exchange Loss/(Gain)	(23.82)	(60.61)
Gratuity Expenses	9.50	7.26
Fair value (Gain)/Loss on Mutual Funds	(3.98)	(1.39)
3. Operating Profit before Working Capital Changes (1+2)	**1,025.94**	**1,014.88**
4. Change in Working Capital		
(Increase)/Decrease in Trade and Other Receivables	289.39	(1,328.42)
(Increase)/Decrease in Other Financial Assets & Other Assets	852.61	(427.10)
Increase/(Decrease) in Trade Payables, Other Financial Liabilities & Other Liabilities	275.70	(45.32)
Change in Working Capital	**1,417.70**	**(1,800.84)**
5. Cash Generated from Operations (3+4)	**2,443.64**	**(785.96)**
6. Income Taxes Paid	(331.79)	(150.00)
7. Net Cash Flows from Operating Activities (5+6) (A)	**2,111.85**	**(935.96)**
(B) Cash Flows from Investing Activities		
Proceeds From Sale of Tangible Assets	-	0.09
Payment for Intangible Assets Under Development	(582.84)	(161.09)
Payment For Purchase of Property, Plant and Equipment's	(32.56)	(2.73)
Net Investments in Fixed Deposits	-	(3,286.22)
Net Movement in Other Bank Balances	(830.74)	-
Net Loan & Advances (Given)/Repaid	(1,225.71)	-
Interest Received	129.11	75.86
Net Cash Generated / (Used) in Investing Activities (B)	**(2,542.74)**	**(3,374.09)**
(C) Net Cash flow from Financing Activities		
Proceeds from issue of Equity Shares	-	596.32
Securities Premium Received	-	4,472.40
Transaction costs related to Initial Public Offer	-	(214.60)
Principal Element of Lease Liability	(34.23)	(13.47)
Proceeds/ (Repayment) of Borrowings	382.02	-
Interest Paid	(7.22)	(19.76)
Net Cash Generated / (Used) in Financing Activities (C)	**340.57**	**4,820.89**
(D) Net Change in Cash & Cash Equivalents (A+B+C)	**(90.32)**	**510.84**
(E)Cash & Cash Equivalents as at the Beginning	**811.21**	**371.72**
(F) Cash & Cash Equivalents as at the End (D+E)	**720.89**	**882.56**

Reconciliation of Cash and Cash Equivalents as per the Statement of Cash Flows

Cash and Cash Equivalents as per above comprise the following:	As At 30-Sep-2026	As At 30-Sep-2025
Cash and Cash Equivalents		
Cash on Hand	20.95	6.57
Balances with Banks:		
In Current Accounts	265.18	349.47
In Deposit Account with maturity of less than 3 Months	434.76	526.52
Total	**720.89**	**882.56**

AMIT RAMAKANT & CO. Chartered Accountants

AdCounty Media India Limited Jaipur

Annexure B

Statement on deviation / variation in utilisation of funds raised	
Name of listed entity	AdCounty Media India Limited
Mode of Fund Raising	Public Issue
Date of Raising Funds	02-07-2025
Amount Raised	5068.72 Lakhs
Report filed for Quarter ended	30.09.2026
Monitoring Agency	applicable / ~~not applicable~~
Monitoring Agency Name, if applicable	Acuité Ratings & Research
Is there a Deviation / Variation in use of funds raised	No
If yes, whether the same is pursuant to change in terms of a contract or objects, which was approved by the shareholders	NA
If Yes, Date of shareholder Approval	NA
Explanation for the Deviation / Variation	NA
Comments of the Audit Committee after review	The Audit Committee has reviewed the Monitoring Agency Report for the half-year ended September 30, 2026 and noted that the proceeds of the public issue have been utilized for the objects stated in the offer document. The Committee observed that there are no deviations or variations in the utilization of issue proceeds from the stated objects.
Comments of the auditors, if any	-

Objects for which funds have been raised and where there has been a deviation, in the following table						
Original Object	**Modified Object, if any**	**Original Allocation (Rs. in Lakhs)**	**Modified allocation, if any**	**Funds Utilised (Rs. in Lakhs)**	**Amount of Deviation/Variation for the quarter according to applicable object**	**Remarks if any**
Capital Expenditure	-	1400.00	0.00	1397.00	0.00	-
Working Capital Requirement	-	2500.00	0.00	1693.00	0.00	-
Unidentified Acquisition and General Corporate Purposes	-	915.34	0.00	915.34	0.00	-
Issue Related Expenses	-	253.38	0.00	253.38	0.00	-
Deviation or variation could mean: **(a) Deviation in the objects or purposes for which the funds have been raised or** **(b) Deviation in the amount of funds actually utilized as against what was originally disclosed or** **(c) Change in terms of a contract referred to in the fund raising document i.e. prospectus, letter of offer, etc.**						

For AdCounty Media India Limited

ADITYA JANGID

Digitally signed by ADITYA JANGID
Date: 2026.11.13 19:54:17 +05'30'

Aditya Jangid
Chairman & Joint Managing Director
DIN: 01655674