

LUCENT INDUSTRIES LIMITED

(Formerly Known as SYLPH EDUCATION SOLUTIONS LIMITED) CIN: L73100MP2010PLC023011

Regd. Off: 208, White Lotus Plaza, Avantika Nagar, Scheme No. 51 Sangam Nagar,
Army Head Quarter Indore, Madhya Pradesh- 452006

Corporate off: Unit 111 B-Wing, Western Edge II, Magathane, Mumbai, Borivali East,
Maharashtra, India, 400066

E-mail: cs@lucentindustries.in Website: www.lucentindustries.in

8th July, 2025

To,
The Chief General Manager Listing
Operations.
BSE Limited
P.J Towers,
Dalal Street, Fort, Mumbai - 400 001

Scrip Code: 539682

Subject: Business update

Dear Sir/Ma'am,

This is in continuation to our announcement dated **Wednesday, 2nd July, 2025**, wherein it was informed that the Board of Directors of Lucent Industries Limited ("the Company") had, **inter alia**, considered and approved a strategic investment by way of acquisition of **100% equity shares of Mobavenue Media Private Limited ("Mobavenue")** from its existing shareholders, making it a **wholly-owned subsidiary of the Company**.

We wish to inform you that this acquisition aligns with the Company's long-term strategic vision to strengthen its presence in the digital technology, media, and data-driven performance marketing domains. **Mobavenue** Mobavenue is an AI-powered, cloud-based advertising and consumer growth platform and this acquisition is expected to unlock significant synergies and value creation opportunities for the Company and its stakeholders.

To enable our shareholders and stakeholders to gain deeper insight into the business potential, capabilities, and growth outlook of **Mobavenue**, a detailed presentation highlighting the business overview of the **Mobavenue** is enclosed herewith.

Please take the same on your record.

Thanking you,

For Lucent Industries Limited

Ishank Joshi
Managing Director & Chief Executive Officer
DIN: 05289924



AI-Powered Advertising & Consumer Growth Platform

Who Are We



An AI-powered, cloud-based advertising and consumer growth platform designed to enable marketers connect with consumers using advanced consumer intelligence. It identifies valuable and high intent users using advanced machine learning algorithms which drives outcomes and performance for brands and businesses.

Company name	Mobavenue Media Pvt Ltd
Industry	Advertising & Consumer Growth Platforms
Revenue	₹149.98 Cr (FYI'25 Unaudited)
Funding	Bootstrapped till date
Operations	India & Emerging Markets

FEATURED IN



Our Mission

To revolutionize business growth by delivering measurable outcomes through our proprietary AI-powered platforms



Our Vision

To become a leading global provider of AI-driven business growth solutions by 2030 - pioneering innovation in technology-powered advertising, marketing, and monetization

We're Witnessing an Evolution
in 700Bn+ Advertising &
Marketing Industry

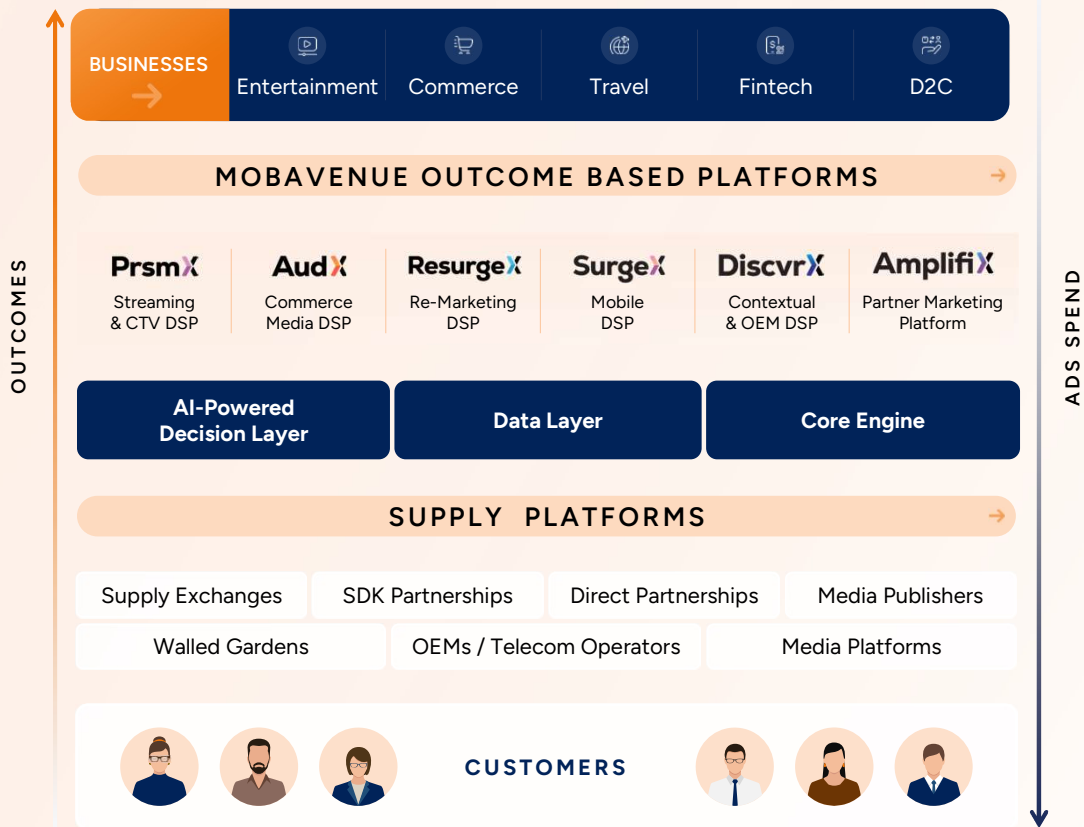
This fundamental shift
is towards **AI – Powered
Advertising & Marketing**

Spanning across
Multiple Screens

Driven by
Intelligent Automations

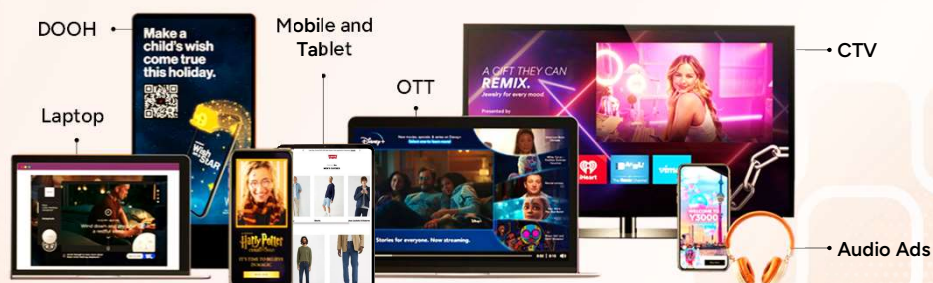
Focused on
Measurable Outcomes

Mobavenue is Unlocking Digital Advertising's Full Potential Across Multi-Platforms Delivering Outcomes

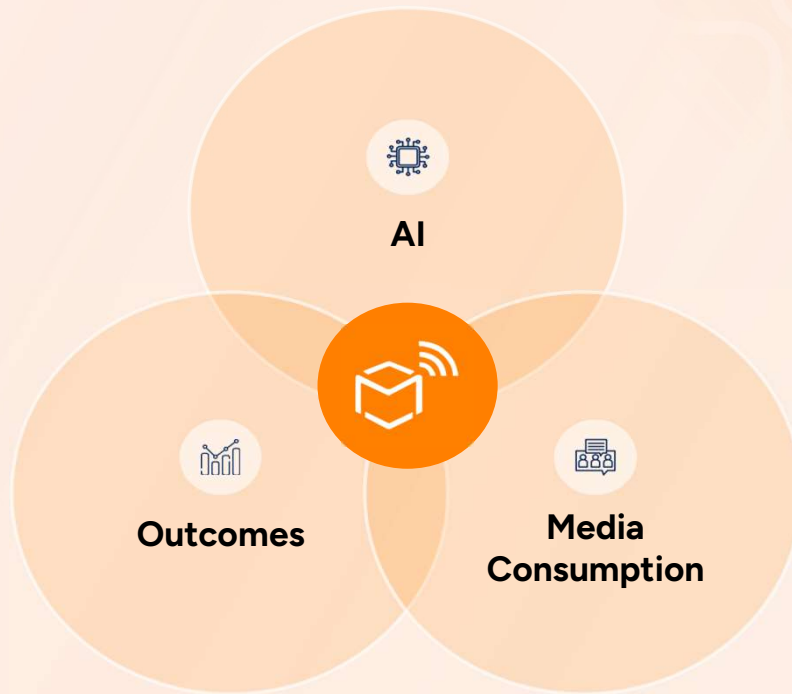


Capturing Attention Everywhere Through Purpose Build Solutions

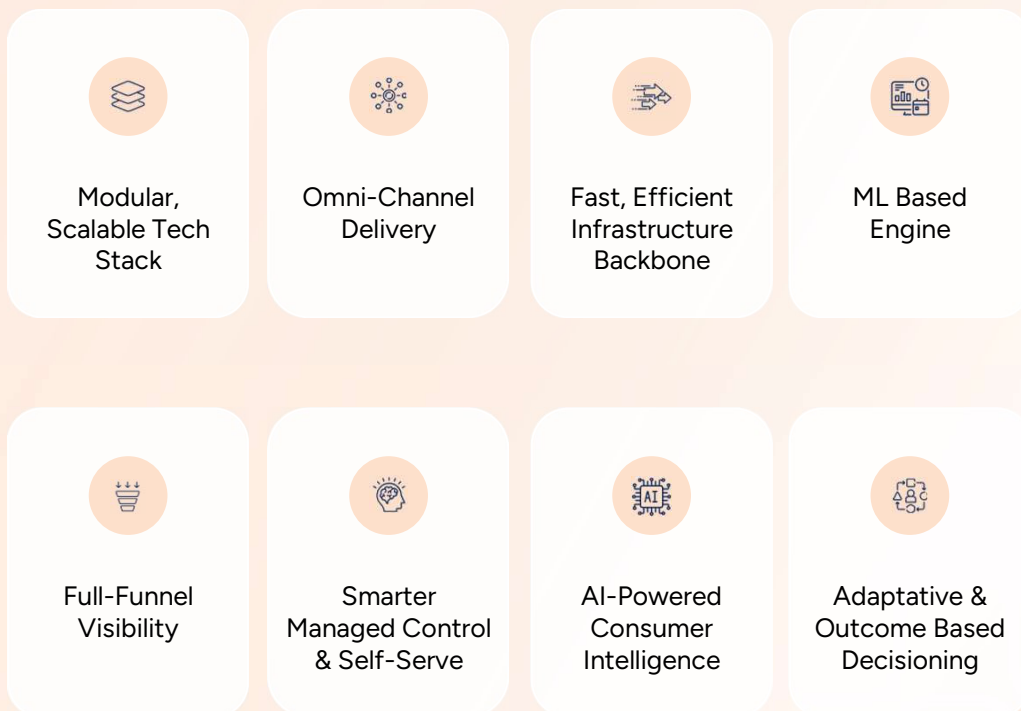
Deliver your brand's message for mobile, desktop, CTV, and beyond. Engage audiences like never before with premium video formats for all screens.



Three Core Forces Driving Us Forward



Integrated Advertising & Consumer Growth Platform



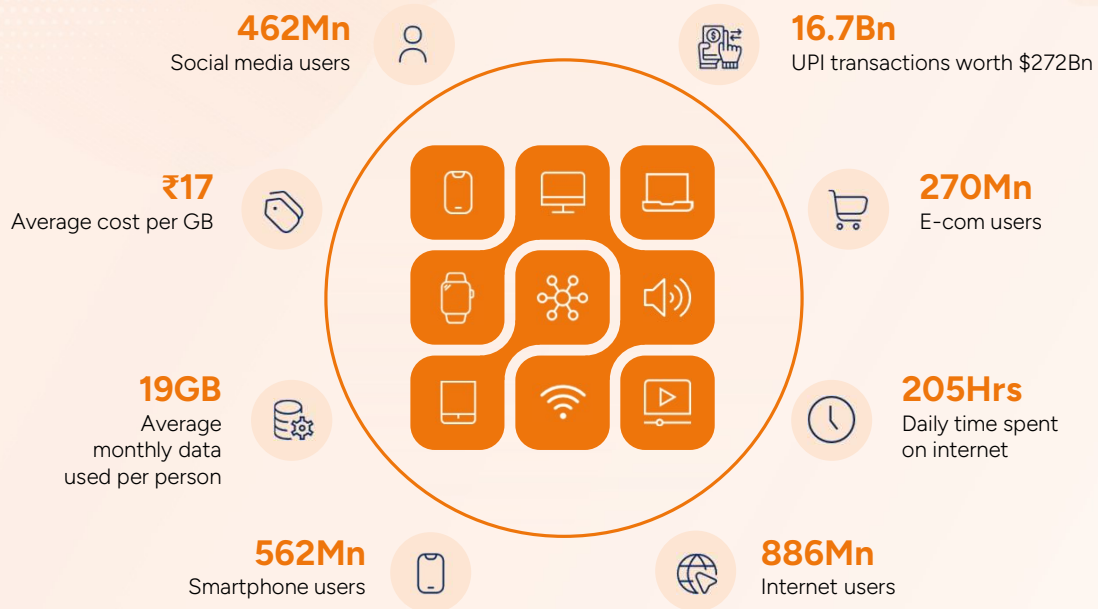
Mobavenue Consumer Platforms Summed Up in Numbers



Customers and Partners in India

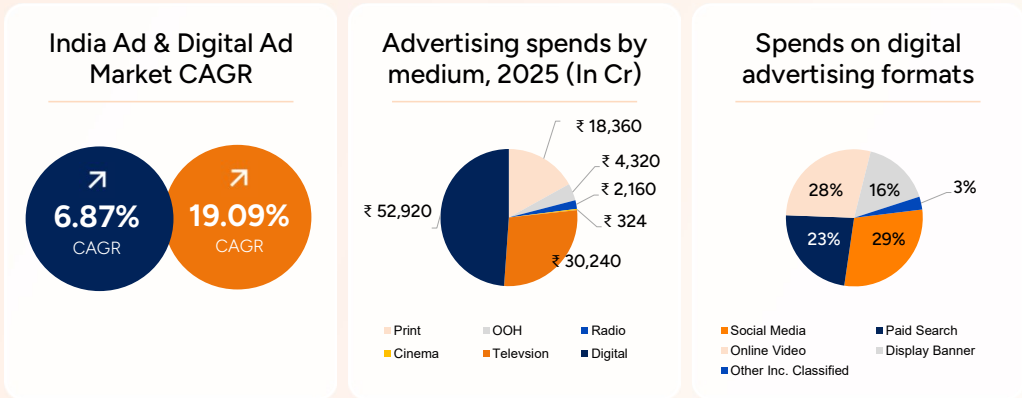
Banks & Insurance	
Securities	
Commerce	
Real Money Gaming	
FinTech	
Travel	
OTT & Entertainment	
Agencies	

Indias Digital Economy Growth Story Through Key Metrics

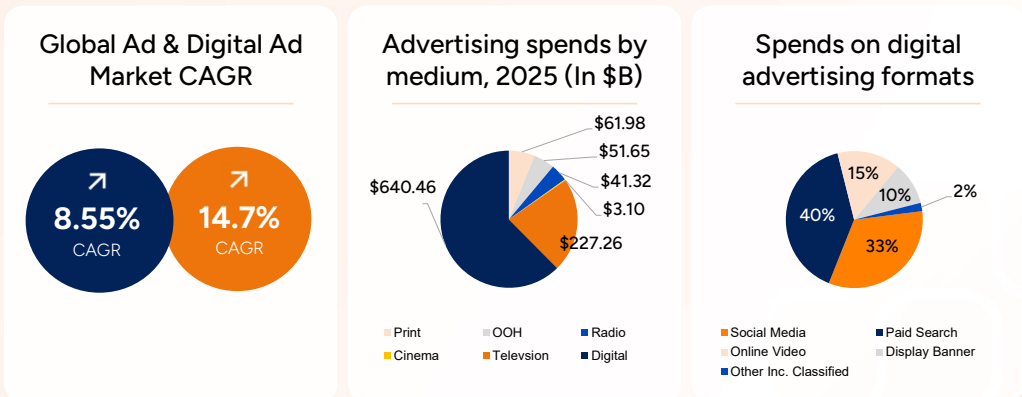


More Digital Consumers, Drive More Ads & More Outcomes For Businesses

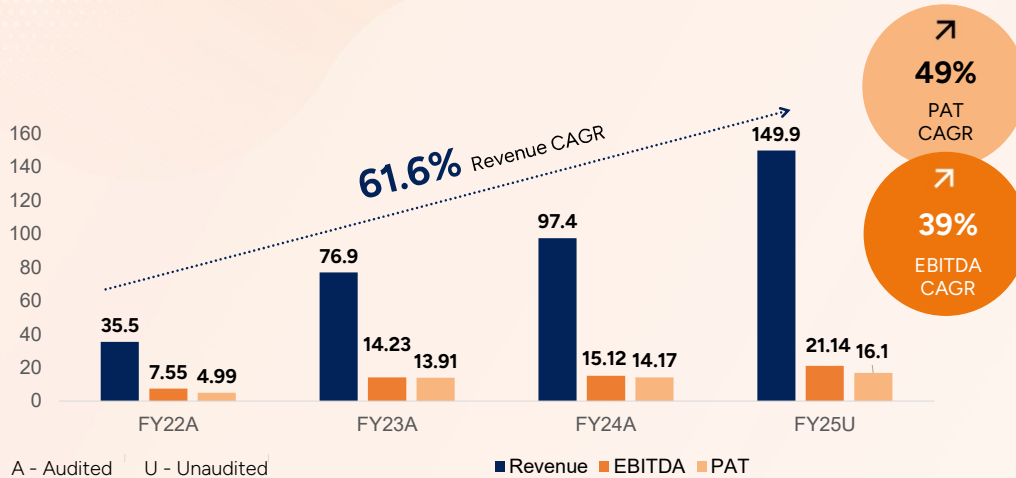
India's Ad Industry Soaring with Digital Media Leading Ad Spend Growth



Global Surge in Ad Spends Driven by Digital Channels

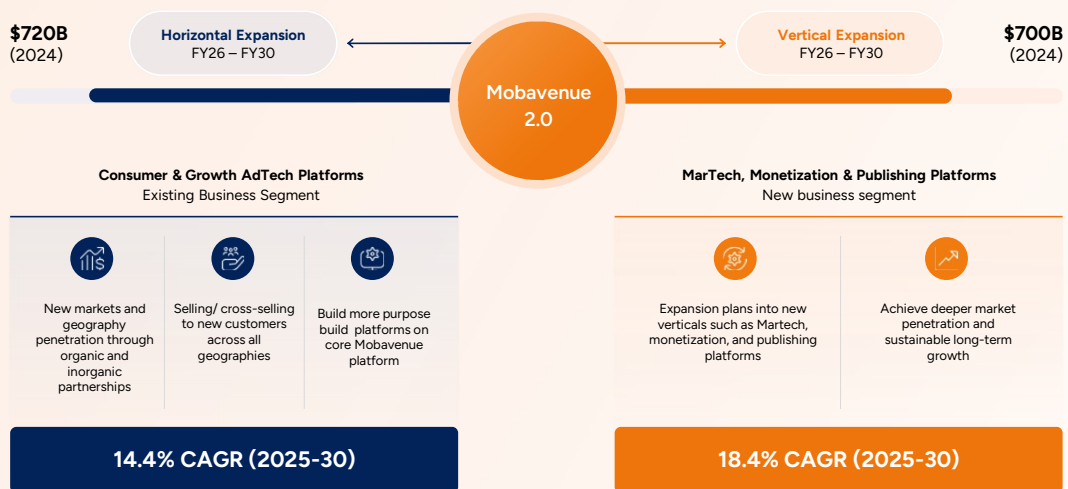


Mobavenue Consistent & Organic Growth Over Years



Annual Performance Consolidated (All values in Crores)

Business Vertical Expansion



Founders & Executive Directors



Ishank Joshi
Co-founder & CEO



Tejas Rathod
Co-Founder & CTO



Kunal Kothari
Co-Founder & COO

Management Team



Sumit Bhansali
Chief Strategy Officer



Raghav Maheshwari
Chief Business Officer

Thank You

