

Date: 11.06.2025

To  
The Department of Corporate Services  
The Bombay Stock Exchange Limited  
Phiroze Jeejeebhoy Towers, Dalal Street  
Mumbai – 400 001  
Scrip Code: 544303

Dear Sir / Madam,

**Sub:** Updates under Regulation 30 of the  
SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to inform you that the Company has entered into a Master CMO Retainer Service Agreement with a leading VAR (Value Added Reseller) from North America, that allows to take advantage of the marketing team from the Company, to achieve marketing objectives. Total order value is approximately Rs. 1.08 Crores (USD 126,000).

Relevant disclosure of information pursuant to Regulation 30 read with Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, and with SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 9, 2015 is enclosed as Annexure – A.

Kindly take the above information on record.

Thanking you,  
Yours sincerely,

For **M/s. TOSS THE COIN LIMITED**

Pooja Jain  
Company Secretary  
Membership Number: A61974



**Toss The Coin Limited**

(Formerly known as Toss the Coin Pvt Ltd)

No.1A, Bheemanna Mudali Street, Alwarpet, Chennai – 600018

+91 44 4385 5211 | info@tossthe.co.in | www.tossthe.co.in

GST: 33AAICT1219R1Z0 | CIN: L72900TN2020PLC138199

## Annexure – A:

Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFO/CMD/4/2015 dated September 9, 2015:

S.No	Disclosure Requirement	Details
1	Name of the entity awarding the order(s) / contract(s)	Not disclosed due to confidentiality
2	Significant terms and conditions of order(s) / contract(s) awarded in brief:	Marketing services as mentioned in S.No. 4 below
3	Whether order(s) / contract(s) have been awarded by domestic / international entity	International entity
4	Nature of order(s) / contract(s)	<p>Marketing services including but not limited to the following:</p> <ol style="list-style-type: none"> <li>1. Strategy &amp; Planning</li> <li>2. Tracking and Status Reporting: <ul style="list-style-type: none"> <li>• Manage and update marketing calendar</li> <li>• Coordinate timely deliverables</li> <li>• Track and share outcomes and KPIs for email, social media, web traffic, webinars, leads</li> </ul> </li> <li>3. Content office – all forms of long and short form content: <ul style="list-style-type: none"> <li>• Social media posts: LinkedIn</li> <li>• E-mail content development</li> </ul> </li> <li>4. Design office – all forms of graphics, videos and collaterals designing: <ul style="list-style-type: none"> <li>• Periodically updating website banners, landing pages, and content</li> <li>• 2D animations / videos up to 90 sec each (teasers / explainers / demos / L&amp;D videos)</li> <li>• Presentation Design &amp; Enhancement</li> <li>• Collateral and mailers</li> </ul> </li> <li>5. UX/UI office – Webpage strategy, copy, and Figma files</li> <li>6. Demand generation office – LinkedIn page management and campaigns’ creatives</li> <li>7. LinkedIn leadership branding – Positioning up to 2 leaders as micro-influencers on LinkedIn with strategy, tone of voice, and content planning</li> <li>8. Events-Related Marketing: <ul style="list-style-type: none"> <li>• Pre-event &amp; post-event emailers</li> <li>• Ideation, strategy, and content for on-site booth activities &amp; collaterals, as applicable</li> </ul> </li> </ol>



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5	Whether domestic or international	International
6	Time period by which the order(s) / contract(s) is to be executed	1 year i.e., 12 consecutive months
7	Broad consideration or size of the order(s) / contract(s)	Total order value is approximately Rs. 1.08 Crores (USD 126,000)
8	Whether the promoter / promoter group / group companies have any interest in the entity that awarded the order(s) / contract(s)? If yes, nature of interest and details thereof;	No
9	Whether the order(s) / contract(s) would fall within related party transactions? If yes, whether the same is done at "arms length"	No

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