

February 12, 2026

<p>To: Listing Compliance BSE Limited, 25th floor, Phiroze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai 400023 Stock Code: 544117</p>	<p>To: 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</p>
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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 investor presentation of the Company to be made in the investor/analyst meets scheduled on February 17, 2026 covering, *inter-alia*, the financial performance of the Company for third quarter and nine months ended December 31, 2025.

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

Nalin Kumar Somani
Chief Financial Officer

Encl: As above





Signpost India Limited

Investor Presentation – December 25

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Storm outside,
steady
business
inside.

Zurich Kotak Commercial Insurance



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ZURICH
kotak
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Industry Overview

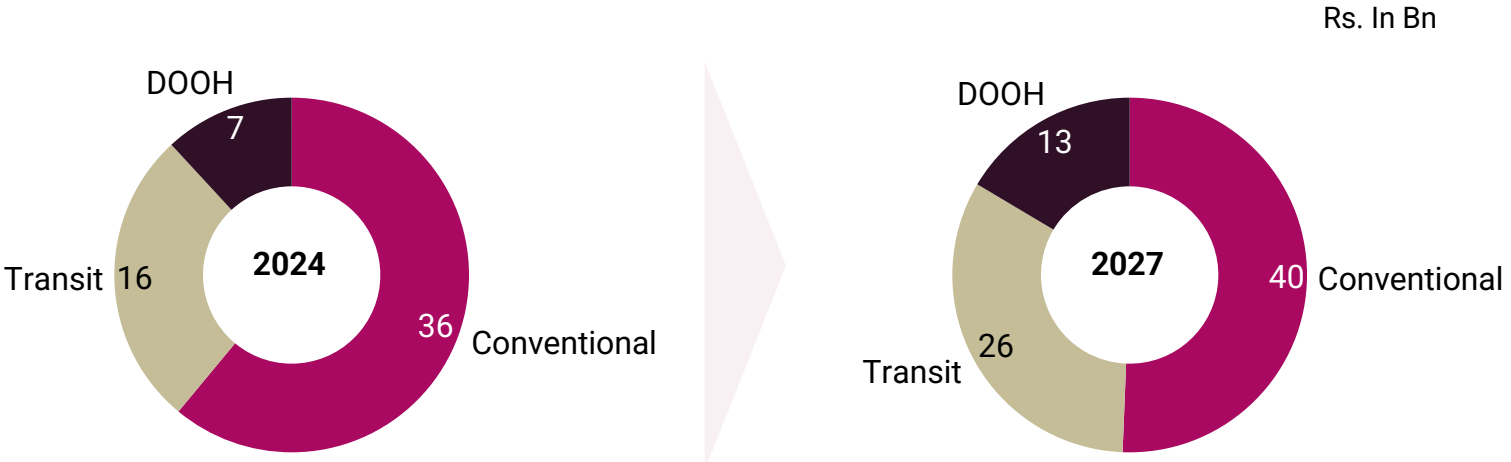


India's OOH Industry Transformation

- 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

SIGNs of Tomorrow

OOH Industry Transformation: From Conventional to Digital and Transit



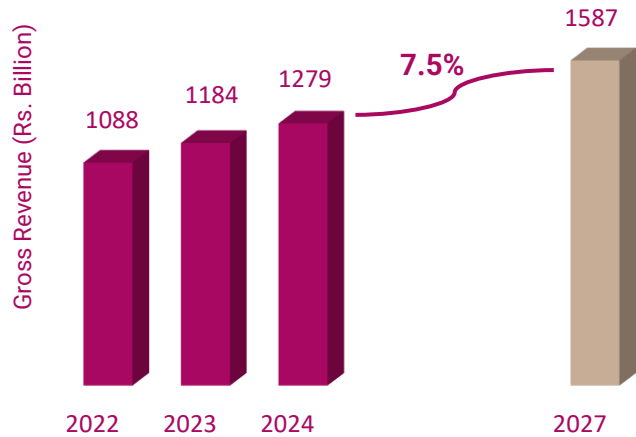
➤ In 2024, the OOH industry composition stood at approximately 60% Traditional OOH, 28% Transit OOH, and 12% Digital OOH (DOOH).

➤ 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.

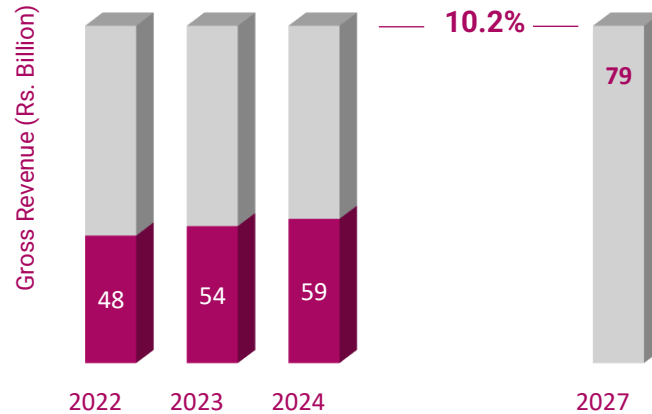


DOOH is the Fastest-growing Segment

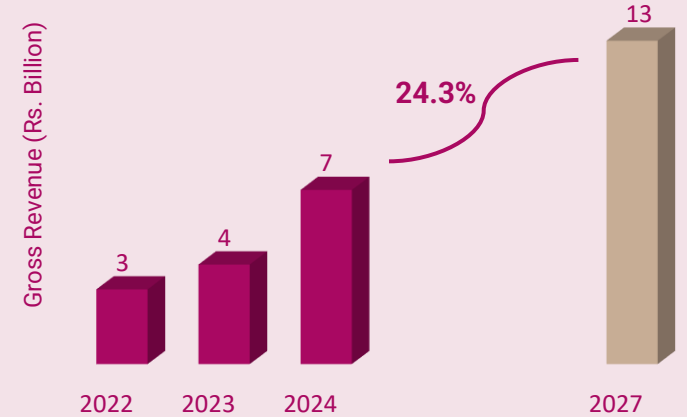
Indian advertising market projected to grow at a 7.5% CAGR by 2027



OOH projected to grow at a 10.2% CAGR by 2027



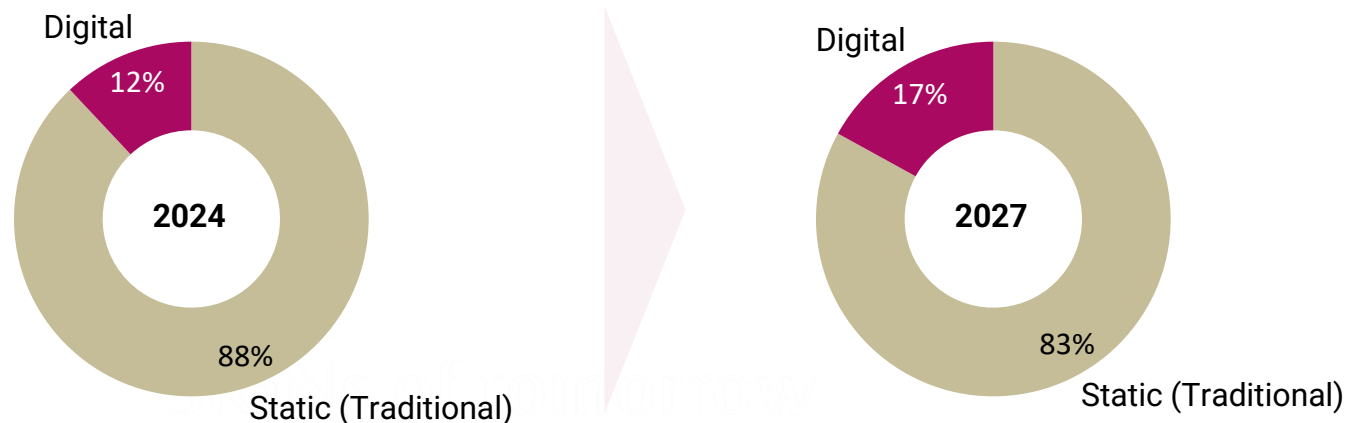
DOOH projected to grow at a 24.3% CAGR by 2027



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

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



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

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.

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**.

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.

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)

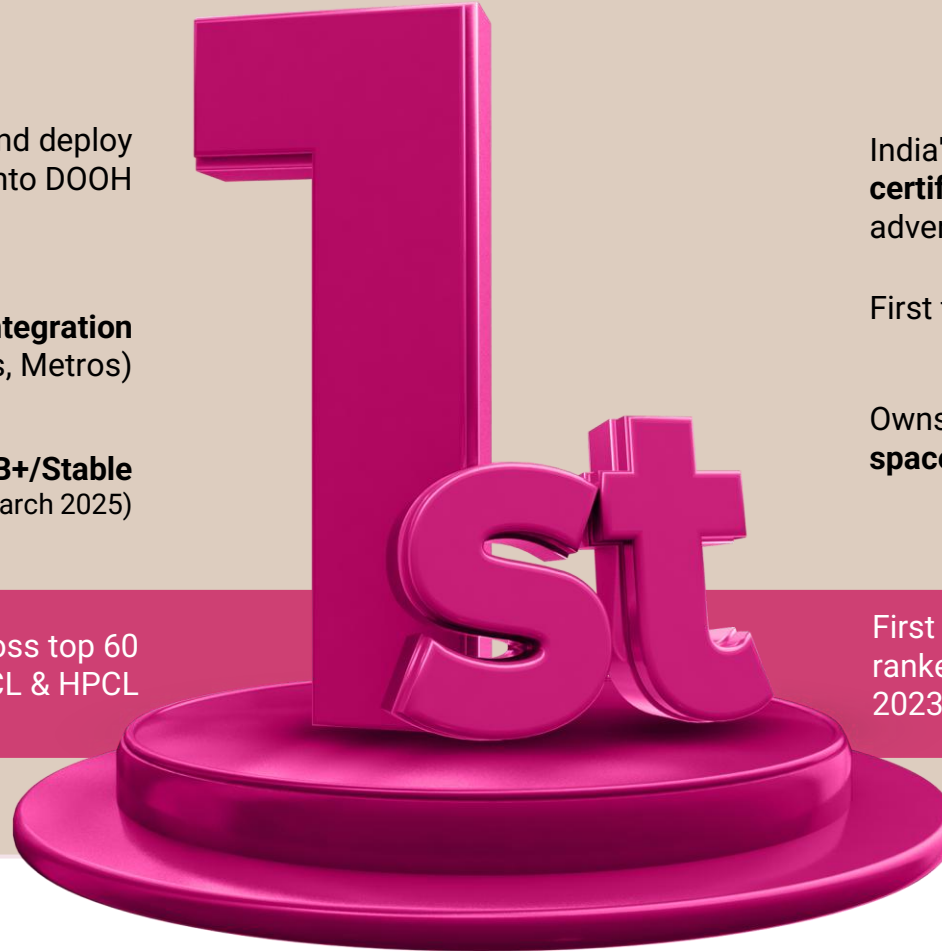
First to implement DOOH network across top 60
cities is been awarded - IOCL, BPCL & HPCL

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

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

2012 - 16

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

2020 - 21

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

2024

Foundation; Focused on commuter convenience and city beautification

2008 - 11

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

2017 - 19

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

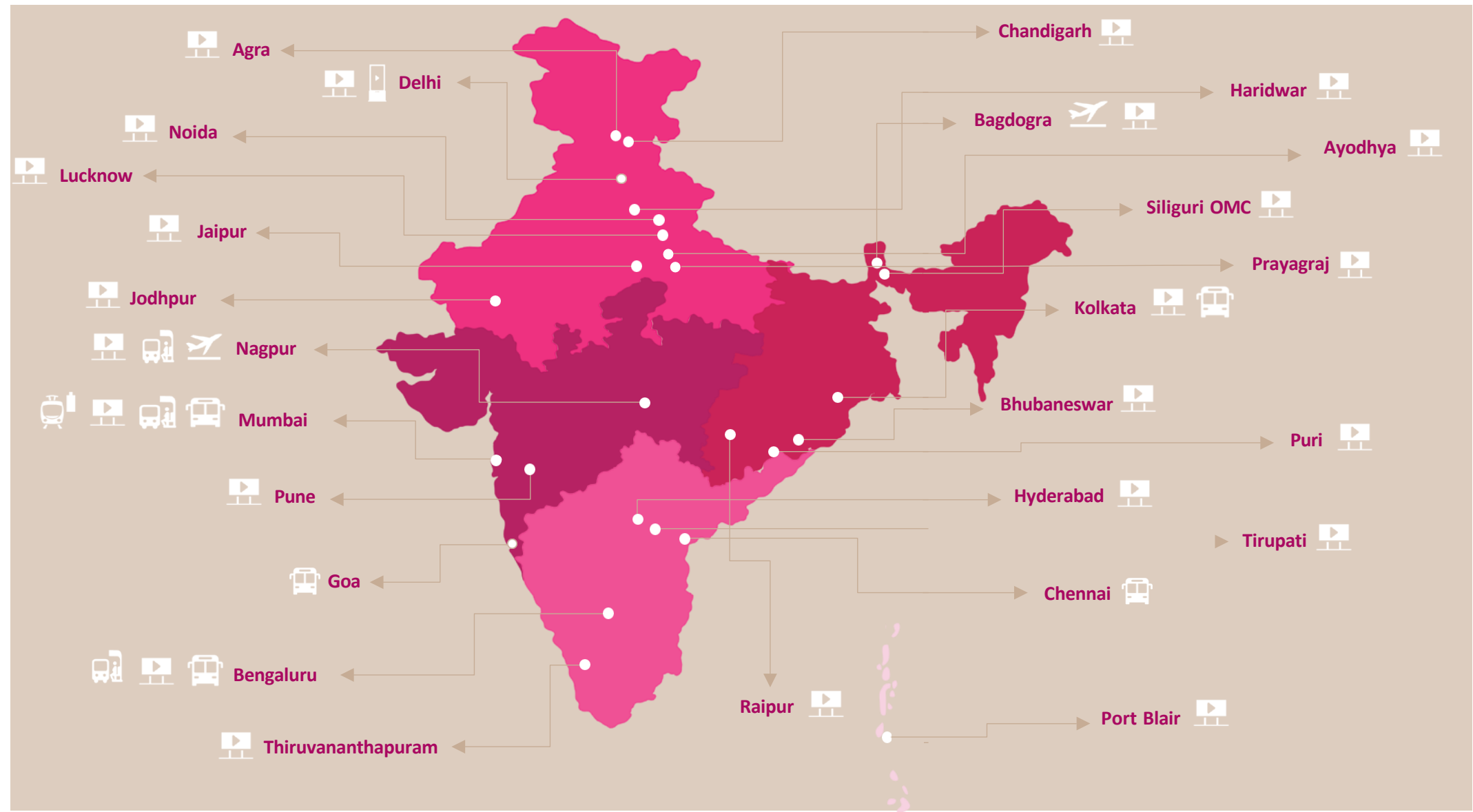
2023 - 24


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

2025




Geographic Presence







Billboard




Bus




Digital



Bus Shelter



Airport



Metro

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



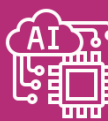
Experienced Leadership

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

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.

Stakeholder-Centric Growth

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

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.

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.

04

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.

Operational Excellence

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

06

Strong ESG Commitment

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

07

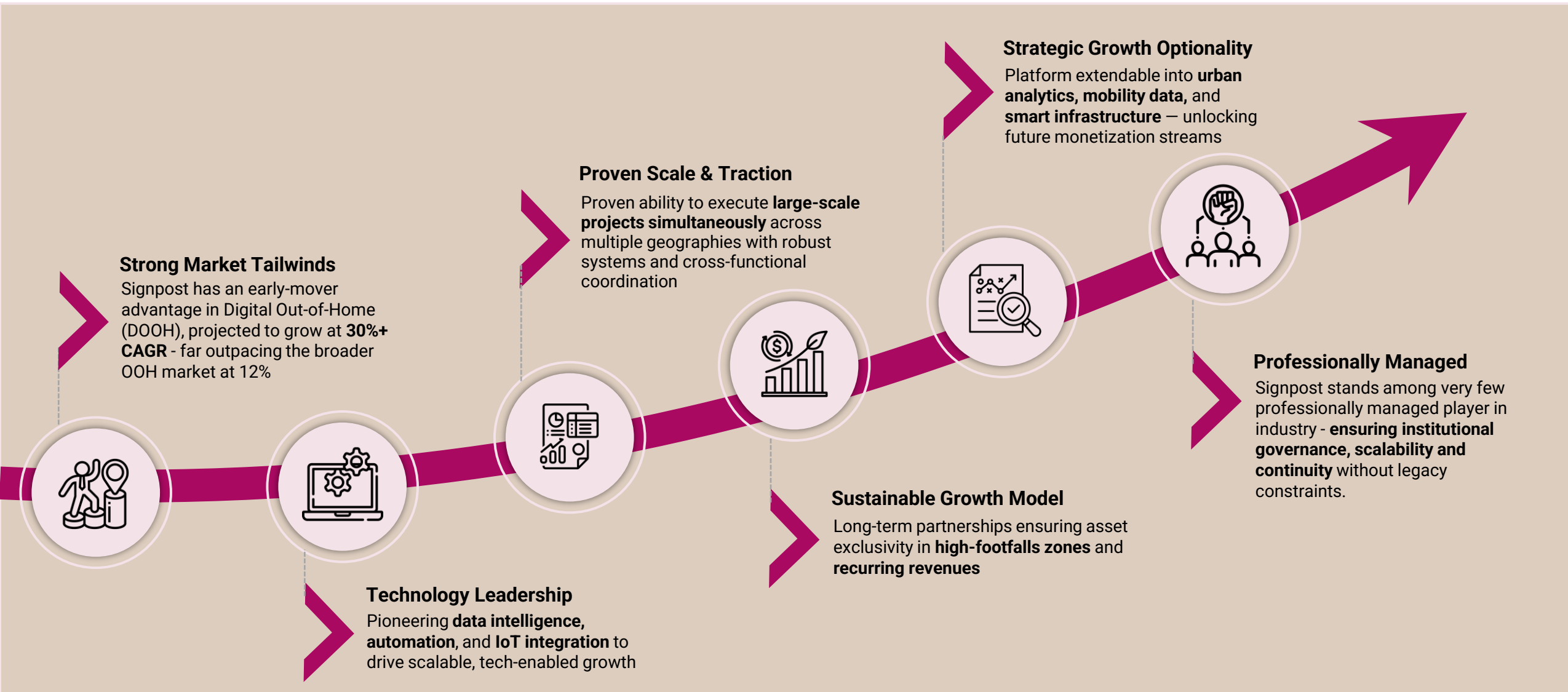
03

02

01



Competitive Advantage



Scaling New Horizons with Strategic Partnership



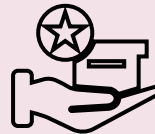
Partnered with Ernst & Young (EY) to drive a comprehensive transformation aimed at unlocking ₹200 Cr+ topline expansion and scalable growth on vintage assets.



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.



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.

Non-Executive and
Independent Director

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. Rajesh Awasthi
Executive Director

- Mr. Rajesh brings over 20 years of experience in OOH advertising, with expertise in media acquisition, large-scale infrastructure projects, operations, and institutional sales.
- For over a decade, he has driven the growth of Signpost India's media assets across Maharashtra, leveraging strong strategy, execution, and public relations.



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. 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.



Mrs. Swati Sinha
Head – Human Resources

- Mrs. Swati 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. Kinjal Mistry
Company Secretary & Compliance Officer

- Ms. Kinjal Mistry is a commerce and law graduate an Associate Member of Company Secretaries of India and also a post graduate in financial management
- She possesses 15+ years of work experience in corporate secretarial matters, compliance, securities' issuances, mergers and acquisitions, business process automation, etc.

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** > Engineering 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

55%* of Revenue Share

*As on FY25



Digital Advertising

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:

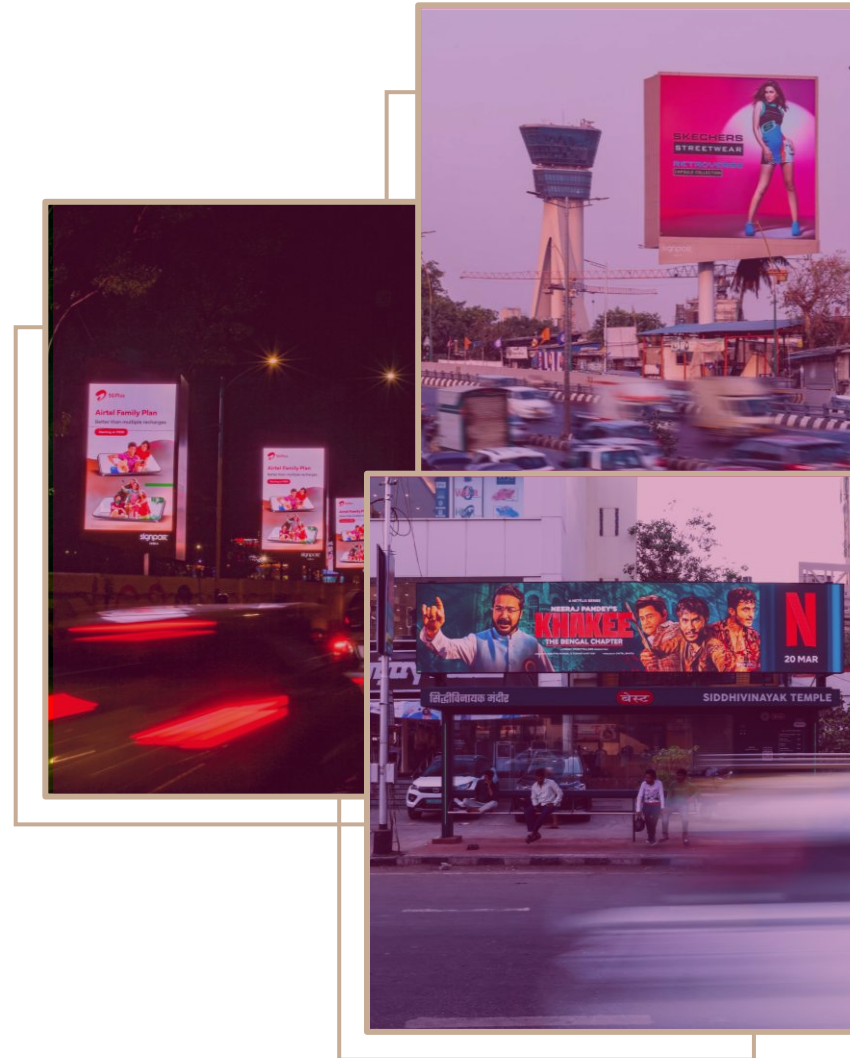
387+ strategically located digital assets across 25+ cities creating national reach

Future Potential:

Programmatic advertising and dynamic pricing capabilities under implementation

19%* of Revenue Share

*As on FY25



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

26%* of Revenue Share

*As on FY25



Asset Platform & Monetization Model

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

 **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**

 **Greenply**

 **SKECHERS**

 **NPCI**
भारतीय राष्ट्रीय भुगतान निगम
NATIONAL PAYMENTS CORPORATION OF INDIA

 **Imagicaa**

 **DMart**

 **ZOHOL**

 **Amul**
The Taste of India

 **AMPERE**

 **TVS**

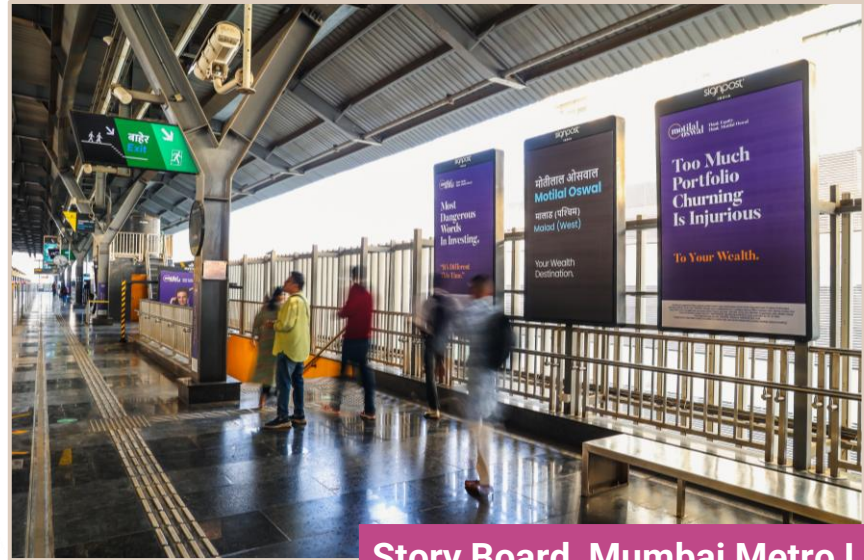
 **croma**

 **SONY**

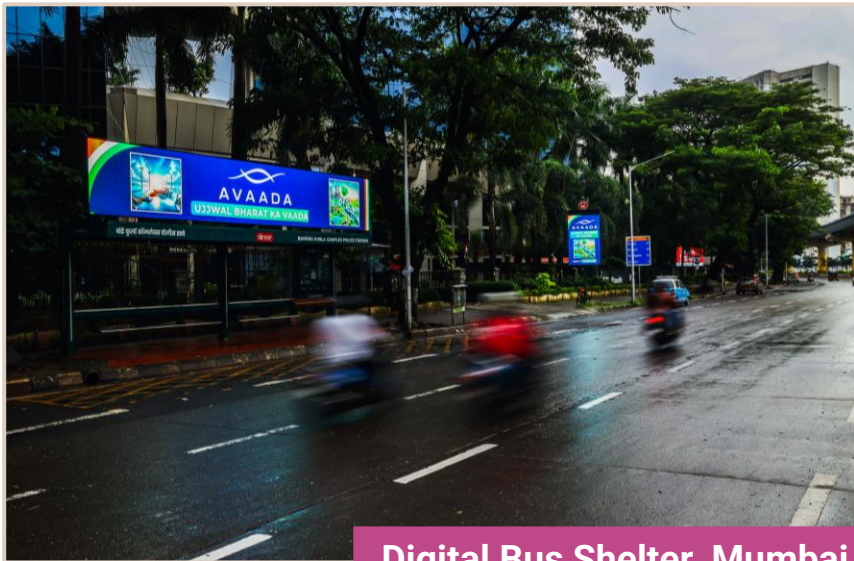
Key Projects



Iconic Digital Bus Shelter, BKC



Story Board, Mumbai Metro Line

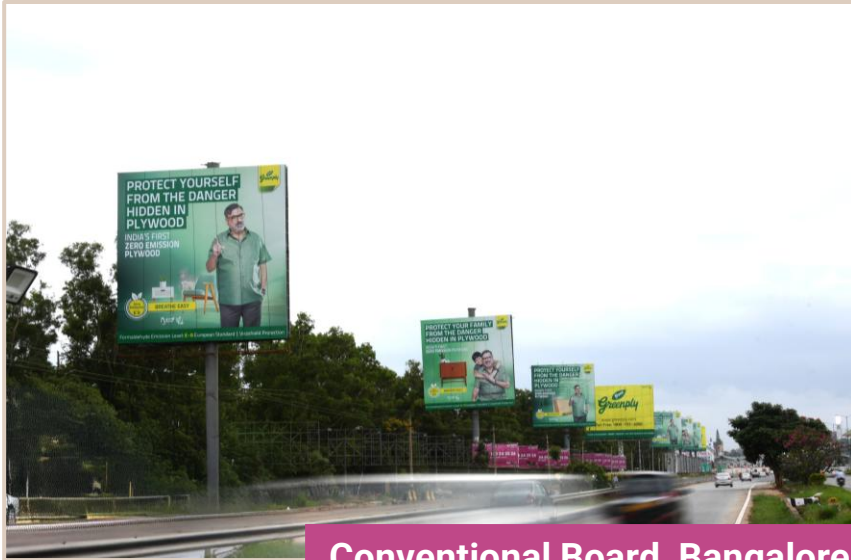


Digital Bus Shelter, Mumbai

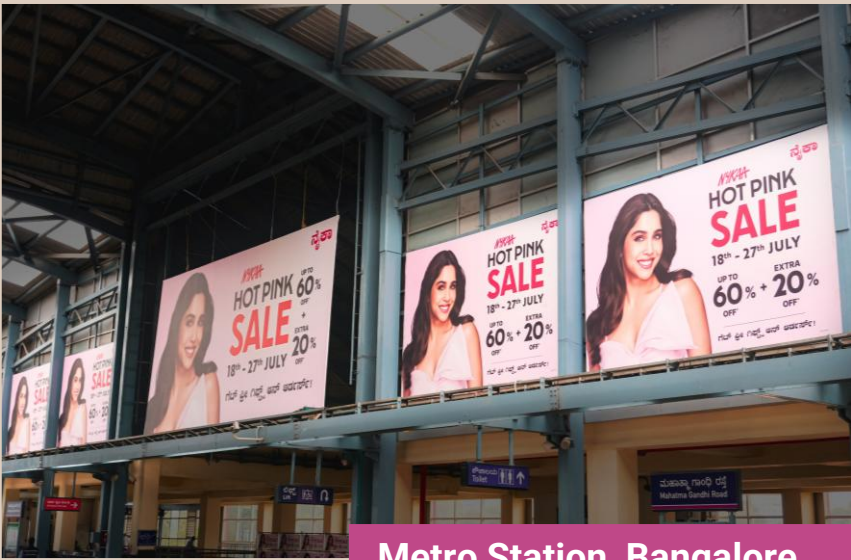


Switch Double Decker, Mumbai

Key Projects



Conventional Board, Bangalore



Metro Station, Bangalore



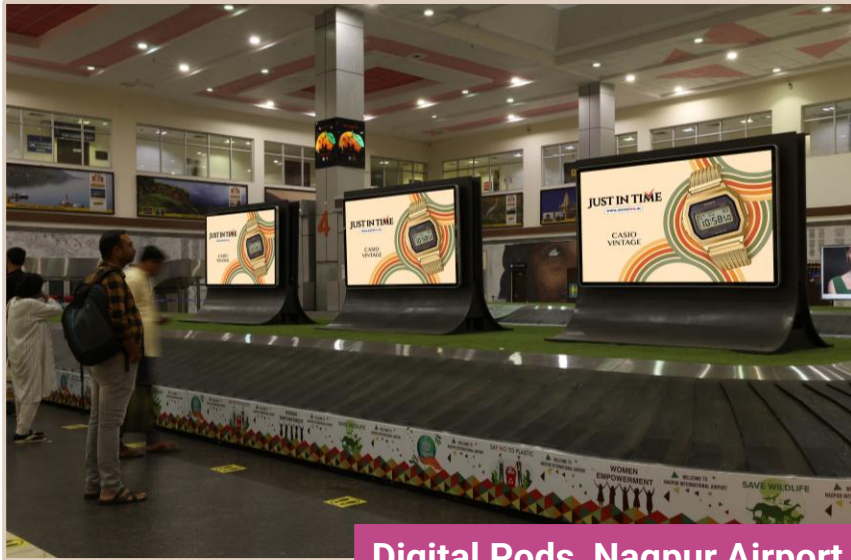
Volvo, Bangalore



Digital Bus Shelter, Bangalore

COMOTTO

Key Projects



Digital Pods, Nagpur Airport



Digital Screens, Dharampeth Nagpur

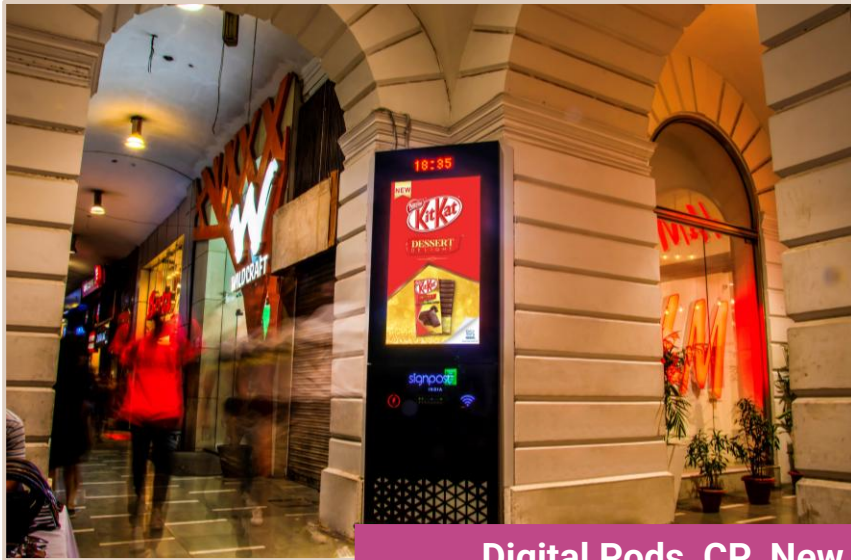


Digital Screen, Port Blair

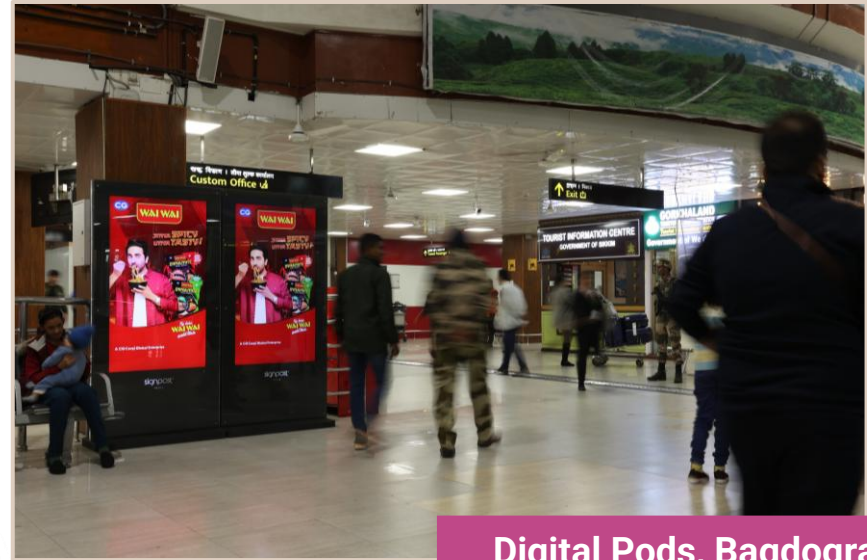


Cityflo's Fleet, Metro Cities

Key Projects



Digital Pods, CP, New Delhi



Digital Pods, Bagdogra Airport



Conveyor Belt Screens, Bagdogra Airport



Financial Highlights – Q3 & 9M FY26



Mr. Shripad Ashtekar,
Managing Director

Q3FY26 represents an important milestone in our company's ongoing transformation towards a more predictable, high-quality and sustainable operating model. During the quarter, **revenue grew 27% year-on-year to ₹142 crore**, accompanied by a healthy expansion in profitability across operating levels. The performance validates that the internal systems, operating discipline and strategic initiatives implemented over the past several quarters are now translating into consistent and scalable outcomes.

The quarter also reflects **increasing geographic depth**, with several new and emerging markets – including Bangalore, Jaipur, Kolkata, Chandigarh, Bhubaneswar and select southern cities – beginning to contribute meaningfully to the operating network. Expansion continues to be pursued in a measured manner, with emphasis on operational readiness and utilisation.

A key driver of performance has been the **deliberate repositioning of the sales and client engagement strategy**. Over the past year, we have consciously moved away from lower-quality, intermediary-led business towards direct engagement with select, long-term advertisers. This has resulted in a structurally superior revenue mix characterised by longer campaign durations, improved billing visibility and better receivable quality. Profitability was further supported by a sharper focus on asset orchestration, including dynamic pricing, data-led packaging and improved monetisation of premium locations.

Despite strong revenue growth, operating costs remained largely stable, enabling fixed-cost leverage to translate incremental revenues meaningfully into profitability. **EBITDA for Q3FY26 more than doubled year-on-year to ₹38 crore, with margins at 27% - which is expected to remain sustainable**, supported by the current operating architecture and business mix. Looking ahead, we remain confident on the medium-term outlook, supported by sustained advertiser engagement, deepening client relationships and the gradual ramp-up of recently activated markets, enabling us to **deliver high-teen revenue growth momentum**.



Performance Highlights – Quarter & YTD

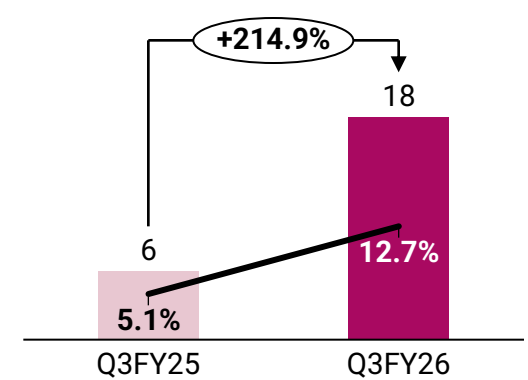
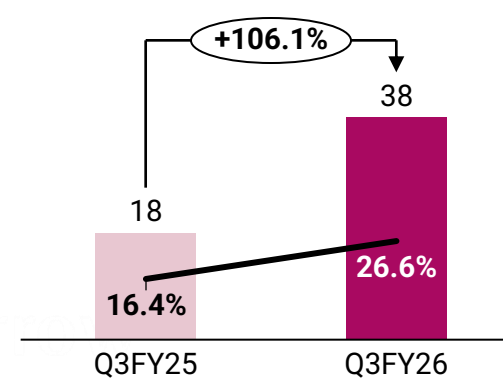
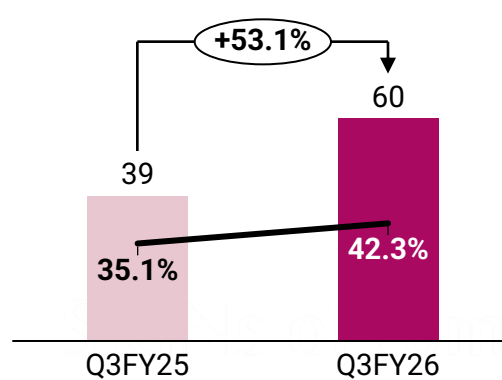
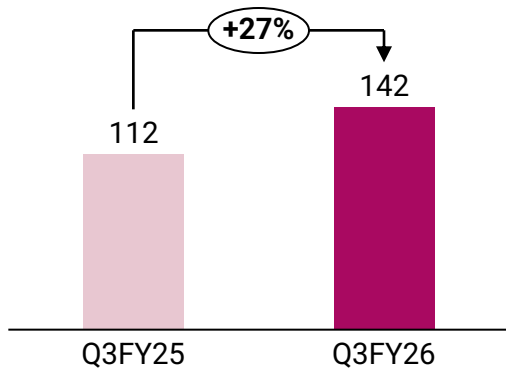
Revenue (Rs. Cr)

Gross Profit (Rs. Cr) & Margin (%)

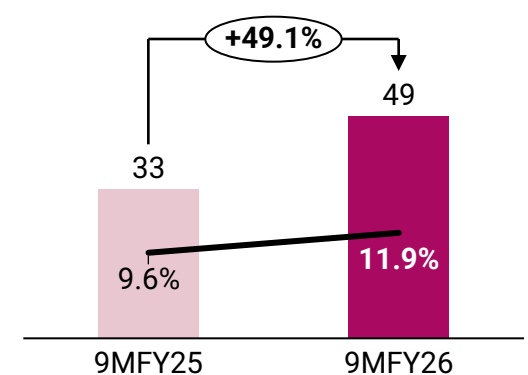
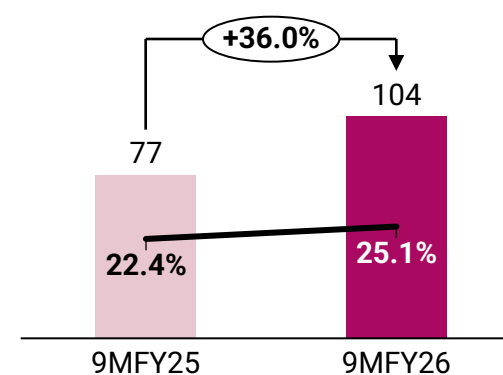
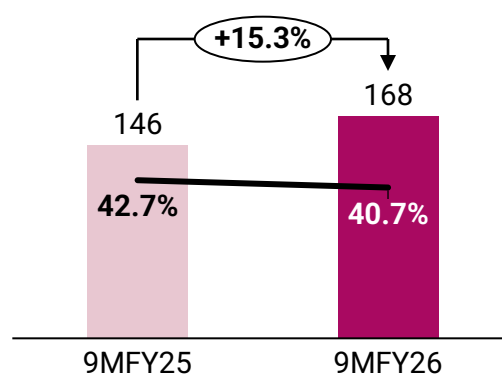
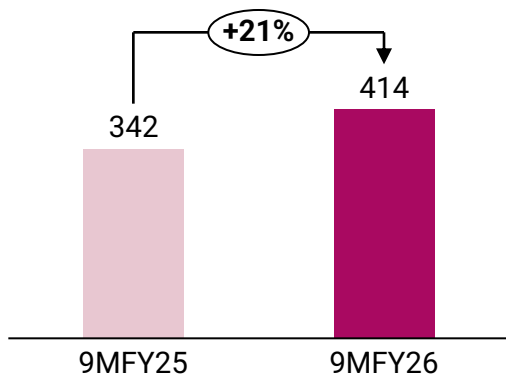
EBITDA (Rs. Cr) & Margin (%)

PAT (Rs. Cr) & Margin (%)

Quarter



Nine-monthly

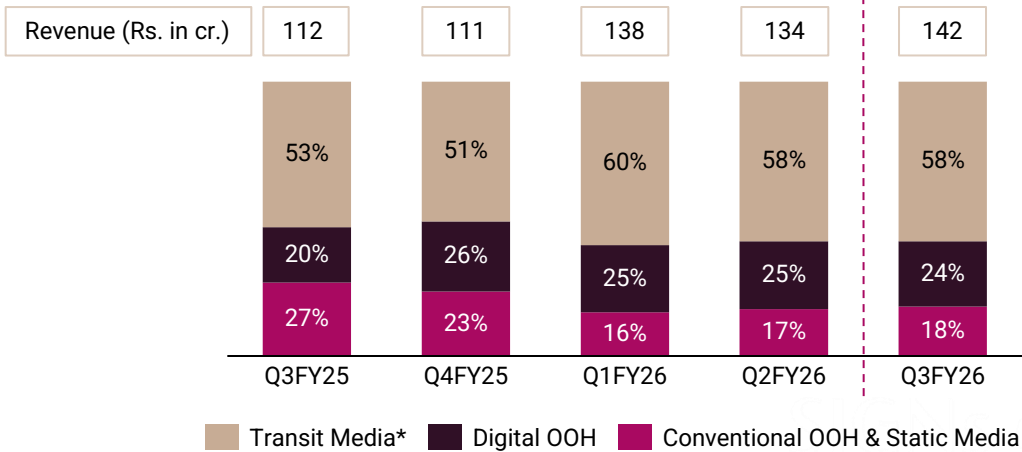


Consolidated Profit & Loss Statement

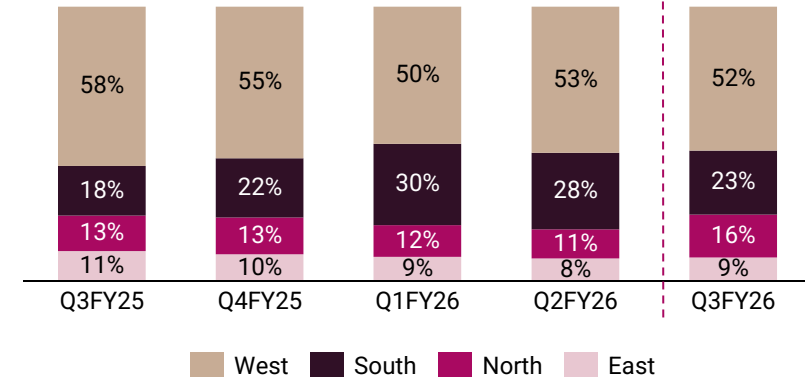
Particulars (Rs. Crs)	Q3FY26	Q3FY25	YoY	9MFY26	9MFY25	YoY
Revenue from Operations	142.3	112.2	27%	414.0	342.4	21%
Cost of Services	82.1	72.8		245.5	196.3	
Gross Profit	60.3	39.4	53%	168.5	146.1	15%
Gross Profit %	42.3%	35.1%		40.7%	42.7%	
Employee Expenses	12.6	11.5		34.1	32.6	
Other Expenses	9.8	9.5		30.4	36.9	
Operating EBITDA	37.9	18.4	106%	104.1	76.5	36%
EBITDA Margin	26.6%	16.4%		25.1%	22.4%	
Other Income	1.2	1.7		3.5	3.9	
Depreciation	10.5	10.0		29.5	26.8	
EBIT	28.6	10.0	186%	78.0	53.7	45%
EBIT Margin	20.1%	8.9%		18.8%	15.7%	
Finance Cost	3.6	2.5		10.2	9.2	
Profit Before Tax	25.0	7.5	233%	67.9	44.5	52%
PBT Margin	17.6%	6.7%		16.4%	13.0%	
Tax	6.9	1.7		18.7	11.6	
Net Profit	18.1	5.8	215%	49.1	32.9	49%
Net Profit Margin	12.7%	5.1%		11.9%	9.6%	
EPS	3.39	1.08		9.19	6.16	

Quarterly Revenue Breakup

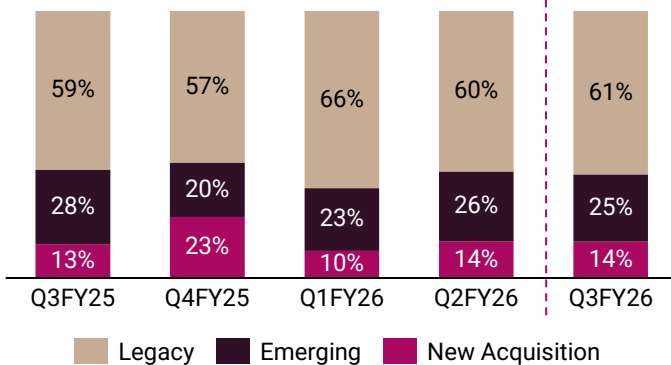
Segmental (By % of Revenue)



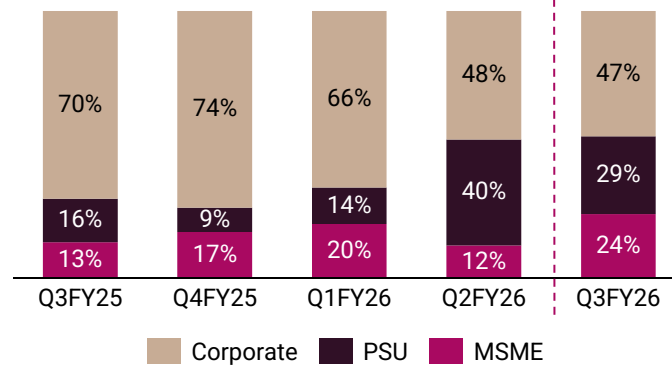
Geography (By % of Revenue)



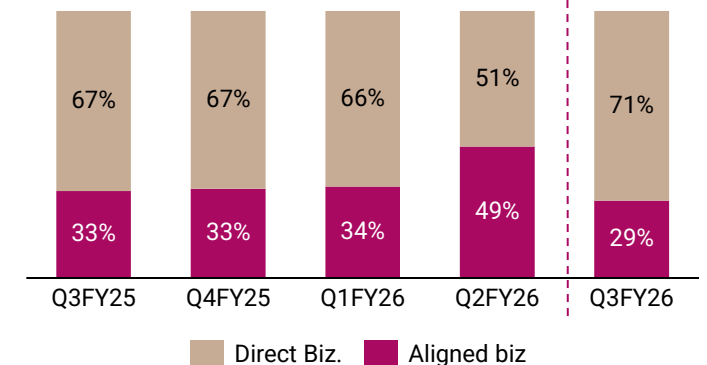
Contract Vintage (By % of Revenue)



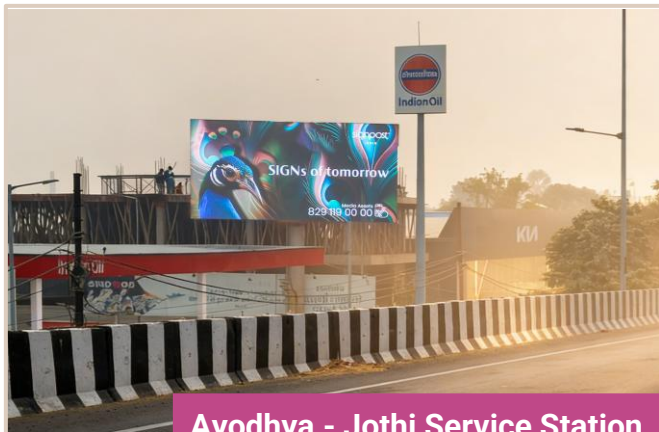
Client Category (By % of Revenue)



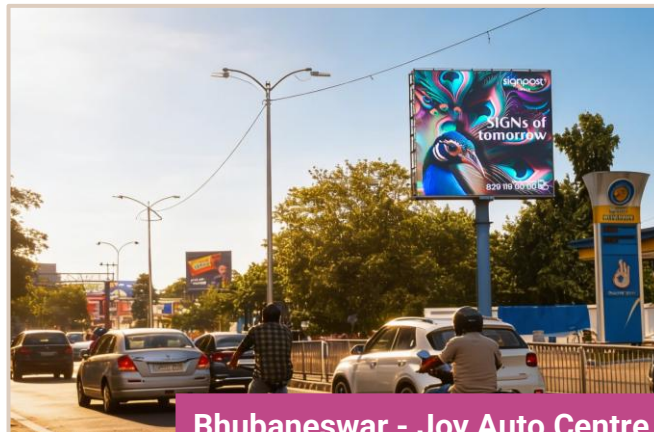
Relationship (By % of Revenue)



Key Projects during the quarter



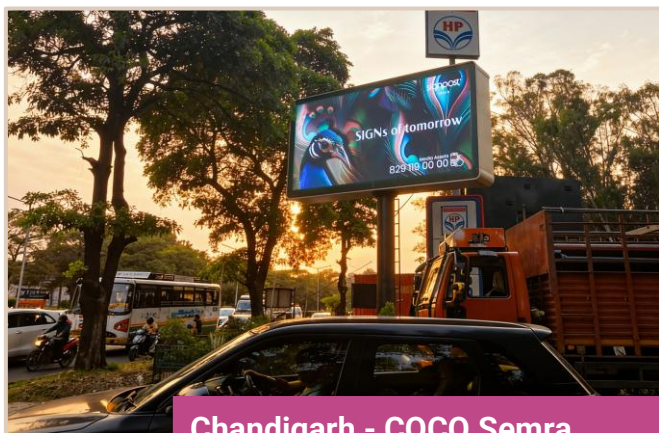
Ayodhya - Jothi Service Station



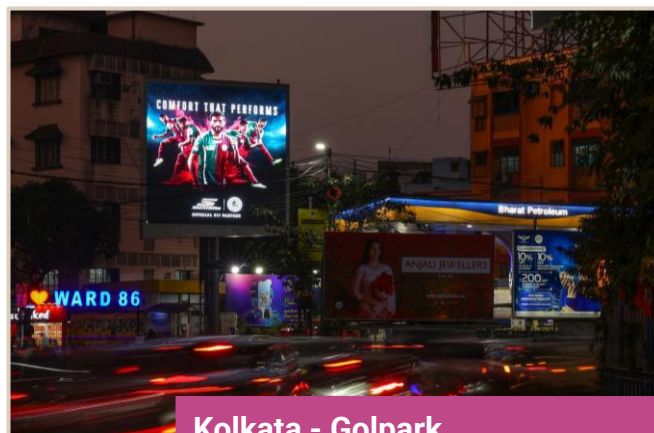
Bhubaneswar - Joy Auto Centre



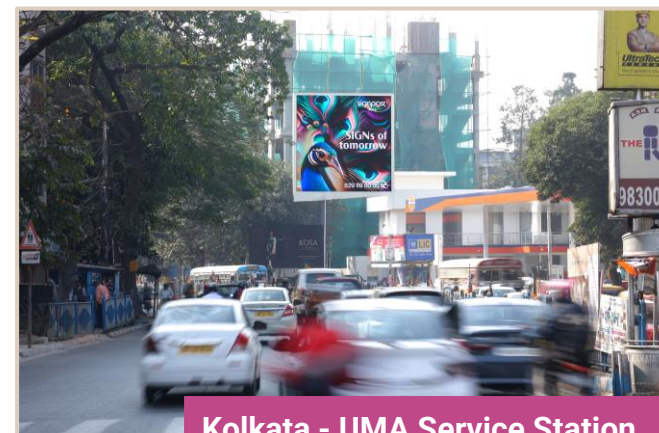
Chandigarh - Banveet Service Station



Chandigarh - COCO Semra



Kolkata - Golpark



Kolkata - UMA Service Station

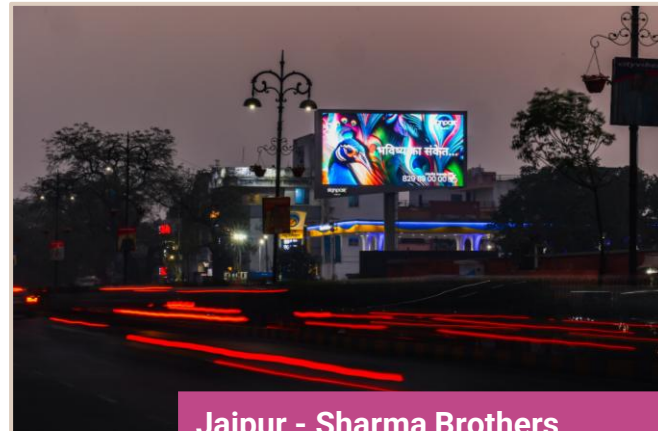
Key Projects during the quarter



Jaipur - Ganga Jamuna



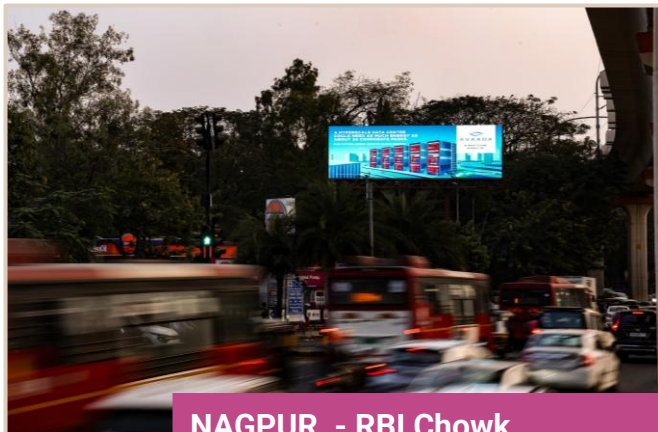
Jaipur - Jai Govind Petrol Pump



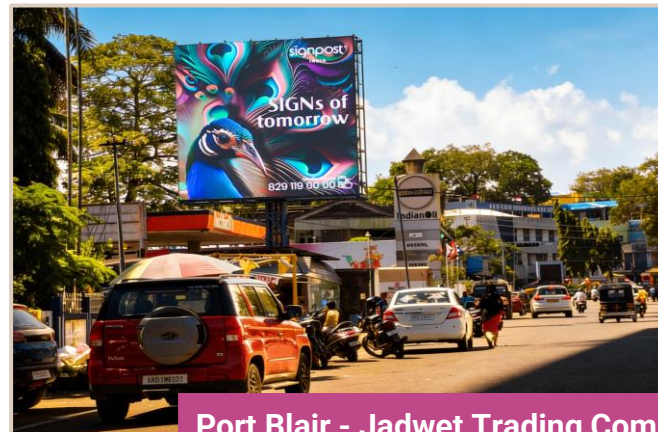
Jaipur - Sharma Brothers



Lucknow – M. S. Goel Kohli & Sons



NAGPUR - RBI Chowk



Port Blair - Jadwet Trading Company

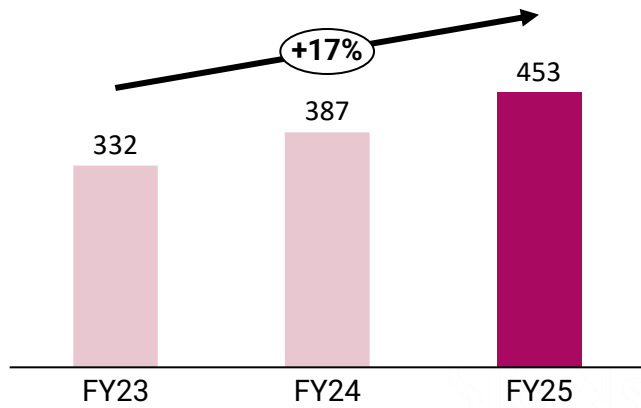


Historical Financials

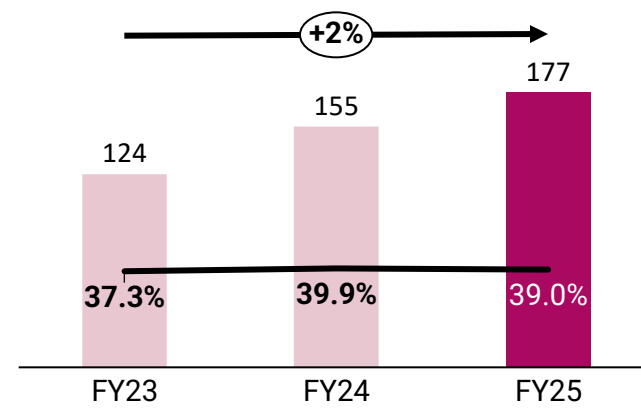


Historical Financial Highlights

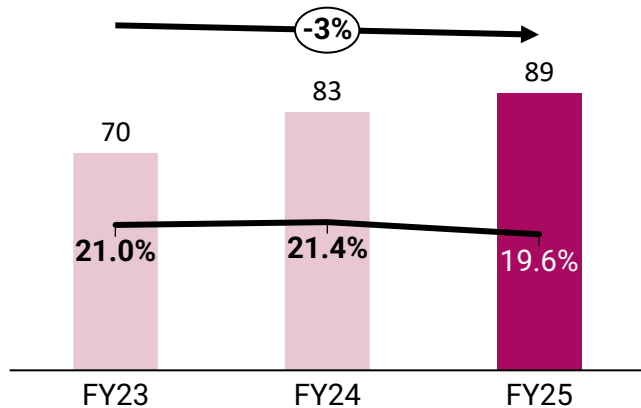
Revenue (Rs. Cr)



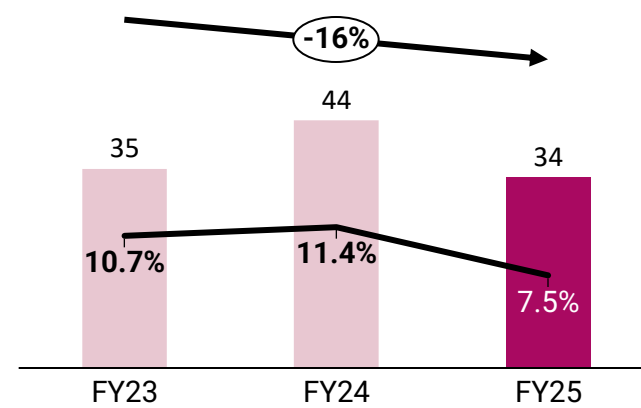
Gross Profit (Rs. Cr) & Margin (%)



EBITDA (Rs. Cr) & Margin (%)



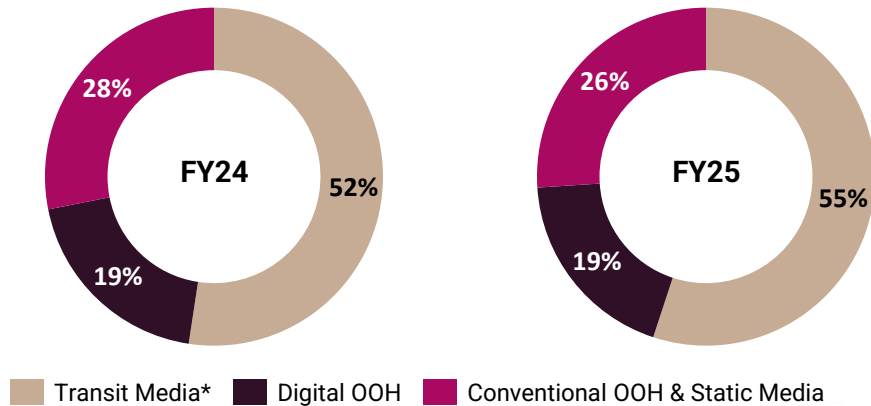
PAT (Rs. Cr) & Margin (%)



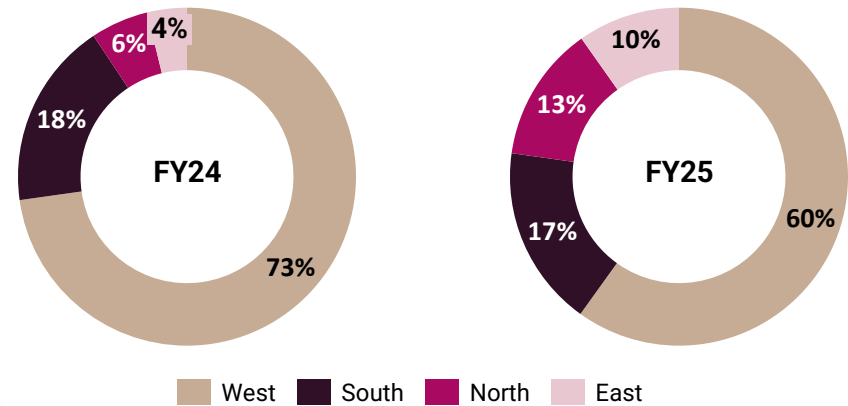


Historical Revenue Breakup

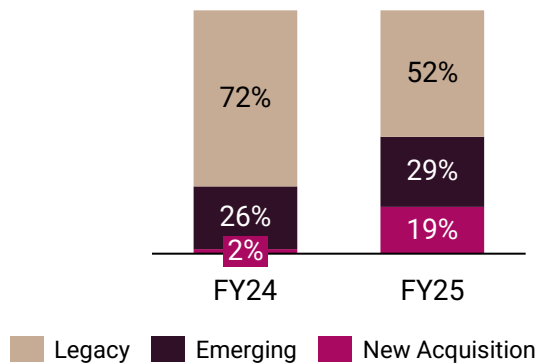
Segmental (By % of Revenue)



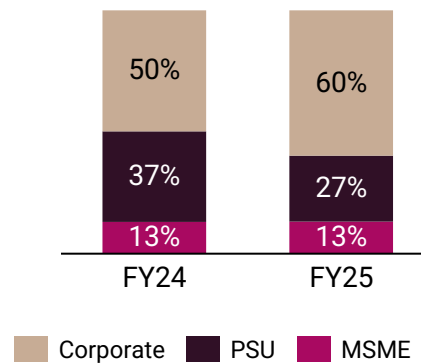
Geography (By % of Revenue)



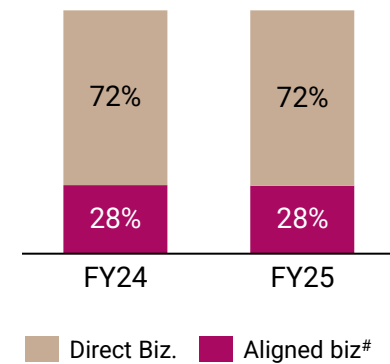
Contract Vintage (By % of Revenue)



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

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

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

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

Signpost India is one of the country's leading Digital-Out-of-Home (DOOH) media and transit-art infrastructure companies. We specialize in large-scale public-space communication, transforming urban environments through innovation, technology, and high-impact brand experiences.

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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