

Date: November 12, 2025

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

Subject: Monitoring Agency Report in respect of utilization of proceeds in raised through Initial Public Offer ("IPO")

Ref: Regulation 32 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

Pursuant to Regulation 32(6) of the Securities and Exchange Board of India ("SEBI") (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("Listing Regulations"), we have enclosed herewith Monitoring Agency Report for the half year ended September 30, 2025, issued by Acuité Ratings and Research Limited ("Monitoring Agency"), in respect of the utilization of proceeds raised through Initial Public Offer ("IPO") by the Company.

The aforesaid Monitoring Agency Report has been reviewed by the Audit Committee and taken on record by the Board of Directors at its meeting held on November 12, 2025.

The same may please be taken on record and suitably disseminated to all concerned

Yours faithfully,
FOR ADCOUNTY MEDIA INDIA LIMITED

Garima Malik
Company Secretary and Compliance Officer



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NAGAR MOTI DUNGRI VISTAR YOJNA, RAJA PARK, JAWAHAR
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Report of the Monitoring Agency (MA)

Name of the issuer	: Adcounty Media India Limited
For half-year ended	: H1 FY2025-26
Name of the Monitoring Agency	: Acuite Ratings and Research Limited
(a) Deviation from the objects	: No deviation is observed.
(b) Range of Deviation*	: Not applicable
(c) Any other material fact to be highlighted <i>(Based on publicly available information)</i>	: None

Declaration:

We declare that this report provides an objective view of the utilization of the issue proceeds in relation to the objects of the issue based on the information provided by the Issuer and information obtained from sources believed by it to be accurate and reliable. The MA does not perform an audit and undertakes no independent verification of any information/ certifications/ statements it receives. This Report is not intended to create any legally binding obligations on the MA which accepts no responsibility, whatsoever, for loss or damage from the use of the said information. The views and opinions expressed herein do not constitute the opinion of MA to deal in any security of the Issuer in any manner whatsoever. Nothing mentioned in this report is intended to or should be construed as creating a fiduciary relationship between the MA and any issuer or between the agency and any user of this report. The MA and its affiliates also do not act as an expert as defined under Section 2(38) of the Companies Act, 2013.

The MA or its affiliates may have credit rating or other commercial transactions with the entity to which the report pertains and may receive separate compensation for its ratings and certain credit-related analyses. We confirm that there is no conflict of interest in such relationship/interest while monitoring and reporting the utilization of the issue proceeds by the issuer, or while undertaking credit rating or other commercial transactions with the entity.

We have submitted the report herewith in line with the format prescribed by SEBI, capturing our comments, where applicable. There are certain sections of the report under the title "Comments of the Board of Directors", that shall be captured by the Issuer's Management / Audit Committee of the Board of Directors subsequent to the MA submitting their report to the issuer and before dissemination of the report through stock exchanges. These sections have not been reviewed by the MA, and the MA takes no responsibility for such comments of the issuer's Management/Board.

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by Vikas Y
Mishra
Date:
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Signature:

Vikas Mishra
Deputy Vice President - Process Excellence

Report Date: November 12, 2025

1. Issuer Details:

Name of the issuer : Adcounty Media India Limited

Names of the promoter:

Promoters
Mr. Chandan Garg
Mr. Aditya Jangid
Mr. Abhinav Rajendra Jain
Mr. Delphin Varghese
Ms. Varika Dangayach
M/S Innovana Thinklabs Limited

Industry/sector to which it belongs : Web based media and service / Media, Entertainment and Publication

2. Issue Details:

Issue Period : June 27, 2025, to July 01, 2025

Type of issue : Public Issue

Type of specified securities : Equity Shares

IPO Grading, if any : Not applicable

Issue size (INR Crore) : INR 50.69 Crores*

* Refer the below table for Net Proceeds.

Particulars	INR in Crores
Gross Proceeds	50.69
Less: Issue Related Expenses	2.53
Net Proceeds	48.15

3. Details of the arrangement made to ensure the monitoring of issue proceeds

Particulars	Reply from the issuer	Source of information/ certifications considered by Monitoring Agency for preparation of report	Comments of the Monitoring Agency	Comments the Board of Directors
1. Whether all utilization is as per the disclosures in the Offer Document?	Yes	As per the documents provided by the issuer, including Independent Auditors Certificate.	Yes, utilizations in the respective objects are as per disclosures by the company.	No Comments
2. Whether shareholder approval has been obtained in case of material deviations from expenditures disclosed in the Offer Document?	Not Applicable		No material deviation is observed.	No Comments
3. Whether the means of finance for the disclosed objects of the issue has changed?	No		No change is observed.	No Comments
4. Is there any major deviation observed over the earlier monitoring agency reports?	No		The issuer has not appointed any other Monitoring Agency to monitor utilization of these objects.	No Comments
5. Whether all Government/statutory approvals related to the object(s) have been obtained?	Not Applicable		No Government / Statutory approval is required for objects.	No Comments
6. Whether all arrangements pertaining to technical assistance/collaboration are in operation?	Not Applicable		No arrangement pertaining to technical assistance / collaboration is required with reference to the objects.	No Comments
7. Are there any favorable events improving the viability of these object(s)?	No		No favorable event is observed that may improve the viability of these objects.	No Comments
8. Are there any unfavorable events affecting the viability of the object(s)?	No		No unfavorable event is observed affecting the viability of these objects.	No Comments
9. Is there any other relevant information that may materially affect the decision making of the investors?	No		No relevant information is evident that may materially affect the decision making of the investors.	No Comments

4. Details of object(s) to be monitored:

i. Cost of object(s)

Sr. No.	Item Head	Source of information / certifications considered by Monitoring Agency for preparation of report	Original cost (as per the Offer Document) [INR Crore]	Revised Cost	Comments of the Monitoring Agency	Comments of the Board of Directors		
						Reason of Cost revision	Proposed financing option	Particulars of firm arrangement
1	Capital Expenditure	As per the documents provided by the issuer, including Independent Auditors Certificate.	14.00	-	No change is observed.	NA	NA	NA
2	Working Capital Requirement		25.00	-	No change is observed.	NA	NA	NA
3	Unidentified Acquisition and General Corporate Purposes		9.15	-	No change is observed.	NA	NA	NA
	Total		48.15	-				

ii. Progress in the object(s) –

Sr. No.	Item Heads	Source of information / certifications considered by the Monitoring Agency for the preparation of report	Amount as proposed in the Offer Document (INR Crore)	Amount raised (INR Crore)	Amount utilized [INR Crore]			Total unutilized amount [INR Crore]	Comments of the Monitoring Agency	Comments of the Issuer's Board of Directors	
					As at beginning of the half-year	During the half-year	At the end of the half-year			Reasons for idle funds	Proposed course of action
1	Capital Expenditure	As per the documents provided by the issuer, including Independent Auditors Certificate*.	14.00	14.00	-	-	-	14.00	The company has not utilised any amount towards this object.	No Comments	No Comments
2	Working Capital Requirement		25.00	25.00	-	7.05	7.05	17.95	The company has utilised INR 7.05 crores towards this object.	No Comments	No Comments
3	Unidentified Acquisition and General Corporate Purposes		9.15	9.15	-	-	-	9.15	The company has not utilised any amount towards this object.	No Comments	No Comments
Total			48.15	48.15	-	7.05	7.05	41.10			

* Certificate dated October 28, 2025 – issued by M/s. Amit Ramakant & Co, (Firm Registration Number: 009184C), as the Statutory Auditors.

- INR 40.56 crores are deployed as Fixed Deposits.
- INR 0.54 Crores is maintained with Monitoring agency account of Yes Bank.

iii. Deployment of unutilised IPO Proceeds:

iv.

Sr. No.	Type of instrument and name of the entity invested in	Amount invested (INR Cr)	Maturity date	Earning (INR Cr)	Return on Investment (%)	Market Value as at the end of half-year (INR Cr)
1	Fixed Deposit – AU Small Finance Bank	3.00	12-08-2026	0.05	7.00	3.05
2	Fixed Deposit – AU Small Finance Bank	3.00	12-08-2026	0.05	7.00	3.05
3	Fixed Deposit – AU Small Finance Bank	4.00	12-08-2026	0.06	7.00	4.06
4	Fixed Deposit – IndusInd Bank Limited	4.00	24-10-2026	0.05	7.05	4.05
5	Fixed Deposit – IndusInd Bank Limited	4.00	01-11-2026	0.05	7.05	4.05
6	Fixed Deposit – IndusInd Bank Limited	2.50	01-11-2026	0.03	7.00	2.53
7	Fixed Deposit – IndusInd Bank Limited	2.00	25-10-2026	0.03	7.00	2.03
8	Fixed Deposit – Yes Bank Limited*	5.20	04-10-2025	0.07	5.60	5.20
9	Fixed Deposit – Yes Bank Limited	3.16	11-07-2026	0.05	6.85	3.21
10	Fixed Deposit – Yes Bank Limited	3.20	12-07-2026	0.05	6.85	3.25
11	Fixed Deposit – Yes Bank Limited	4.00	20-07-2026	0.06	6.85	4.06
12	Fixed Deposit – Yes Bank Limited	2.50	05-08-2026	0.04	6.85	2.54
	Total	40.56		0.58		41.08

* Original Fixed Deposit value is INR 5.25 Crores (inclusive of interest earned of INR 0.05 Crores). Market Value is unchanged, as the FD and interest are renewed and credited monthly.

v. Delay in implementation of the object(s): Not applicable

Object(s)	Completion date		Delay [Number of days or months]	Comments of the Issuer's Board of Directors	
	As per the offer document	Actual*		Reason for delay	Proposed course of action
-	-	-	-		

5. Details of utilization of proceeds stated as General Corporate Purpose (GCP) amount in the offer document

Sr. No.	Item Head	Amount (INR Cr)	Source of information/certifications considered by Monitoring Agency for preparation of report	Comments of The Monitoring Agency	Comments of the Board of Directors
1	Unidentified Acquisition and General Corporate Purposes	9.15	As per the documents provided by the issuer, including Independent Auditors Certificate.	The company has not utilised any amount towards this object.	No Comments
	Total	9.15			

Disclaimer:

- a) This Report is prepared by Acuite Ratings & Research Limited (hereinafter referred to as "Monitoring Agency/MA"). The MA has taken utmost care to ensure accuracy and objectivity while developing this Report based on the information provided by the Issuer and information obtained from sources believed by it to be accurate and reliable. The views and opinions expressed herein do not constitute the opinion of MA to deal in any security of the Issuer in any manner whatsoever.
- b) This Report has to be seen in its entirety; the selective review of portions of the Report may lead to inaccurate assessments. For the purpose of this Report, MA has relied upon the information provided by the management /officials/ consultants of the Issuer and third-party sources like statutory auditors appointed by the Issuer believed by it to be accurate and reliable.
- c) Nothing contained in this Report is capable or intended to create any legally binding obligations on the MA which accepts no responsibility, whatsoever, for loss or damage from the use of the said information. The MA is also not responsible for any errors in transmission and specifically states that it, or its directors, employees do not have any financial liabilities whatsoever to the users of this Report.
- d) The MA and its affiliates do not act as a fiduciary. The MA and its affiliates also do not act as an expert to the extent defined under Section 2(38) of the Companies Act, 2013. While the MA has obtained information from sources it believes to be reliable, it does not perform an audit and undertakes no independent verification of any information/ certifications/ statements it receives from auditors, lawyers, chartered engineers or other experts, and relies on in its reports.
- e) The MA or its affiliates may have other commercial transactions with the entity to which the report pertains. As an example, the MA may rate the issuer or any debt instruments / facilities issued or proposed to be issued by the issuer that is subject matter of this report. The MA may receive separate compensation for its ratings and certain credit-related analyses, normally from issuers or underwriters of the instruments, facilities, securities or from obligors.



About Acuité Ratings & Research

Acuité is a full-service Credit Rating Agency registered with the Securities & Exchange Board of India (SEBI). The company received RBI Accreditation as an External Credit Assessment Institution (ECAI) for Bank Loan Ratings under BASEL-II norms in the year 2012. Acuité has assigned ratings to various securities, debt instruments and bank facilities of entities spread across the country and across a wide cross section of industries. It has its Registered and Head Office in Kanjurmarg, Mumbai.