

**Date:** January 13, 2026

To,  
**BSE Limited**  
Corporate Relationship Department,  
Phiroze Jeejeebhoy Towers  
Dalal Street,  
Mumbai-400001.  
**Scrip Code: 544435**

**Sub: Intimation of appointment of Mr. Gaurav Dikshit, a seasoned media, strategy and growth professional as an Advisor to Board.**

Dear Sir(s)

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 Adcounty Media India Limited (formerly known as *Adcounty Media India Private Limited*) is pleased to inform that **Mr. Gaurav Dikshit** has been appointed as an **Advisor to Board of Directors** of the Company with effect from January 14, 2026.

Mr. Gaurav Dikshit is a seasoned media, strategy, and growth professional with over two decades of experience across integrated media planning, brand strategy, digital transformation, and corporate communications. He began his career as a core media planning professional and has since worked across strategy, content, digital, and corporate roles, bringing a unique blend of agency-side and client-side experience with a strong focus on brand-led growth and transaction-driven outcomes, further strengthened through entrepreneurship and business consulting. He is an entrepreneur who has successfully built digital-led platforms focused on rural and children's segments and is a founding member of the IIMC Alumni Association (IIMCAA), where he currently serves as Vice President.

The brief profile of Mr. Gaurav Dikshit along with key highlights is detailed in the press release enclosed.

The above information is also available on the website of the Company at [www.adcountymedia.com](http://www.adcountymedia.com).

We request you to kindly take this information on record.

Thanking you  
Yours Faithfully,

**For Adcounty Media India Limited**

**Garima Malik**  
**Company Secretary & Compliance Officer**

Encl: As above



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## **AdCounty Media India Limited Appoints Mr. Gaurav Dikshit as an Advisor to Board**

**India, January 13, 2026:** AdCounty Media India Limited (“Adcounty Media/the company”), a leading digital-first adtech company, has appointed Mr. Gaurav Dikshit as an Advisor to Board. The appointment is intended to help reinforce Adcounty Media's strategic roadmap for future growth, expand upon its partner ecosystem, and define their market expansion strategy over time. In his new role, Mr. Dikshit will work in close collaboration with the leadership and board to facilitate strategic direction related to partnerships, improve growth metrics and create long-term value, in addition to helping unlock new opportunities within digital ecosystems that have great potential for positive impact.

Mr. Dikshit brings 20+ years of expertise across media, marketing, strategy, growth, content and digital transformation through blending ideas, insights & execution into scalable business outcomes. As an ideas/driven leader, he started his journey as a media planning professional travelling through the various levels of Strategy, Content, Digital, Corporate and has now progressed to leading companies. His well-rounded view has been developed by working throughout the entire ecosystem - Agencies, Clients, Entrepreneurial Owners & Business Consultants. Mr. Dikshit knows both sides of Brands and Businesses.

An alumnus of the Indian Institute of Mass Communication (IIMC), Mr. Dikshit possesses an extensive knowledge of media, consumer insight, and the digital ecosystem.



Over the years, he has held leadership and strategic roles across some of the most respected organizations in the industry. His career journey includes:

- Grey Worldwide - Media Planning, working on brands such as BSNL, Wrigley's, and Aviva
- RK Swamy - Media Planning, handling BSNL and Blackberrys
- Starcom - Media Planning, working on Samsung, LVMH, Kohler, and UCB

He later moved into leadership roles starting with:

- Mindshare (GroupM) - Media Planning (including Digital) and Strategy, where he worked on Apollo Tyres, Swatch Group, Lufthansa, BPTP, and Volvo Cars, driving integrated media and growth-focused strategies
- Samsung India - Strategy, Growth and Communication, as part of the Corporate Media Marketing team, focusing on scale, reach, and performance-driven outcomes
- RK Swamy Delhi - Media Head (Delhi) and Digital India Head, where he led multiple high-impact government initiatives including the launch of Digital India, Jan Dhan Yojana, PFRDA, Mudra Loan, and campaigns for UNICEF

Mr. Dikshit has also been an entrepreneur who has developed and scaled many digital- and content-based platforms with an emphasis on growth markets, specifically developing and rural markets. He was able to create and operate two distinct digital- and content-centric platforms targeting rural customers and children, using all his previous experiences and knowledge in media, content, and technology.

Speaking on the appointment, the **Co-founder & Whole Time Director of the Company of AdCounty Media, Mr. Delphin Varghese**, said, *“Gaurav's exceptional combination of strategic foresight coupled with directly applied entrepreneurial knowledge as well as a firm grasp of both traditional media outlets (TV/Radio) and digital ecosystems (social media) provides our executive leadership path with further strength as we ramp up growth opportunities. In addition, Gaurav's knowledge will significantly contribute to developing AdCounty Media's partner strategy, increasing our market position, and helping build a long-lasting value for both the business and our partners.”*

### **About Adcounty Media India Limited**

AdCounty Media is a global adtech company centered around the delivery of scalable growth solutions across both web and mobile. Guided by strong data, technology, and customer-first innovation, the company partners with brands and platforms to drive measurable business outcomes with simultaneous focus on building sustainable, privacy-first digital growth ecosystems.



In his role as Advisor to Board, Mr. Dikshit will focus on advising AdCounty Media on strategy for developing proposed partnerships, growth frameworks, long-term value creation in addition to developing revenue opportunities by means of building scalable digital marketplaces.

For further information, please visit the company website at [www.adcountymedia.com](http://www.adcountymedia.com) or contact: [cs@adcountymedia.com](mailto:cs@adcountymedia.com)