



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

Sub: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Launch of New Advertising Technology Platform “OPSIS Ads”

Dear Sir/Madam,

Pursuant to Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI LODR Regulations”), we wish to inform you that Adcounty Media India Limited has launched its new proprietary mobile-first performance advertising and revenue optimisation platform titled “**OPSIS Ads**.”

The launch of OPSIS Ads is a strategic business initiative aimed at strengthening the Company’s ad-technology portfolio, enhancing its product offerings, expanding global footprint, and improving long-term revenue visibility. The platform leverages advanced AI and ML technologies for performance-driven digital advertising solutions.

The details as required under Para B of Part A of Schedule III of the SEBI LODR Regulations are enclosed herewith as Annexure – A and Press Release is attached as Annexure B.

Kindly take the above information on record.

Thanking you,

Yours faithfully,
For Adcounty Media India Limited

Garima Malik
Company Secretary and Compliance officer



FIRST FLOOR, D-41, PATRAKAR COLONY, NEAR, JAWAHAR NAGAR MOTI DUNGRI VISTAR YOJNA, RAJA PARK, JAWAHAR NAGAR, JAIPUR, RAJASTHAN, INDIA, 302004



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Disclosure as required under Regulation 30 of the Listing Regulations, read with SEBI Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024

S.No	Particulars	Details
1	Name of the product	OPSIS Ads (https://opsisads.ai/)
2	Date of launch	December 08, 2025
3	Category of the product	Mobile-First Performance Advertising & Revenue Optimisation Platform (Ad-Tech / Digital Advertising Technology)
4	Whether caters to domestic/international market	Domestic and International Market
5	Name of the countries in which the product is launched	India, United States of America, South East Asia (SEA), United Kingdom, Canada, France, Middle East and North Africa (MENA)



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PRESS RELEASE

Adcounty Media India Limited Launches “OPSIS Ads”, a Mobile-First Performance Advertising Platform

Jaipur, India-December 08,2025: Adcounty Media India Limited announced the launch of its new proprietary mobile-first performance advertising and revenue optimisation platform “OPSIS Ads.” The platform has been developed as part of the Company’s strategy to strengthen its ad-technology portfolio and expand its presence in global digital advertising markets.

OPSIS Ads is an AI and ML-driven performance advertising platform designed to support mobile user acquisition, campaign optimisation, and monetisation for advertisers and app developers. The platform enables real-time optimisation, intelligent audience targeting, unified cross-platform tracking, and transparent performance reporting.

Key capabilities of OPSIS Ads include:

- AI/ML-based real-time campaign optimisation
- Intelligent audience targeting and mobile-first ad delivery
- Unified tracking across iOS, Android, and Web
- Advanced analytics with transparent reporting
- Enterprise-grade fraud detection and brand-safe advertising
- Integration with leading Mobile Measurement Partners and retargeting support

Commenting on the launch, **Mr. Aditya Jangid, Chairman and Managing Director of Adcounty Media India Limited** said,

“The introduction of OPSIS Ads aligns with the Company’s long-term growth strategy in the global ad-technology space and is expected to enhance its digital advertising offerings and international reach.”

The Company continues to focus on building scalable technology products to support advertisers with performance-driven and transparent advertising solutions.

About Adcounty Media India Limited

Adcounty Media India Limited is a technology-driven digital advertising and performance marketing company with a strong focus on mobile growth, AI-powered optimisation, and scalable user acquisition solutions. Through OPSIS Ads, the Company strengthens its position as a global mobile performance marketing leader.

For further information, please visit the company website at www.adcountymedia.com or contact: cs@adcountymedia.com



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