



Crayons Advertising Limited

Formerly known as Crayons Advertising Pvt. Ltd.

Regd. & Corporate Office:

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CIN: L52109DL1986PLC024711

Dated: 12th June, 2025

To,
National Stock Exchange of India Limited
Listing Department
Exchange Plaza, Plot no. C-1, G Block,
Bandra –Kurla Complex,
Bandra (East), Mumbai – 400051
Scrip code/ ID: CRAYONS

**Subj.: Intimation of Grant of Options under Crayons Advertising Limited Employee
Stock Option Scheme – 2025 (“Scheme”)**

Dear Sir/ Madam,

In accordance with the provisions of the Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, it is hereby informed that a meeting of the Nomination and Remuneration Committee of Crayons Advertising Limited (“Company”) was held today, i.e., Thursday, 12th June 2025 and concluded on 12th June 2025 at 06:00 P.M. The Nomination and Remuneration Committee has approved the proposal for grant of 1,20,000 Employee Stock Options (“Options”) convertible into equal number of Equity Shares of the Company of face value of Rs.10/- each, under the Crayons Advertising Limited Employee Stock Option Scheme – 2025 (“Scheme”).

The requisite details pertaining to the abovementioned event, pursuant to Regulation 30 of the SEBI (LODR) Regulations read with SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated 11th November 2024, are enclosed as **Annexure**.

Submitted for your record.

Thanking you,
Yours Faithfully,

For Crayons Advertising Limited,

(Kunal Lalani)
Managing Director
DIN:00002756

Annexure

Sl. No.	Particulars	Details
1.	Name of the Scheme	Crayons Advertising Limited Employee Stock Option Scheme – 2025 (“ Scheme ”)
2.	Brief details of options granted	Grant of 1,20,000 options to eligible employees. Effective grant date being 12 th June 2025
3.	Whether the Scheme is in terms of SEBI (SBEB & SE) Regulations, 2021 (if applicable)	Yes
4.	Total number of shares covered by these options	1,20,000 (One Lakh twenty thousand) Options which shall be convertible into equal number of Shares of face value Rs. 10/- each.
5.	Pricing Formula	Under this Scheme, the Exercise Price will be decided by the Committee at the time of grant and shall be linked with the Market Price as defined in the Scheme. The Committee has granted the Options at the exercise price of Rs. 20/- (Rupees Twenty only) per Option.
6.	Options Vested	Not Applicable, as this outcome is pertaining to grant of Options under the Scheme.
7.	Time within which option may be exercised	All Options upon vesting shall be exercisable within a maximum of 2 (Two) years from the date of respective vesting.
8.	Options exercised	Not Applicable, as this outcome is pertaining to grant of Options under the Scheme.
9.	Money realized by exercise of Options	
10.	The total number of Shares arising as a result of exercise of Option	1,20,000 (One Lakh Twenty Thousand) Equity Shares of face value Rs. 10/- each will arise deeming all granted options are vested and exercised.
11.	Options lapsed	Not Applicable, as this outcome is pertaining to grant of Options under the Scheme.
12.	Variation in terms of Options	
13.	Brief details of significant terms	The Scheme is administered by the Nomination and Remuneration Committee. The Scheme shall be implemented through direct route for

		<p>extending the benefits to the eligible Employees by the way of fresh allotment from the Company.</p> <p>The grant of Options is based upon the eligibility criteria as mentioned in the Scheme.</p> <p>The Vesting Period shall commence from a period of 1 (One) year from the Grant Date and shall extend upto a maximum period of 4 (Four) years from the Grant Date, at the discretion of and in the manner prescribed by the Nomination and Remuneration Committee and set out in the Grant Letter.</p> <p>The granted Options once vested shall entitle the Option holder to acquire equal number of Equity Shares, upon payment of exercise price, applicable taxes and other charges, if any, in accordance with terms and conditions of the Scheme.</p> <p>All Options upon vesting shall be exercisable within a maximum of 2 (Two) years from the date of respective vesting.</p>
14.	Subsequent changes or cancellation or exercise of such Options	Not Applicable, as this outcome is pertaining to grant of Options under the Scheme.
15.	Diluted earnings per share pursuant to the issue of equity shares on exercise of Options.	