

16<sup>th</sup> April 2024

The Manager – Listing Department  
National Stock Exchange of India Limited,  
“Exchange Plaza”, 5<sup>th</sup> Floor,  
Plot No. C/1, G Block,  
Bandra-Kurla Complex,  
Bandra (East), Mumbai – 400 051.

**Symbol: VERTOZ**

**Series: EQ**

**Sub: Press Release**

Dear Sir/Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, please find enclosed a copy of the Press Release.

The same will also be available on the website of the Company at the URL <https://vertoz.com/ir/>.

This is for your information and records.

Thanking you,

Yours Faithfully,

**For Vertoz Advertising Limited**

**Zill Shah**  
**Company Secretary & Compliance Officer**  
**M. No: A51707**



**Encl: A/a**

## **Vertoz Successfully Executes Coupon Campaign for Happilo, Garnering Over 1 Lakh+ Coupon Redemption**

**Mumbai, 16<sup>th</sup> April 2024** - **Vertoz (NSE: VERTOZ)**, a leading AI-powered MadTech and CloudTech platform is thrilled to announce its successful **collaboration** with **Happilo**, a renowned brand in the health food industry, for an innovative **coupon campaign on Zomato**.

The campaign, which lasted for **12 days**, saw remarkable engagement from consumers, with a **total of 1,13,056 coupon scratches** counted during the duration. Leveraging Zomato's extensive reach and **Vertoz's** expertise in the digital landscape, the campaign aimed to promote **Happilo's** premium range of health foods and encourage customer interaction through exciting coupon offers.

"We are thrilled with the success of our coupon campaign in partnership with **Vertoz** on Zomato," said **Vikas D. Nahar, Founder of Happilo**. "This initiative allowed us to connect with a large audience of health-conscious consumers and showcase the quality and variety of our products. We look forward to continuing our collaboration with **Vertoz** further to expand our reach and impact in the market."

Commenting on the achievement, **Hirenkumar Shah, Promoter & Whole Time Director of Vertoz Advertising Ltd**, said, "We are delighted to have collaborated with **Happilo** for this campaign and are proud of the exceptional results achieved. This successful partnership highlights **Vertoz's** commitment to delivering innovative and effective advertising solutions that drive tangible results for our clients."

The coupon campaign on Zomato marks another milestone in **Vertoz's** journey of delivering impactful digital solutions and fostering successful partnerships with leading brands across various industries.

### **For media inquiries and further information, please contact:**

Richa Chikara

Lead Corporate Communication

Email: richa.chikara@vertoz.com

Phone: +91 22 6142 6067 / +1 (646) 895 6969

### **About Vertoz:**

Vertoz is an AI-powered MadTech and CloudTech platform, offering Digital Advertising and Monetization (MadTech) and Digital Identity and Cloud Infrastructure (CloudTech) catering to Businesses, Digital Marketers, Advertising Agencies, Digital Publishers, Cloud Providers, and Technology companies.

### **About Happilo:**

Happilo is a renowned health food brand that offers a wide range of premium quality nuts, dried fruits, and seeds. Committed to promoting healthy living and well-being, Happilo provides nutritious and delicious snacks that cater to the evolving dietary preferences and lifestyles of consumers worldwide.