

17<sup>th</sup> July 2025

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**

**Subject: Press Release**

Dear Sir/Madam,

Pursuant to the 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 Limited**  
**(Formerly known as Vertoz Advertising Limited)**



**Zill Shah**  
**Company Secretary & Compliance Officer**  
**Membership No. A51707**  
**Place: Mumbai**  
**Encl: A/a**



## Headline:

**Vertoz Strengthens its play in the educational sector, onboards XLRI Jamshedpur to power digital outreach**

## Body Copy:

*Mumbai, July 17, 2025* - Vertoz Limited (NSE: VERTOZ), a global MadTech and CloudTech Platform Company, is proud to strengthen its presence in the education sector, fueled by a string of intelligent MAD-Tech solutions, high-impact publishers, and a growing portfolio of leading institutions and clients.

With a sharp focus on the future of India's knowledge economy, Vertoz is ramping up its efforts to empower educational institutions through smarter, insight-led digital outreach. By combining premium digital publishers, curated audience segments, and its proprietary technology stack, Vertoz delivers high-impact, measurable results.

Vertoz's recent role as **Digital Innovation Partner** at the **prestigious ET Education Summit** in New Delhi further deepened its engagement with key decision-makers and thought leaders across the education sector. The summit served as a launchpad for meaningful dialogue, **culminating in tangible outcomes, including a marquee campaign win with XLRI Jamshedpur, one of the renowned management institutions in India.**

Speaking on this partnership, **Ashish Singh**, Public Relations (PR) & Branding Officer at XLRI Jamshedpur, said:

*"Partnering with Vertoz for our recent Pan India CAT-A digital campaign was a seamless experience. Their strategic expertise, timely execution, and deep understanding of digital media truly amplified our outreach. A team that delivers beyond expectations — reliable, responsive, and results-driven."*

**Hirenkumar Shah**, Founder and Managing Director of Vertoz, captured the essence of this approach:

*"It's not about being everywhere. It's about being in the right place, in the right way. Most institutions don't need more media, they need smarter media."*

*"India is on the cusp of a digital and demographic transformation and education is at the heart of that journey,"* Hirenkumar Shah added. *"At Vertoz, we see a profound opportunity to partner with institutions that shape the future, helping them tell their stories, expand their reach, and engage meaningfully with the next generation."*

This strategic push is not just about scaling a vertical; it's about enabling discovery, trust, and value creation in a sector vital to India's growth. With more partnerships in the pipeline, Vertoz is committed to being a long-term enabler in the education space, one that helps institutions move from broad messaging to impact-driven outcomes.



**About Vertoz Limited**

Vertoz Limited (NSE: VERTOZ), formerly known as Vertoz Advertising Limited, is a global MadTech and CloudTech powerhouse delivering AI-driven solutions across advertising, marketing, media monetization, digital identity, and cloud infrastructure.

**Learn more at:** [www.vertoz.com](http://www.vertoz.com)

**Media Contact**

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