

Date: April 30, 2026;

BSE Limited

Phiroze Jeerjeebhoy Towers,
Dalal Street,
Mumbai – 400 001

SCRIP CODE: 543895

Subject: Strategic Partnership Charter with ICICI Lombard General Insurance Company Ltd to Strengthen Exhibition Risk Ecosystem

Dear Sir/Madam,

With reference to the captioned subject and pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform that Exhicon Events Media Solutions Limited ("*the Company*") has entered into a Partnership Charter with ICICI Lombard General Insurance Company Limited ("*ICICI Lombard*").

This strategic collaboration is aimed at advancing the awareness, adoption, and integration of Exhibition Insurance across India's exhibitions and trade fairs ecosystem.

Strategic Rationale:

The Indian exhibitions industry is witnessing increasing scale, complexity, and stakeholder participation. In this context, risk preparedness and continuity planning are emerging as critical enablers of sustainable growth.

This partnership positions the Company at the forefront of shaping a risk-aware and professionally governed exhibition ecosystem, aligning with global best practices.

Value Creation Framework

The collaboration is expected to:

- Enhance Platform Value: Strengthen the Company's positioning as an integrated exhibitions ecosystem enabler beyond physical infrastructure
- Drive Ecosystem Stickiness: Deepen engagement with organizers, exhibitors, and venues through value-added risk advisory and awareness initiatives
- Enable Scalable Integration: Create pathways for embedding insurance awareness and facilitation across the Company's venues, media platforms, and industry interfaces
- Support Industry Formalization: Contribute to higher standards of governance, thereby improving long-term credibility and participation in the sector

Revenue & Business Impact

Partnership Charter opens up adjacent opportunities over the medium to long term, including:

- Potential integration-led service offerings
- Ecosystem-led monetization opportunities
- Enhanced partner-led value creation across the Company's platforms

EXHICON EVENTS MEDIA SOLUTIONS LIMITED

CIN:L74990MH2010PLC208218

Regd. Office: S. No. 65/4, Gaikwad Wasti, Haveli, Mundhawa (N.V.), Pune – 411036, Maharashtra
Corporate Office: Unit No. 134 & 146, 1st Floor, Andheri Industrial Estate, Plot No. 22, Veera Desai Road,
Andheri West, Mumbai - 400053, Maharashtra, India
Toll Free: 1800 258 8103 |Email: info@exhicongroup.com |www.exhiconevents.in

Scope of Collaboration

- Exhicon will leverage its venues, media platforms, and industry reach to drive awareness, education, and adoption of Exhibition Insurance as a best practice.
- ICICI Lombard will provide domain expertise, relevant insurance solutions, and support ecosystem education through insights and simplified engagement frameworks.

Outlook

This initiative aligns with the Company's broader strategy of integrated ecosystem solutions, strengthening its long-term growth and positioning within the exhibitions industry.

You are requested to please take the above intimation on your records

Thanking You,

Yours Faithfully,
For **Exhicon Events Media Solutions Limited**

Pranjul Jain
Company Secretary & Compliance Officer
Membership No. A67725



Ms. Padma Mishra, Whole Time Director (*Exhicon Events Media Solutions Limited*), Mr. Anand Singh - CDO Retail & Government of ICICI Lombard, Mr. M.Q. Syed, Chairman and Managing Director (*Exhicon Events Media Solutions Limited*) & Mr. Anurag Choudhary - Head SME agency ICICI Lombard during the signing ceremony in Mumbai

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