



Vertoz Advertising Limited  
(Formerly Known as Vertoz Media Pvt. Ltd.  
& Vertoz Media Ltd.)

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25<sup>th</sup> February, 2019

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.

**Script Code: VERTOZ**

**Subject: Updates of the Campaign**

Dear Sir/Madam,

With reference to the captioned subject matter, we wish to inform you that our company Vertoz Advertising Limited ran a campaign in association with Ola and Cadbury Dairy Milk Silk.

Enclosed below is the brief description about the said campaign.

You are requested to kindly take a note and acknowledge the same.

Thanking you,

Yours Faithfully,

**On behalf of Board of Directors  
For Vertoz Advertising Limited**

*Sumit Sharma*

**Sumit R. Sharma  
Company Secretary & Compliance Officer**



Encl: - a/a



## Ola and Cadbury Dairy Milk Silk join hands with Vertoz for a memorable Valentine's Day

Valentine's Day is an opportunity for brands to get creative and create special moments for their customers. Vertoz, in association with Cadbury Dairy Milk Silk (With WAVEMAKER) and Ola, offered the customers a beautiful experience of celebrating love - the true emotion behind the day.

Considering the busy lifestyles customers lead, Cadbury Dairy Milk Silk offered its customers a romantic experience filled with chocolates, movie and a long drive, by taking away the hassle of late bookings and reservations.

Vertoz joined this unique campaign to help reach the couples of Mumbai and let them know about the special contest held by Cadbury Dairy Milk Silk prior to Valentine's Day. Vertoz being Ola's exclusive monetization partner for this Campaign, planned and coordinated the date along with Dairy Milk Silk and Ola. A select few lucky couples won a personalised car and personal driver arranged by Ola. The couples were taken for a movie and presented with a gift hamper specially curated by Cadbury Dairy Milk Silk.

With the help of Vertoz's programmatic platform, Cadbury Dairy Milk Silk was successfully reached out to customers across the digital space. This gave good visibility with ads being displayed on Ola's advertising platform. Vertoz targeted young millennial couples looking to spend the special day with their partners and create memories. The campaign was advertised on the Ola app and Ola Cabs. Vertoz successfully reached multiple couples who entered the contest and tried their luck at winning a beautiful evening.

Talking about the association Ashish Shah, Founder & CEO, Vertoz says, "Valentine's Day is a busy time for advertisers with campaigns being run by brands across sectors. What makes a campaign stand out is its uniqueness and Vertoz, Ola & Cadbury Dairy Milk Silk together have managed to create something simple yet memorable which is essential in the digital advertising space. We are proud to be on board with them and be able to offer such a unique experience for each of the winning couples."

"Silk has been activating Valentine's Day for 6 years now, and while Indians have started celebrating the occasion, there is still a majority of people who find it difficult to express their feelings. In that spirit, we wanted to give consumers a way of expressing their true feelings and make their Valentine's Day celebration truly memorable and special. What we have managed to do with Ola and Vertoz is to create a very special experience for the day which helps them celebrate their love and have a great time with their partners" says the spokesperson of Cadbury Dairy Milk Silk.

