



June 17, 2026

To,
The Manager,
Listing Compliance Department,
National Stock Exchange of India Limited,
Exchange Plaza, Bandra Kurla Complex,
Bandra East, Mumbai – 400051, Maharashtra, India

Company Symbol: YAAP

ISIN: INE0U0J01015

Subject: Press Release for appointment of Group Chief Creative Officer (GCCO) of the Company.

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a copy of Press Release in relation to the appointment of Mr. Sambit Mohanty as Group Chief Creative Officer of the Company.

In his new role, Mr. Mohanty will lead creative strategy and excellence across the YAAP network and support the Company's continued focus on strengthening its integrated creative, content, influencer marketing and AI-led marketing capabilities. He will work closely with teams across markets to drive innovative, technology-enabled brand solutions for clients.

The above information is being submitted for the information of the shareholders and stakeholders of the Company.

Kindly take the same on record.

Thanking You,

**Yours Faithfully,
For Yaap Digital Limited
(Formerly known as Yaap Digital Private Limited)**

**Shivani Shivshankar Tiwari
Company Secretary & Compliance Officer
Membership No.: A54854**



YAAP Digital Onboards Industry Veteran Sambit Mohanty as Group Chief Creative Officer to Power Its Next Growth Chapter

Gurugram - June 16, 2026: Yaap Digital Limited (NSE: YAAP | INE0U0J01015), one of India's fast-growing digital-first media and marketing solutions companies, is pleased to announce the appointment of **Mr. Sambit Mohanty** as Group Chief Creative Officer (GCCO).



Mr. Mohanty joins YAAP with over 20 years of experience in advertising, brand building and integrated marketing communications. Prior to joining YAAP, he served as Creative Head – North & South at McCann Worldgroup India. Over the course of his career, he has held leadership roles at leading agency networks including JWT, DDB, Bates, Elephant Design and McCann Worldgroup.

In his new role, Mr. Mohanty will lead creative strategy and excellence across the YAAP network and support the Company's continued focus on strengthening its integrated creative, content, influencer marketing and AI-led marketing capabilities. He will work closely with teams across markets to drive innovative, technology-enabled brand solutions for clients.

Mr. Mohanty's work has received recognition at several leading global and regional industry platforms, including Cannes Lions, Clio Awards, D&AD, One Show, Spikes Asia and Effies.

This appointment reflects YAAP's continued investment in leadership talent and reinforces its commitment to building a world-class integrated marketing and technology platform.

Commenting on the appointment, Dr. Atul Hegde, Chairman & Managing Director, YAAP Digital Limited, said: *"As YAAP enters its next phase of growth, we are investing in world-class talent. Sambit's appointment reflects our ambition to build a globally influential marketing company from India."*

Mr. Sambit Mohanty added: *"The traditional boundaries between advertising, content, social media and technology no longer exist. YAAP's entrepreneurial mindset and digital DNA made this opportunity compelling."*

About Yaap Digital Limited

Yaap Digital Limited (“YAAP” or “the Company”) is a digital marketing, content, and technology services company focused on helping brands build meaningful connections with today’s digital-first consumers. Through an integrated approach that combines creative storytelling, data-driven insights, and AI-powered marketing technologies, the Company delivers a comprehensive suite of solutions spanning influencer marketing, content creation, performance marketing, UI/UX design, media buying, and marketing analytics.

Operating under the “YAAP” brand across India, the United Arab Emirates, and Singapore, the Company, along with its wholly owned subsidiaries, has established a strong regional presence. Backed by a team of over 100 professionals and nearly a decade of execution experience, YAAP has successfully delivered marketing campaigns across diverse sectors, including financial services, consumer goods, tourism, automotive, technology, healthcare, and government projects.

For FY26, the Company reported a Total Income of ₹188.73 crore, EBITDA of ₹31.74 crore, and Net Profit of ₹22.20 crore.

The company got listed on NSE Emerge in March, 2026.

Disclaimer

Certain statements in this document that are not historical facts are forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

For Further Information Please Contact:

	Mr. Sunil Mudgal – Director sunil@kirinadvisors.com +91 98692 75849 www.kirinadvisors.com
---	--