



**lucent
industries**



Mobavenue

A Journey of Transformation

We Are Building AI-Powered Tech Platforms Driving Digital Growth For Businesses

Investor Presentation – August 2025

About Lucent Industries

Introduction

Lucent Industries is a digital-first group that creates AI-powered advertising & marketing, driving meaningful growth for businesses. We deliver & design products and services that empower businesses to scale digitally; blending advertising, marketing technology, data intelligence, and strategy to unlock their full digital potential. We don't just adapt to change; we engineer what's next.

By combining transformative technologies, deep data insights, and outcome-driven strategies we shall be shaping the digital growth for businesses worldwide.

Core Purpose

Our purpose is to help businesses harness the power of digital to grow, compete, and succeed — together. We aim to empower and support enterprises worldwide to thrive in a smarter, more connected digital ecosystem, driven by technology, data, and outcomes.

KEY STRENGTHS



Tailored Strategies

Leverage our expansive network of high-performing media partners to expand your reach, drive conversions, and achieve sustainable revenue growth.



Branding

Move beyond standard campaigns with personalized branding strategies and position your brand miles ahead of the competition to ensure long-term customer loyalty.



Media Buying

Optimize your ad spending and boost campaign performance with expert media buying solutions and improve your brand's visibility across platforms.

PLATFORMS

- EarnX
- OrbitX

Strategic Rebranding & Expansion

From Lucent Industries to **Mobavenue AI Tech**: Shaping the Next Decade

Launch of OrbitX

The Company announced launch OrbitX – an AI powered search & contextual advertising platform for businesses

.OrbitX aims to serve as a next-gen performance marketing engine, purpose-built for global markets. It will leverage cutting-edge ML algorithms & proprietary optimization logic to intelligently acquire & monetize traffic across search, native, and social ad networks

Strategic Acquisition: Mobavenue Media Private Limited

Acquisition of 100% equity shares of Mobavenue Media Private Limited, a promoter group company, for up to ₹59.68 Crores (Subject to approval of shareholders). This acquisition aims to streamline operations, enhance business synergies, and integrate AI-powered advertising capabilities.

Name Change Approval

Lucent Industries Limited initiates name change to "Mobavenue AI Tech Limited" for strategic rebranding and restructuring.

Proposed name approved by Registrar of Companies (ROC) on July 28, 2025, pending shareholder and regulatory approvals.

This transformation positions the company for significant growth in the dynamic digital and AI-driven market.

OrbitX – AI-Powered Advertising Platform for Businesses

OrbitX Launch

AI-powered search & contextual advertising platform for businesses.

Global Focus

United Kingdom | United States | Europe

Key Strengths

- Proprietary AI & machine learning engine
- Platform works across search, native & social ads
- Precision targeting & enhanced user intent mapping

Strategic Impact

- Turns undervalued ad inventory into growth opportunities
- Boosts campaign ROI & brand performance
- Expands global footprint in AI-powered growth platforms

Acquisition Of Mobavenue

Mobavenue Media Pvt Ltd

- An AI powered, cloud-based digital advertising and marketing technology company operating in India & emerging markets.
- Acquisition Value: ~59.68 Crore (Cash).
- Lucent Industries Acquiring 100% stake from current promoters.

Market Synergy

- Combines Lucent's existing capabilities with Mobavenue digital ad-tech expertise.
- Increases global reach and client base in multiple geographies.
- Creates an integrated platform for advertising, technology, monetization and growth solutions

Value Additions

- Cost saving by removing duplicate operations.
- Better utilization of technology and data analytics to boost marketing ROI.
- Enhanced liquidity and Financial stability for combined entity.

Future Ramification

- Faster go to market for tech driven advertising products.
- Potential for higher margins due to efficiency gains.
- Stronger competitive positioning in digital marketing and MarTech globally.

Meet New Team & Board Members



Ishank Joshi

MD & CEO



Tejas Rathod

CFO & CTO



Kunal Kothari

Chairman & COO

Non-Executive Board Members

**Mr. Amit Kumar
Mundra**

Non-Executive –
Independent Director

**Mr. Pankaj
Jain**

Non-Executive –
Independent Director

**Ms. Kanchan
Vohra**

Non-Executive –
Independent Director

Executive Board Members & Whole-Time Directors

**Mr. Ishank
Joshi**

Executive Director

**Mr. Kunal Hasmukh
Kothari**

Executive Director

**Mr. Tejas
Kiritkumar Rathod**

Executive Director

The background of the slide is a solid orange color with a faint, intricate pattern of circuitry and a central microchip. The microchip has the letters 'AI' printed on it in a large, bold, sans-serif font. The circuitry consists of various lines, dots, and rectangular shapes, resembling a printed circuit board (PCB).

QUARTERLY FINANCIALS (Q1 FY26)

Consolidated Q1 FY26 P&L Summary

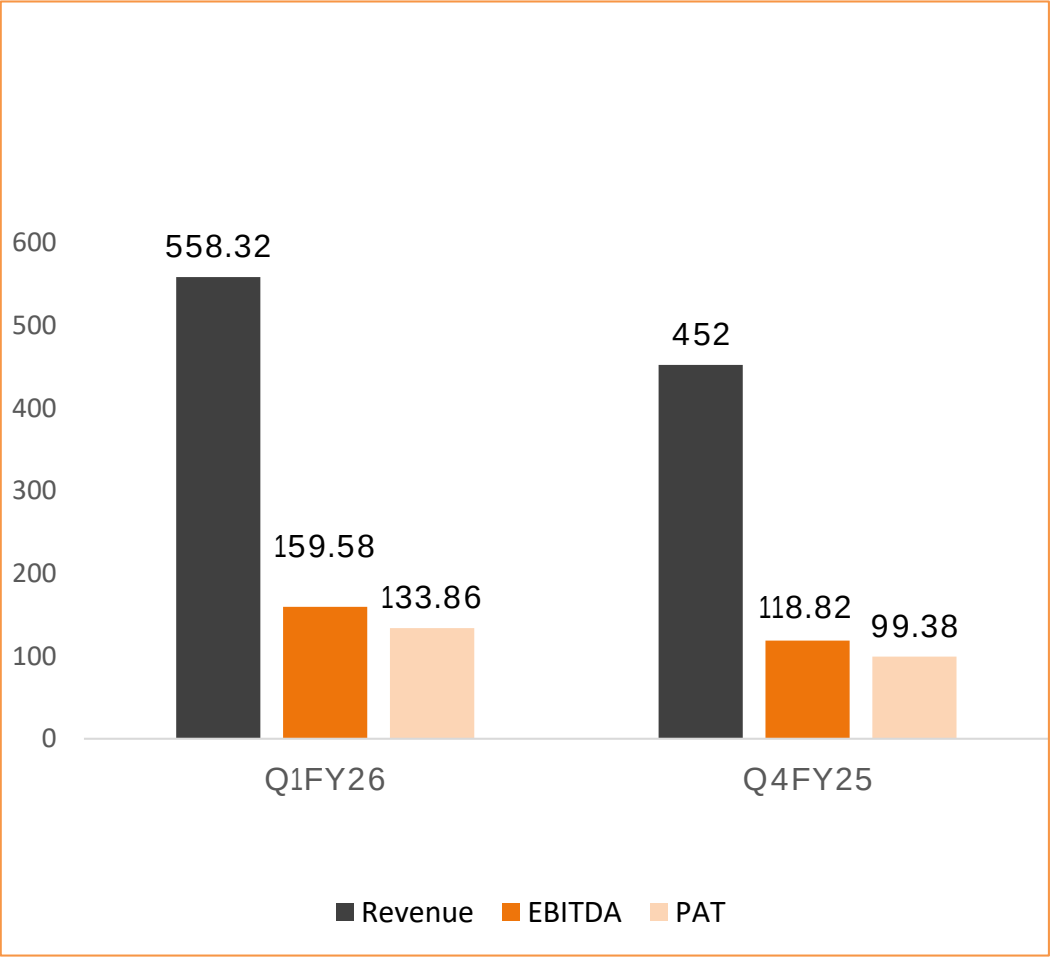
Particulars (Rs. lacs.)	Q1 FY26	Q4 FY25	Q-o-Q (%)	FY25
Income from operations	558.32	452.00	23.52%	452.00
Data Cost	350.84	262.97		262.97
Employee Cost	18.91	9.95		11.72
Operating expenses	28.99	60.26		80.77
Total Expenditure	398.745	333.18		355.46
EBITDA	159.58	118.82	34.30%	96.54
EBITDA Margin %	28.58%	26.29%	229 bps	21.36%
Other Income	20.96	19.00		19.00
Depreciation	0.00	0.00		0.00
Interest	0.68	3.21		3.21
Exceptional Item	0.00	0.00		0.00
Profit Before Tax	179.86	134.61	33.62%	112.33
Tax	46.00	35.23		35.23
Profit After Tax	133.86	99.38	34.70%	77.10
PAT Margin	23.98%	21.99%	199 bps	17.06%
Basic EPS	0.88	0.66		0.51

Standalone Q1 FY26 P&L Summary

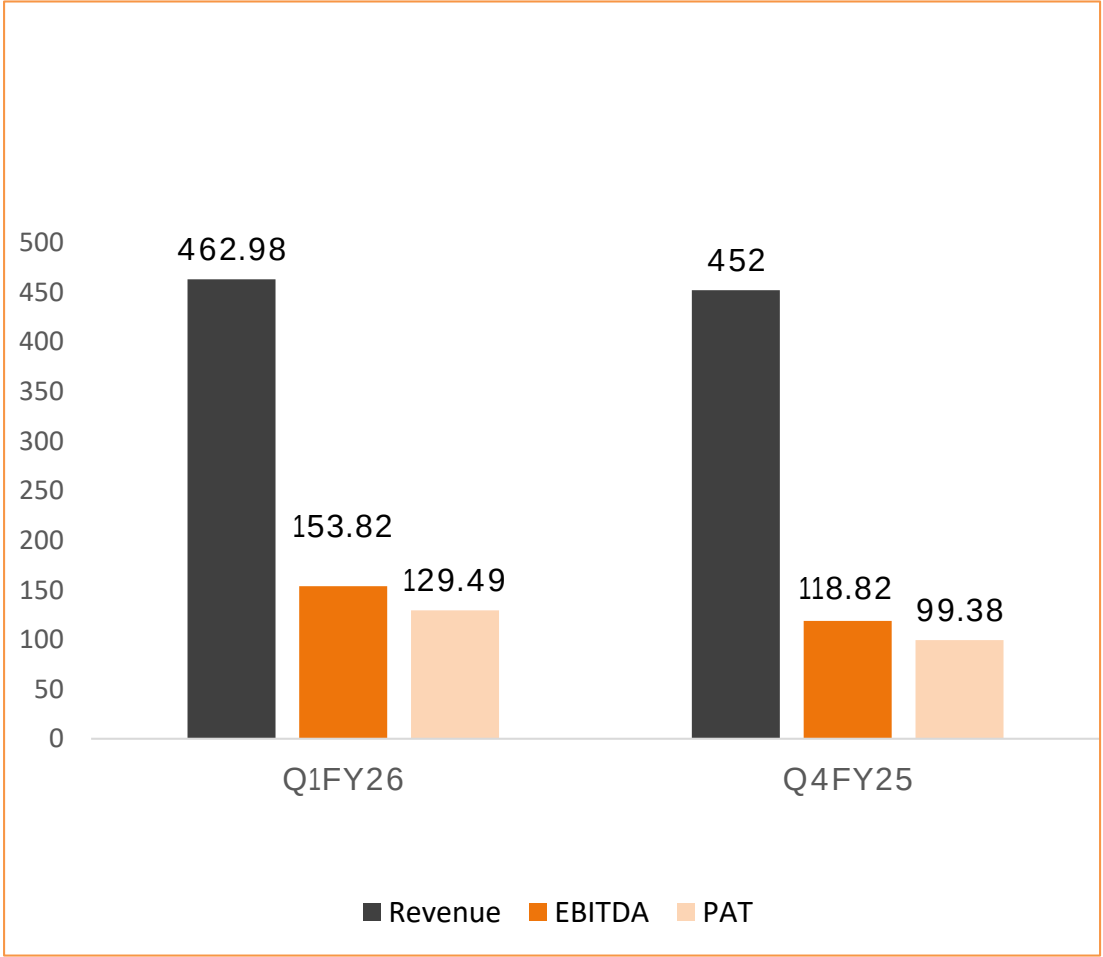
Particulars (Rs. lacs.)	Q1 FY26	Q4 FY25	Q-o-Q (%)	FY25
Income from operations	462.98	452.00	2.43%	452.00
Data Cost	269.02	262.97		262.97
Employee Cost	18.91	9.95		11.72
Operating expenses	21.59	60.26		80.77
Total Expenditure	309.52	333.18		355.46
EBITDA	153.82	118.82	29.46%	96.54
EBITDA Margin %	33.22%	26.29%	693 bps	21.36%
Other Income	20.96	19.00		19.00
Depreciation	0.00	0.00		0.00
Interest	0.00	3.21		3.21
Exceptional Item	0.00	0.00		0.00
Profit Before Tax	174.42	134.61	29.58%	112.33
Tax	44.94	35.23		35.23
Profit After Tax	129.49	99.38	30.29%	77.10
PAT Margin	27.97%	21.99%	598 bps	17.06%
Basic EPS	0.86	0.66		0.51

Growth in Numbers

Consolidated



Standalone





AI-Powered Advertising & Consumer Growth Platform

Company Overview

Who Are We



An AI-powered, cloud-based advertising & consumer growth platform designed to enable marketers connect with consumers using advanced consumer intelligence. It identifies valuable and high intent users using advanced machine learning algorithms which drives outcomes and performance for brands and businesses.



Its purpose-built platforms converts digital advertising into personalized recommendations, enhancing consumer engagement and conversions. It ensures a seamless reach across smartphones, smart TVs, and smart screens, maximizing consumer engagement



Our Origin

Established in 2017 by tech enthusiasts and business leaders, our team has a combined professional experience of over 50 years

FEATURED IN

Inc42

Forbes

FINANCIAL EXPRESS

Read to Lead



#startupindia

IAMAI

YOURSTORY

MMA

40+ AWARDS



Best Programmatic Capabilities



MarTech Agency of the Year



Performance Platform of the Year



Most Promising Mobile Platform of the Year

At A Glance

Company name	Mobavenue
Founded	2017
Industry	Marketing & Advertising Platforms
No. of Employees	150+



Our Mission

To revolutionize business growth by delivering measurable outcomes through our proprietary AI-powered platforms



Our Vision

To become a leading global provider of AI-driven business growth solutions by 2030 - pioneering innovation in technology-powered advertising, marketing, and monetization



Target Market

Commerce, Fintech, Gaming, Travel, BFSI, Entertainment, and digitally growing large and small businesses



Achievements

Bootstrapped to over **Rs 400 Crore** + in combined revenue over 8 years with sustained profitable growth from year 1



Growth

~36% projected revenue CAGR (FY23 to FY25)



Competitive Edge

Proprietary **AI-Powered**, omni-channel advertising & growth platforms



Revenue

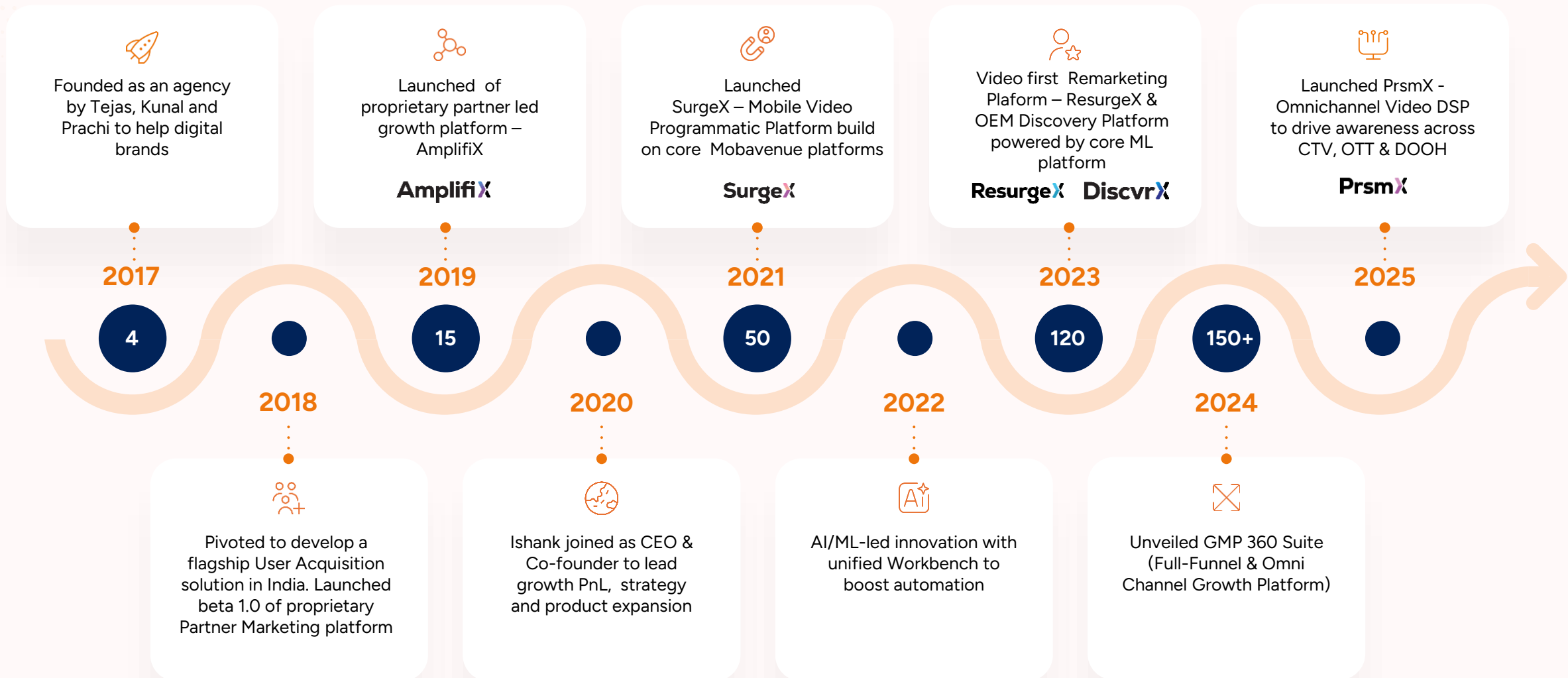
₹149.Cr (FY25 Unaudited)

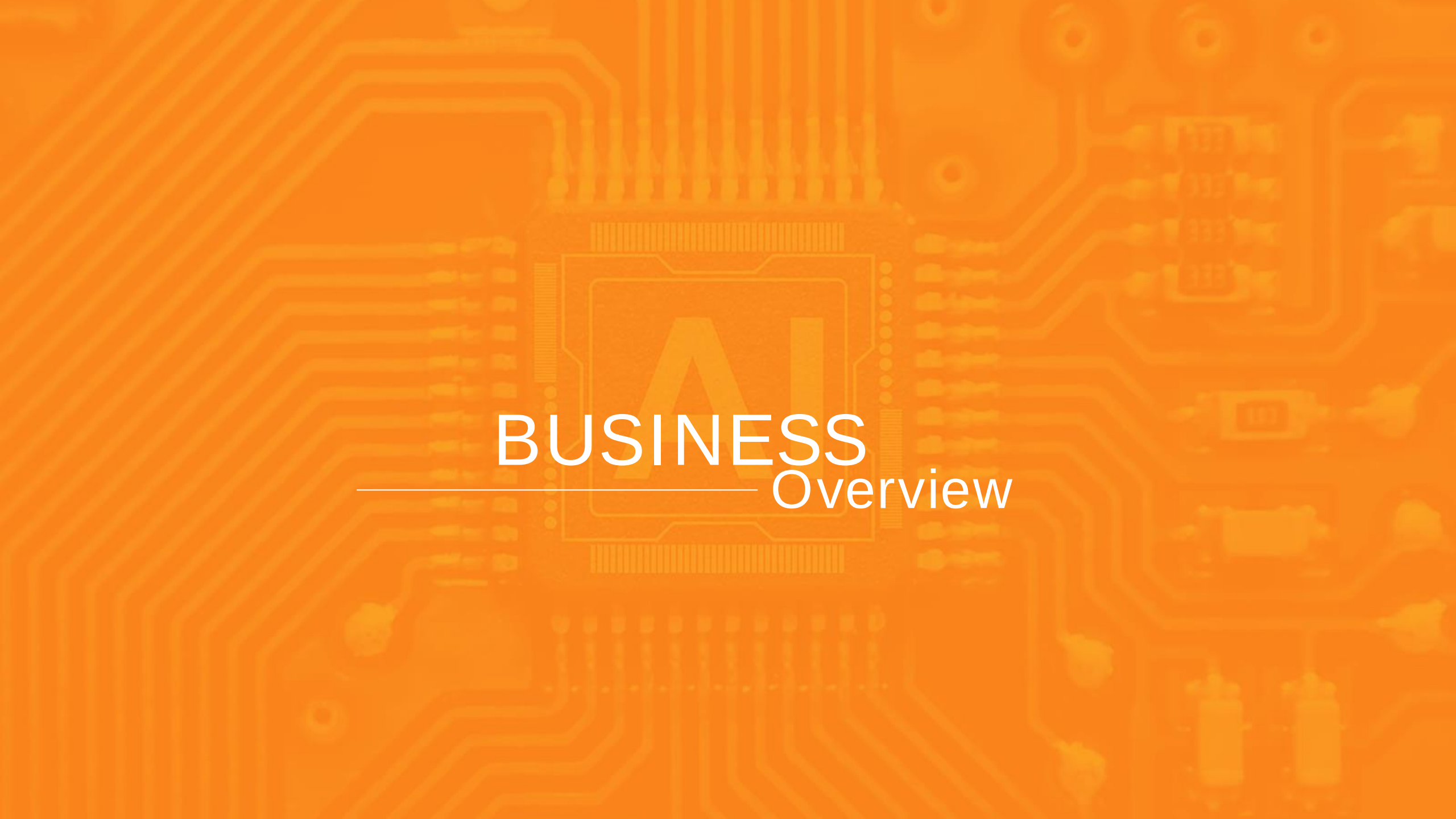


Operational Scale

Presence in India & emerging markets

Journey towards Technology-Led, Multi-Platform Solution Provider for Advertising & Growth



The background is a solid orange color with a faint, intricate pattern of circuitry and a central square containing a stylized 'AI' logo. The text 'BUSINESS' is in a large, white, sans-serif font, and 'Overview' is in a smaller, white, sans-serif font below it, separated by a thin white horizontal line.

BUSINESS

Overview

Delivering Value Through Connected Consumer Journeys

Our AI-Powered, Purpose-Built Platforms aligns with new journey and evolution

Harnessing the power
of **AI & Deep learning**,
we seamlessly
connect



Businesses with **engaged audiences**.

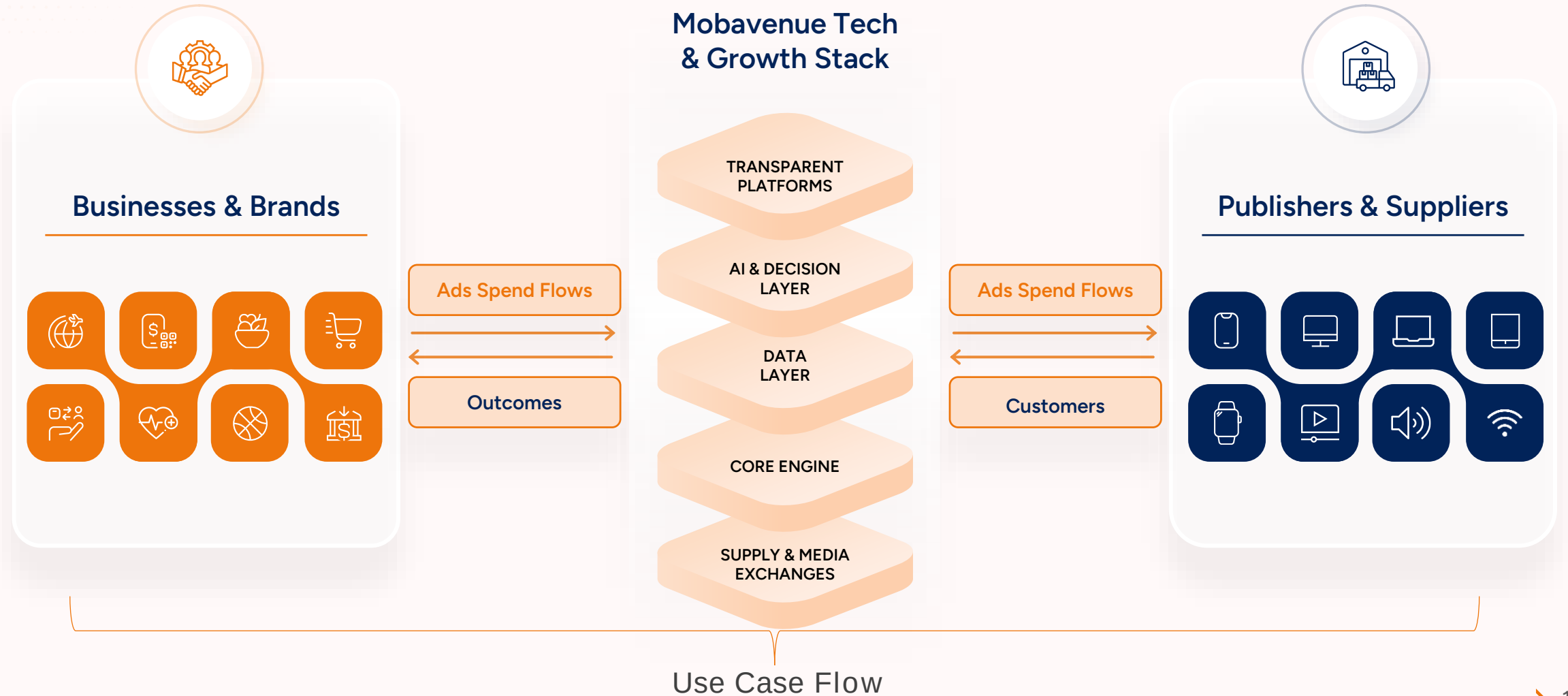


Agencies with **quality media supply**



Campaigns with **measurable outcomes**.

Our Core Engine Turns Advertising Into Outcomes



Our Business Model Is Optimized Towards Driving Outcomes

INSIGHT-DRIVEN
GOVERNANCE
STRUCTURE

PRICING MODEL
WITH INCENTIVES
TO OPTIMIZE
BUSINESS

COMMERCIAL
FLEXIBILITY

CLEARLY DEFINED
AND MEASURABLE
DESIRED OUTCOMES

FOCUS ON
WHAT AND
NOT THE HOW

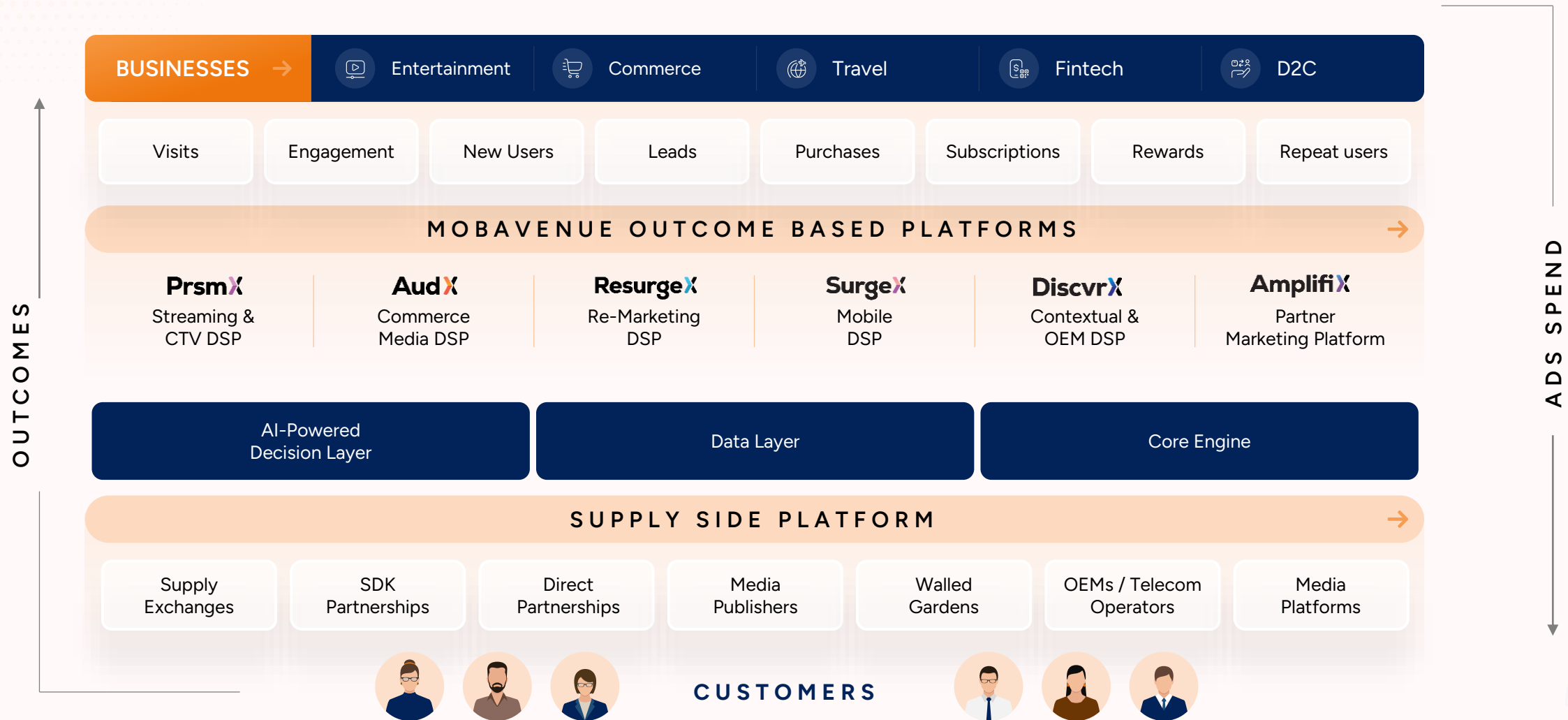
Outcome-Based Business Model

$$\text{Overall Revenue} = \text{Total Outcomes} \times \text{Average Revenue Per Outcome}^*$$

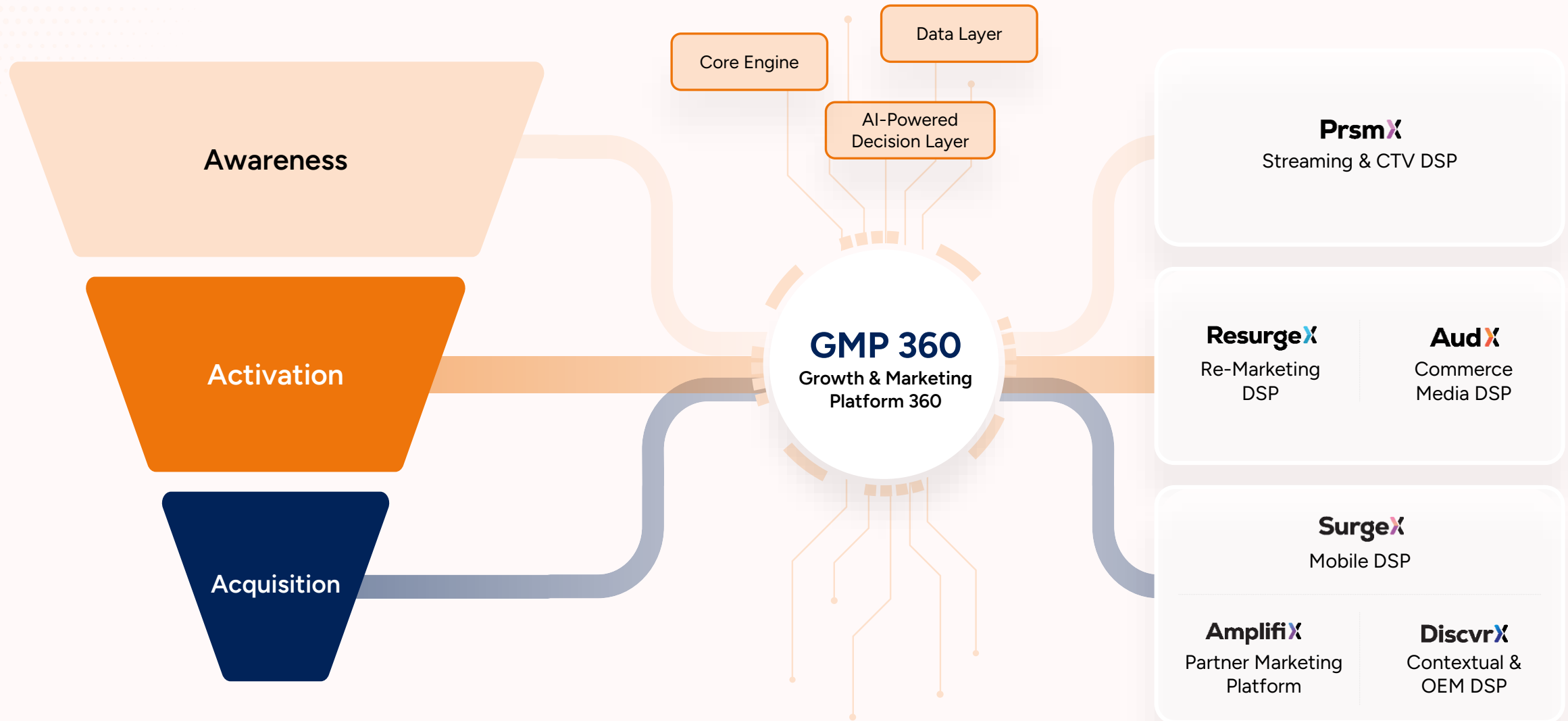
*Outcome: Defined as measurable consumer actions driven by various platform

Revolutionizing Digital Advertising

With AI-Powered Advertising & Growth Platforms

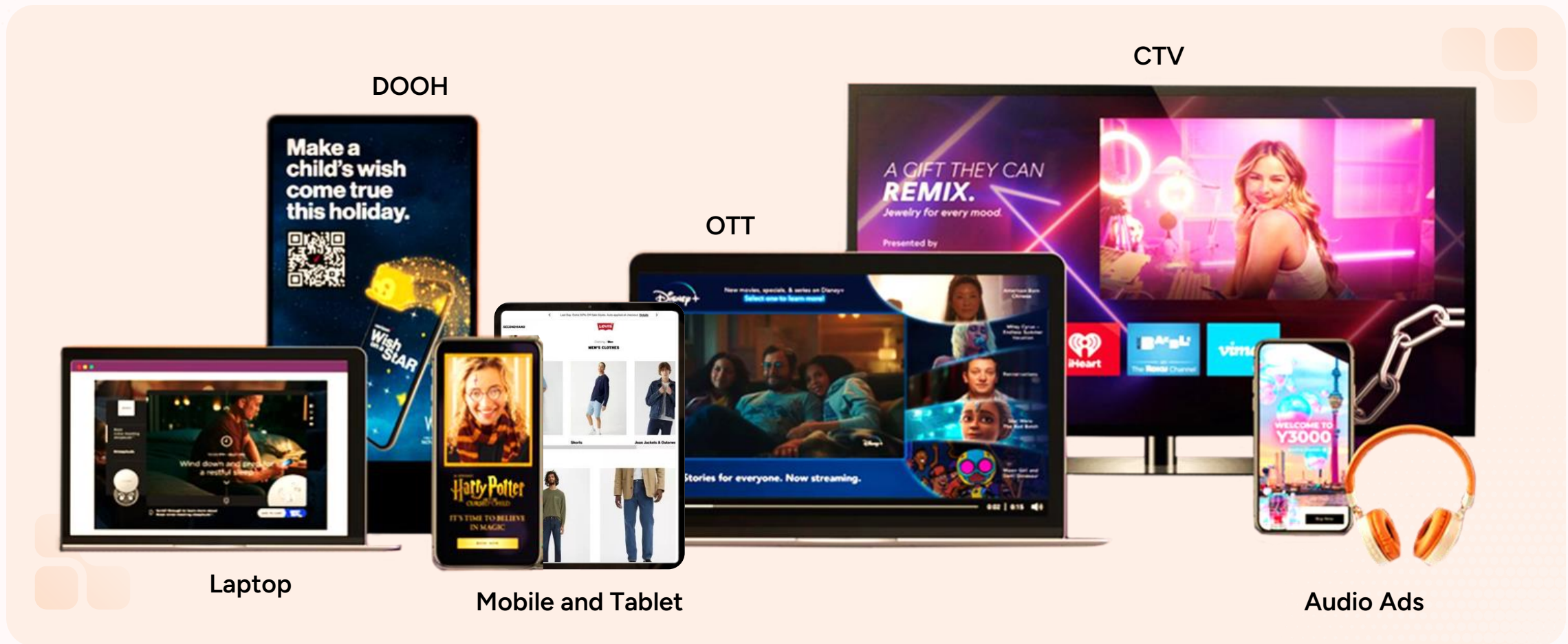


Driving Consumer & Digital Growth Across Consumer Journey

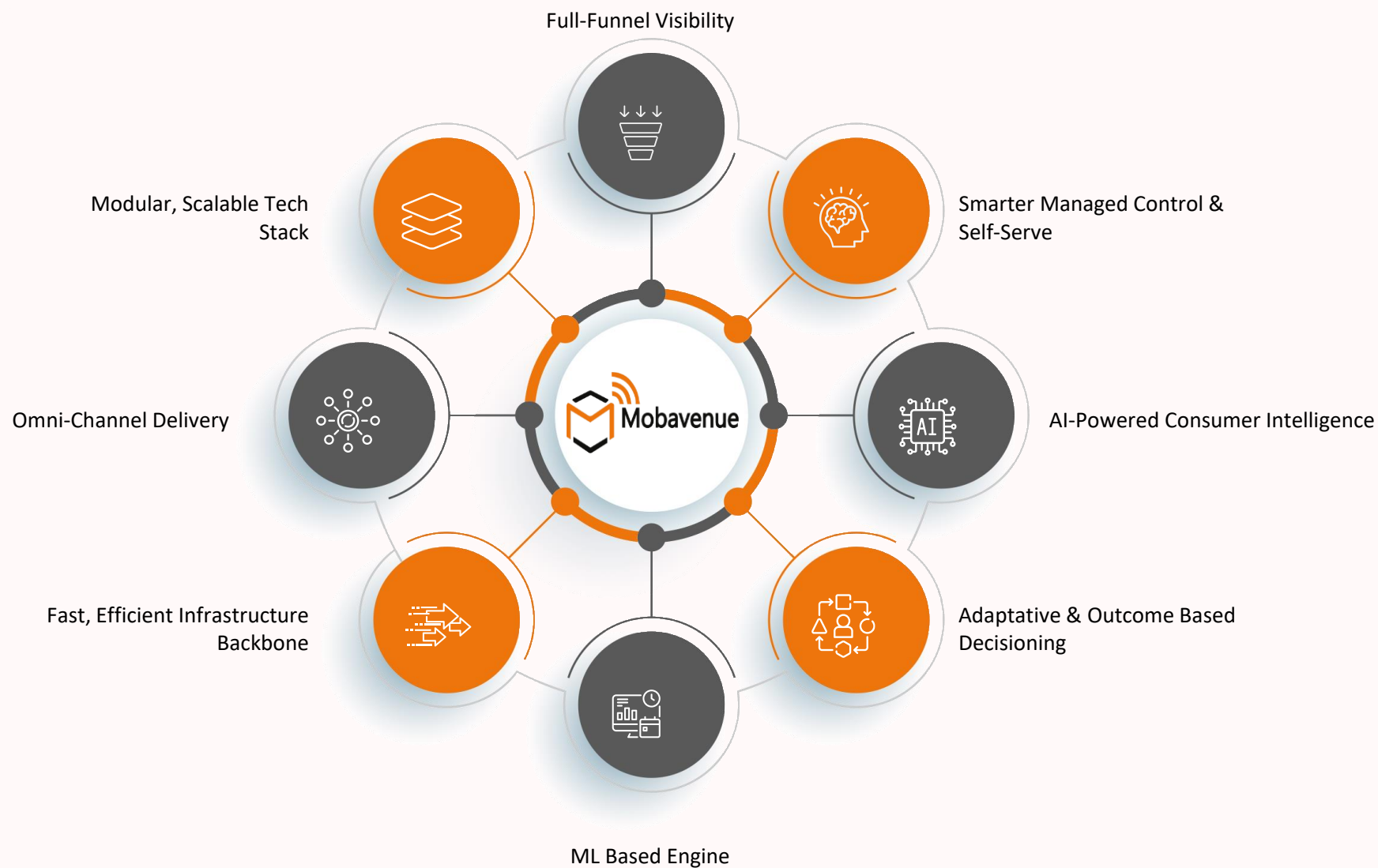


Capturing Attention Everywhere Through Purpose Build Solutions

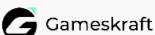
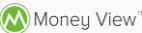
Deliver your brand's message for mobile, desktop, CTV, and beyond. Engage audiences like never before with premium video formats for all screens.



Integrated Advertising & Growth Platforms



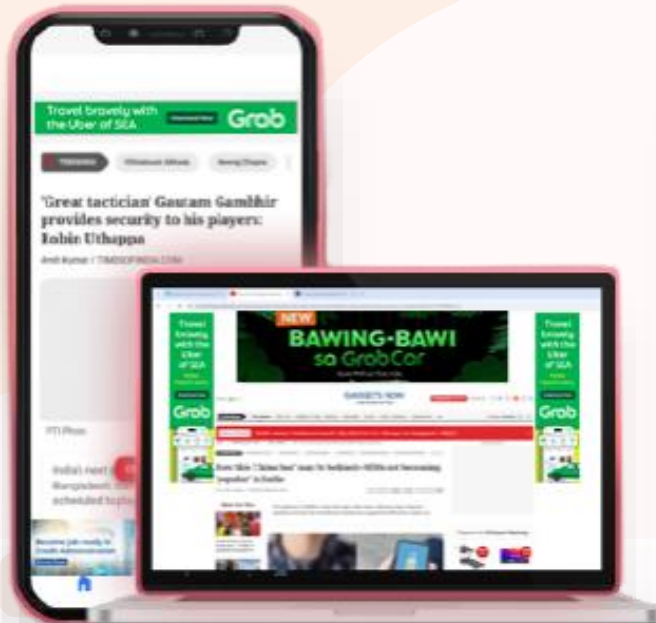
Driving Growth for Businesses & Agencies

Banks & Insurance →	         
Securities →	       
Commerce →	          
Real Money Gaming →	        
FinTech →	          
Travel →	      
OTT & Entertainment →	      
Agencies →	       

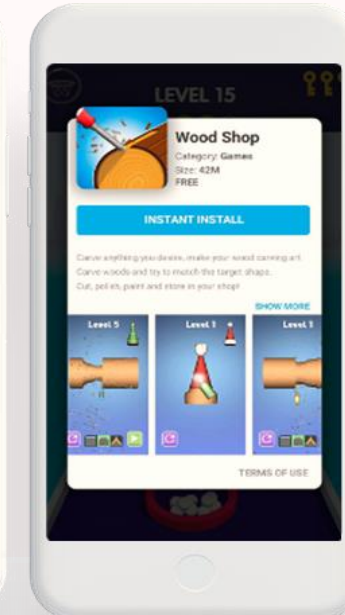
Mobile-first, High-performance Ads Across All Use Cases



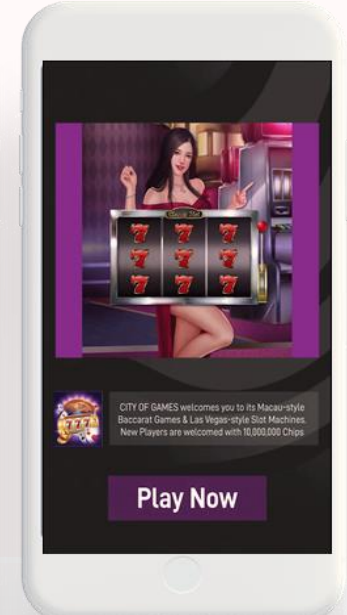
**Brand
Awareness**



**Remarketing &
Re-Engagement**



**Growth &
User Acquisition**



Note:

1. Ads are for representation purpose only.

Engagement and Online to Offline Ecosystem on Large Screens



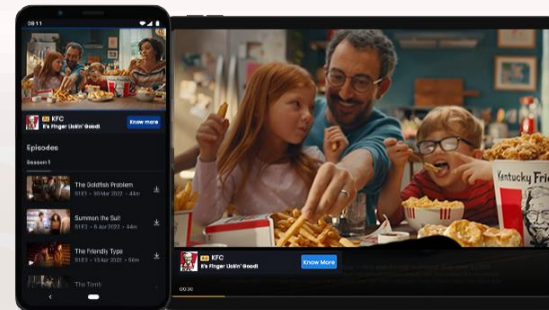
Branded QR Ads



Display Ad



Instream Video



Video Ads

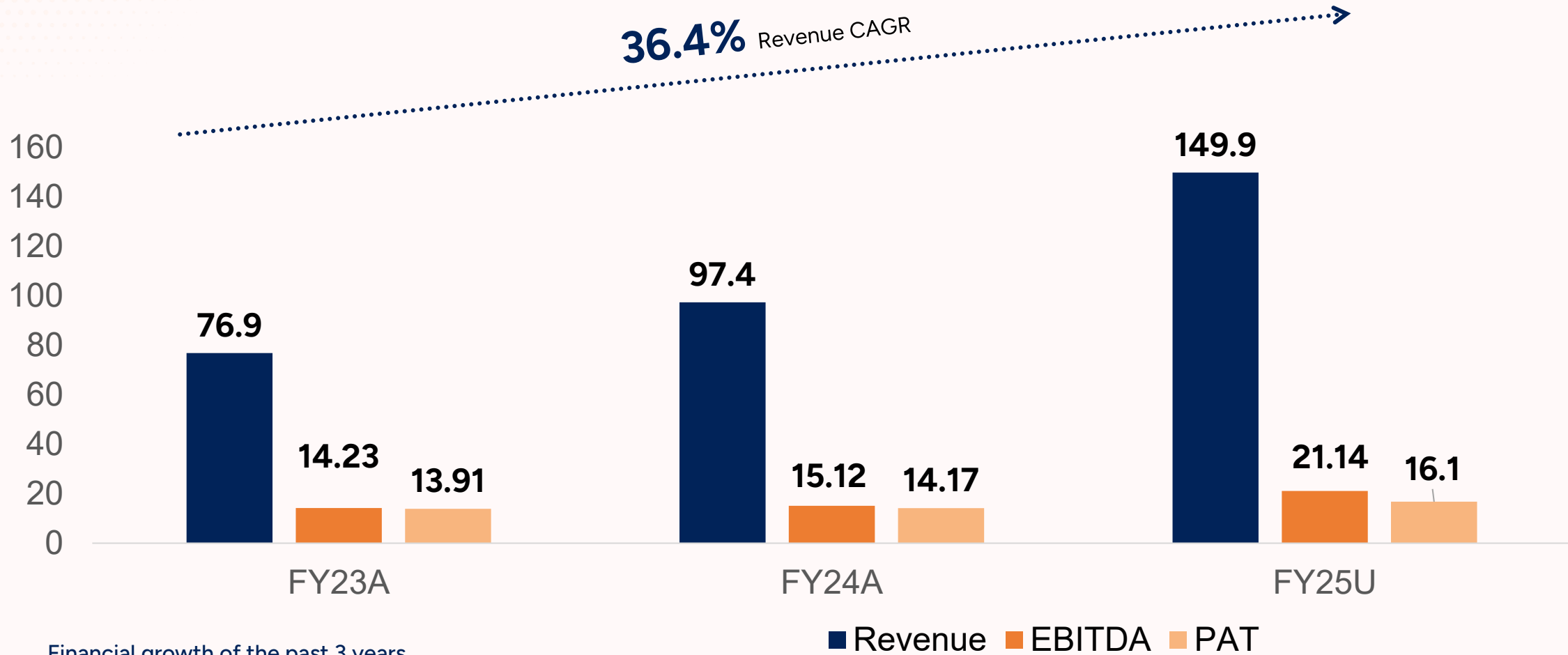


Native CTV Ads

Note:

1. Ads are for representation purpose only.

Witnessing Consistent Organic Growth Over Years



Financial growth of the past 3 years

Annual Performance Consolidated (All values in Crores)

A - Audited

U - Unaudited

Led by a Dynamic Team and Culture



Ishank Joshi

MD & CEO



Tejas Rathod

Co-Founder & CTO



Kunal Kothari

Co-Founder & COO



Sumit Bhansali

Chief Strategy Officer



Raghav Maheshwari

Chief Business Officer

Executive Board Members & Whole-Time Directors

**Mr. Ishank
Joshi**

Executive Director

**Mr. Kunal Hasmukh
Kothari**

Executive Director

**Mr. Tejas
Kiritkumar Rathod**

Executive Director

Mrs. Prachi

Executive Women
Director

Thank You

