



KODY TECHNO LAB LIMITED

Date: 18th April, 2025

To,
National Stock Exchange of India Limited
"Exchange Plaza", C-1, Block G,
Bandra-Kurla Complex,
Bandra (East),
Mumbai – 400 051

Dear Sir / Madam,

Sub: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Ref: Symbol: KODYTECH / Series: ST

In accordance with the provisions of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("**SEBI Listing Regulations**"), we wish to inform you that, M/s. Kody Media Private Limited, a wholly owned subsidiary of M/s. Kody Technolab Limited has entered into a commercial agreement on 17th April, 2025 with S&O Investments, a Partnership Firm.

This announcement will also be available on the Company's website www.kodytechnolab.com.

Kindly take the same on your record and oblige us.

Thanking You.

For, Kody Technolab Limited

Manav Patel
Managing Director
DIN: 07409757

Registered Office Address: 2nd Floor ,Block-J, Safal Mondeal Retail Park, Nr. Iscon Mall, Nr. Rajpathclub,
S.G.Highway, Bodakdev, Ahmedabad, Gujarat – 380054

Work Address: Unit no. G01, ground floor, BIFC, building no. 14-A, block 14, zone-01, GIFT SEZ,
Gandhinagar – 382355

Email: info@kodytechnolab.com | Contact No: +919377229944 | Website: www.kodytechnolab.com

CIN: L72900GJ2017PLC097244

Kody Media Private Limited Enters Strategic Partnership with S&O Investments to Launch Next-Gen Advertising Robot 'Odigo' Across Indian Malls

Ahmedabad, April 17, 2025 — Kody Media Private Limited, a wholly owned subsidiary of Kody Technolab Limited, today announced a landmark commercial agreement with S&O Investments, a leader in mall space management and retail development consulting, to deploy its flagship advertising robot, **Odigo**, across commercial properties and malls throughout India. The agreement consists of multiple phases in which the first phase-I will comprise of deploying 48 Odigo Robots in various malls in West India and extendable upto 60 robots. The deployment is on an ad revenue sharing basis where Kody Media will receive the majority portion while S&O will receive the remaining portion of revenue share.

This strategic alliance marks a significant leap in the evolution of out-of-home (OOH) advertising. Odigo, developed by Kody Media, is a state-of-the-art advertising and navigation robot that offers dynamic ad delivery combined with advanced customer guidance and engagement. Through this partnership, Odigo will now be integrated across the extensive network of retail properties managed by S&O Investments, leveraging their deep-rooted expertise in modern retail ecosystems and mall operations. Malls on the other hand, will be able to leverage the customer engagement and be able to convert footfalls into revenue driving a win-win value proposition. Malls such as Nexus Seawoods, Skycity, Oberoi, Viviana, Inorbit, Korum, Pavilion, Westend will be the early adopters of the innovating programmatic digital out-of-home advertising to drive the innovation.

“Odigo represents the convergence of mobility, intelligence, and interactivity in advertising,” said **Jignesh Sharma**, Chief Business Officer at Kody Media Private Limited. “With this collaboration, we are introducing a groundbreaking advertising medium to the Indian retail landscape—one that’s mobile, programmable, and hyper-targeted.”

Odigo's advertising platform is aligned with the rapidly growing programmatic digital out-of-home (pDOOH) ecosystem. The robot enables mall and store owners to schedule, manage, and run ads in real time—adjusted by location within the mall, time of day, day of the week, and even demographic-specific patterns in some cases. Furthermore, the platform offers real-time analytics to monitor ad performance, empowering stakeholders with data-driven insights for optimized campaign delivery. This ensures greater ROI for advertisers and enhances the consumer experience through contextual engagement.

Commenting on the collaboration, **Omkar Vaidya**, Founder of S&O Investments, said, “This partnership with Kody Media aligns perfectly with our mission to bring innovation and value to mall developers and retailers. Odigo’s introduction to our managed properties signifies a forward-thinking approach to consumer engagement in retail spaces.”

As the retail environment in India continues to evolve, this alliance between two innovation-focused entities is poised to redefine how brands connect with their audiences in high-traffic commercial zones. The nationwide deployment of Odigo is expected to transform mall advertising into a more interactive, intelligent, and immersive experience. The below table indicates the malls where the Odigo will be deployed in the first phase.

City	Mall	Location
Mumbai	Skycity	Borivali
Mumbai	Oberoii Mall	Goregaon
Mumbai	Nexus Seawoods	Nerul
Mumbai	Viviana	Thane
Mumbai	In Orbit	Malad, Vashi,
Mumbai	Growels 101	Kandivali
Mumbai	Korum	Thane
Pune	Pavilion	Senapati Bapat Marg
Pune	Westend	Aundh
Vadodara	Inorbit	Gorwa

About Kody Media Private Limited

Kody Media Private Limited is a wholly owned subsidiary of Kody Technolab Limited, focused on developing futuristic robotic and advertising technologies. With a vision to redefine customer engagement, Kody Media blends engineering excellence with creative innovation.

About S&O Investments

S&O Investments specializes in mall space leasing and management across India, offering end-to-end consultancy from mall feasibility to lease management and re-orientation. With decades of hands-on experience, S&O is trusted by developers and brands alike for delivering performance and profit in organized retail environments.

About Kody Technolab Limited

Kody Technolab Limited is a leading, publicly traded robotics and AI solutions provider, specializing in enterprise-level projects and mobile application development. Known for its expertise in artificial intelligence, machine learning, and advanced robotics, Kody Technolab Limited has delivered over 250 projects to clients in more than 30 countries. The company's commitment to innovation continues to set new standards in customer engagement and intelligent automation solutions worldwide.

For interview requests, product demonstrations, or additional media materials, please contact.

Contact Information:

Kody Media Private Limited

Email: jignesh.sharma@kodymedia.com

Call: +91 9892400021

Website: www.kodymedia.com

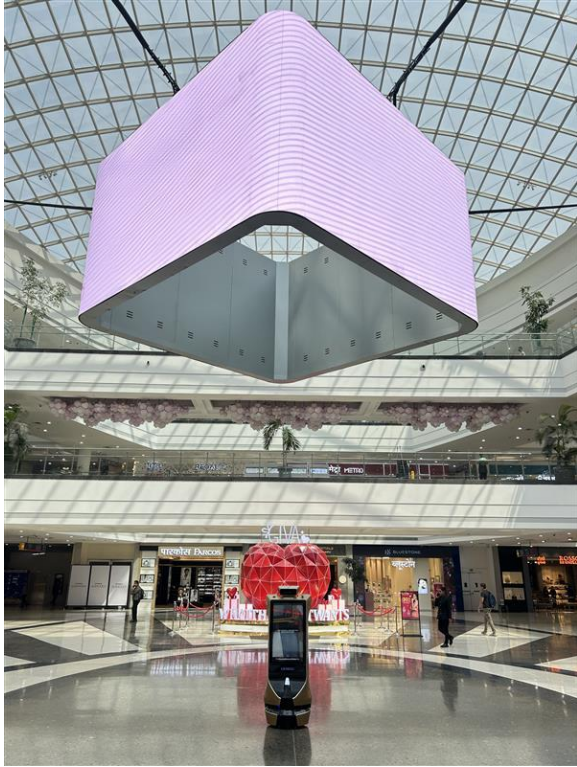
Keyword Anchor Text & Links

Kody Media Private Limited: <https://kodymedia.com/>

Alt Text: Kody Media Private Limited Logo



Alt Text: Odigo advertising robot at mall



Odigo at Mall Video Link: [Odigo PR.mp4](#)