

AL: SEC: BSE/NSE: 2016
March 1, 2016

The Department of Corporate Services,
BSE Ltd
Phiroze Jeebhoy Towers
Dalal Street
Mumbai - 400 001
Scrip: 532840

The Listing Department
The National Stock Exchange of India Ltd.
Exchange Plaza, Plot no. C/1, G Block
Bandra Kurla Complex, Bandra (E)
Mumbai - 400 051
Scrip : ADVANTA

Dear Sir,

Sub. : Intimation of change in CEO

This is to inform you that the Board of Directors of the Company at its meeting held today has considered and approved the following with immediate effect:

1. Resignation of Mr. Claudio Torres as Global CEO.

Mr Torres has expressed his desire to pursue other interests and leave the organization. His resignation as CEO has been accepted effective today. Mr Torres will however continue to support transition till 30th June 2016. We would like to thank Claudio for his contributions and wish him well in his future endeavours.

2. Appointment of Mr. Bhupen Dubey as Global CEO.

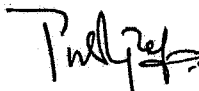
We are pleased to inform you that, effective immediately Mr Bhupen Dubey has been appointed as the Global CEO of Advanta.

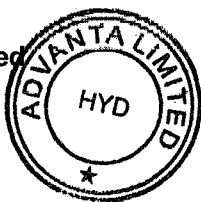
Bhupen joined UPL in 2003 and held various senior management roles in India. In his current role, Bhupen leads the India Region in UPL. Prior to joining UPL, he worked with Bayer, India.

Bhupen has a Masters degree in Entomology. Bhupen has wide ranging interests including running for charity and is a keen participant in related external industry organizations including the National Seed Association of India. He is a member of the Governing Board of the Agricultural Skills Council of India.

This is for your information and we request you to take the same on your record.

Thanking you.
Yours faithfully,
For Advanta Limited


Pushpalatha K
Company Secretary



A UPL Group Company