



## POPULAR ESTATE MANAGEMENT LIMITED

Reg. Office : 81, 8th Floor, 'A' Wing, New Youk Tower Opp. Muktidham Derasar, Thaltej ,  
S.G. Highway, Ahmedabad-380 054. Gujarat, India. Tele : 079-26858881  
Email: popularestatemanagement@yahoo.co.in  
CIN : L65910GJ1994PLC023287

Date: 31<sup>st</sup> January, 2024

To,

**Mrs. Urvi Meet Shah**

B-2, Shruti Appartment,  
16 New Alkapuri Society, Near Govt. 10 Bungalows,  
Gulbai Tekra, Ambawadi,  
Ahmedabad-380015, Gujarat

### **Sub: Appointment as a Company Secretary in whole time employment & Compliance officer**

With regard to above, we are pleased to inform you that the Board of Directors of the Company at their meeting held on 31<sup>st</sup> January, 2024, appointed you as a Company Secretary in whole-time employment as well as Compliance Officer and key managerial personnel of the Company w.e.f. 1<sup>st</sup> February, 2024 pursuant to the provisions of the section 203 of Companies Act, 2013 and rules made there under.

We welcome you in our company and looking forward for your valuable contribution towards compliances of the Company.

Thanking You.

Yours faithfully,

For, POPULAR ESTATE MANAGEMENT LIMITED

**VIKRAM CHHAGANLAL PATEL**  
**DIRECTOR, MANAGER & CFO**  
**DIN: 00166707**

**BRIEF PROFILE OF COMPANY SECRETARY AND COMPLIANCE OFFICER WHO IS APPOINTED**

Name of company Secretary	URVI MEET SHAH
Membership Number	ACS 73067
Father Name	ATULKUMAR GOVINDLAL SHAH
Date of Birth	04/11/1990
Present Residential Address	B-2, Shruti Appartment, 16, New Alkapuri Society, Nr. Govt 10 Bungalows, Gulbai Tekra, Ahmedabad-380015, Gujarat
Qualification and Experience	Company Secretary She is having no experience in the area of Company Secretary. Recently, she has got membership number.
Experience/Expertise in Specific Functional Area	CS Urvi Meet Shah is an associate member of ICSI having deep insight in the areas of Corporate Laws, Corporate Governance, Listing Regulations and SEBI related matter.
Shareholding in the Company	NIL
Reason for Appointment	To fulfill the requirements of Section 203 of Companies Act, 2013, read with Companies (Appointment and Remuneration of Managerial Personnel) Rules 2014 and Regulation 6(1) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.
Date of Appointment	1 <sup>st</sup> February, 2024

**DISCLOSURE OF DETAILS ON APPOINTMENT OF  
COMPANY SECRETARY AND COMPLIANCE OFFICER**

Please find below the required details of Mrs. Urvi Meet Shah as per Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 09, 2015.

<b>Name</b>	Mrs. Urvi Meet Shah
<b>Reason for change viz. appointment, <del>resignation, removal, death or otherwise</del></b>	Mrs. Urvi Meet Shah has been appointed as Company Secretary and Compliance officer of the Company to provide professional expertise to the Company in place of Mrs. Sonali Panchal, who has resigned from the said post for better job prospects w.e.f. 1 <sup>st</sup> February, 2024
<b>Date of appointment/<del>cessation</del> (as applicable) &amp; term of appointment;</b>	1 <sup>st</sup> February, 2024
<b>Brief profile (in case of appointment);</b>	Mrs. Urvi Meet Shah is Company Secretary. She possesses knowledge of Law and SEBI regulations; she is having experience of 3 years in the area of Company Secretary. Her appointment will help the Company to comply with all the applicable laws and to maintain good governance practice.
<b>Disclosure of relationships between directors (in case of appointment of a director)</b>	Not Applicable

Further, we hereby submit necessary details as under:

Name	Mrs. Urvi Meet Shah
Designation	Company Secretary and Compliance officer
Contact No.	9428111526
E-mail ID	<a href="mailto:urvishah411@gmail.com">urvishah411@gmail.com</a>