

# gokaldas exports ltd

GEL/SEC/2023-24/05

April 27, 2023

**BSE Limited**  
**Phiroze Jeejeebhoy Towers**  
**25<sup>th</sup> Floor, Dalal Street,**  
**Mumbai – 400 001**

**National Stock Exchange of India Limited**  
**The Exchange Plaza**  
**Bandra-Kurla Complex, Bandra (E),**  
**Mumbai – 400 051**

**Scrip Code - 532630**

**Scrip Code: GOKEX**

Dear Sir / Madam,

**Sub: Appointment of Director**

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with Schedule III Part A, please be informed that the Board of Directors of the Company have appointed Ms. Pavitra Rajaram (DIN: 09322283) as an Additional Director in the capacity of Independent Director, with effect from April 26, 2023 for a term of 5 years, subject to approval of the shareholders of the Company.

Pursuant to SEBI Circular LIST/COMP/14/2018-19 dated June 20, 2018, it is hereby confirmed that Ms. Pavitra Rajaram is not debarred from holding the office of Director by virtue of any SEBI order or any other such authority.

Disclosure pursuant to SEBI Circular No. CIR/CFD/CMD/4/2015 dated September 09, 2015 is enclosed.

Kindly take the same on your records.

Thanking you,

Yours truly,

**For Gokaldas Exports Limited**

**Gourish Hegde**  
**Company Secretary & Compliance Officer**

Encl: as above



Regd. Office : # 25, 2nd Cross, 3rd Main,  
Industrial Suburb, Yeshwanthpur, Bangalore 560 022.  
Tel : +91 80 68951000, Fax : +91 80 68951001  
E-Mail : info@gokaldasexports.com CIN : L18101KA2004PLC033475



# gokaldas exports ltd

Disclosure pursuant to SEBI Circular No. CIR/CFD/ CMD/4/2015 dated September 09, 2015

1	Reason for change	Appointment
2	Date and term of appointment	Appointed as Additional Director in the capacity of Independent Director for a period of 5 years from April 26, 2023 to April 25, 2028, subject to the approval of the shareholders
3	Brief profile	Enclosed
4	Disclosure of relationships between directors	Ms. Pavitra Rajaram is not related to any Director of the Company



Regd. Office : # 25, 2nd Cross, 3rd Main,  
Industrial Suburb, Yeshwanthpur, Bangalore 560 022.  
Tel : +91 80 68951000, Fax : +91 80 68951001  
E-Mail : info@gokaldasexports.com CIN : L18101KA2004PLC033475





## **Pavitra Rajaram**

Pavitra Rajaram is the founder and Creative Director of Pavitra Rajaram Design, a multidisciplinary design practice that straddles the worlds of architecture & interior design, brand strategy and experience design and product design.

For 25 years, Pavitra Rajaram was the Lead Designer of the luxury retail brand Good Earth. She was also responsible for the Visual Merchandising, Creative Strategy and Communication strategy for the brand. During this time, she was also a key member of the core team that set up two ancillary brands: Nicobar and Paro.

Since 2004, Pavitra has run her own bespoke interior design practice and is the creator of iconic spaces including nine Good Earth stores across India, restaurants such as The Tasting Room, Slink & Bardot & Soufflé in Bombay, Domakonda Fort; a 200-year-old fortification in Telangana and several private residences.

For the past 15 years Pavitra has advised clients in the retail space on creative strategy, design thinking and how to create holistic customer experiences through innovation in product, retail and below the line communication strategy. Client partners include the Taj Hotels, Zoya, Apollo Hospitals and KEF Holdings.

Pavitra also drives brand strategy and storytelling at 'Sarmaya', a not-for-profit museum archive she runs along with her husband Mr. Paul Abraham. Sarmaya is committed to bringing awareness of India's vast repository of historic and cultural art & craft traditions to underserved communities, through a digital presence, innovative programming, and outreach.

Pavitra is the Design Director for Asian Paints, India's market leader in the paints industry. From 2011, she has been a key stakeholder in evolving the brand's strategy from being a paint company to a leader in design led décor solutions. In this role Pavitra oversees the creative strategy for various non paint categories including wallcoverings, fabrics & furnishing, lighting, floor covering, fenestration, flooring, bath and kitchens.

In the past two years, Pavitra has created her own bespoke design collections in collaboration with leading lifestyle and décor brands in India. Her collection of floor and wall tiles 'Farsh' for Bharat Floorings & Tiles was launched in February 2023 at India Design 2023 and her line of handknotted carpets "Majnun" for Jaipur Rugs will be launched at Salone Mobil in Milan in April 2023.

Along with other industry stalwarts, Pavitra is a founder patron of The India Design Fund, a not for profit organization that focuses on advocacy, collaborations and support to those whose lives and livelihoods are connected to craft and traditional practices in design. She has previously served as a founding Board Member of Women Weave, an organization that aims to connect women weavers with sustainable livelihoods. Many of the women have never woven before and WW therefore provides them with training and opportunities for progressive skills enhancement in order to maximise their livelihood opportunities. Pavitra regularly advises various NGOs in the craft space including the Kishkinda Trust, KalaRaksha and Paramparik Karigar. During her time as an undergraduate in the US, Pavitra served for a year in the office of Patricia Schroeder (D-CO) and worked actively on the Congressional Caucus for Women's Issues.

Pavitra is a recipient of the INTACH Urban Heritage Award, the EDIDA award for Product Design and is a five-time winner of the prestigious AD100, awarded annually to the 100 most influential designers in the Indian subcontinent.

Pavitra has a Bachelor's Degree in Political Science and Art History received magna cum laude from Smith College, Massachusetts, USA.

At Smith, she was President of her graduating class, the first International Student and woman of colour to hold this position.