



Date: 17th April 2024

To,

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street
Mumbai - 400 001

National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1, C Block, Bandra
Kurla Complex, Bandra (East)
Mumbai 400 051

Scrip Code: 523025

Scrip Symbol: SAFARI

Subject : Appointment of Senior Management
Reference : Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('Listing Regulations')

Dear Sir/ Madam,

Pursuant to Regulation 30 read with Para A of Part A of Schedule III of Listing Regulations, this is to inform you that Mr. Ramchalam Krisnaswamy has been appointed as Assistant Vice President - Hyper Sales of the Company with effect from 17th April 2024 and he will also be considered as Senior Management under Regulation 16(1)(d) of the Listing Regulations.

Disclosure required under SEBI Circular No. CFD/CFD-PoD-1/P/CIR/2023/123 dated 13th July 2023 ("SEBI Circular") with regard to change in Senior Management is provided as under:

Reason for change viz. appointment, re-appointment, resignation, removal, death or otherwise	Appointment
Date of appointment /re-appointment/cessation (as applicable) & term of appointment/re-appointment	17 th April 2024 Term of appointment is not applicable since he is in full time employment of the Company.
Brief profile (in case of appointment)	Mr. Ramchalam has completed his MBA in Marketing from Institute of Management and Computer Studies and has 19 years of experience in India and the Middle East across Fast Moving Consumer Goods and Auto Industry where he has led sales teams to drive growth agenda, developed business strategies, launched and scaled up businesses from scratch. In his various roles spanning across companies like Bajaj Electricals Limited, Infinity Cars Private Limited, Saud Bahwan Automotive LLC, he brings core strength of business planning, P&L management, new product launches, modern retail management, distribution and channel management. In his last stint, he was working as General Manager and Business Head – Large Format Retail & New Categories (Air Conditioners) in Eureka Forbes Limited.
Disclosure of relationships between	Not Applicable



directors (in case of appointment of a director)	
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The above information shall also be made available on the Company's website at www.safaribags.com.

Request you to take the above on record and oblige.

Thanking you,

Yours faithfully,

For **Safari Industries (India) Limited**

Rameez Shaikh
Company Secretary