

Date: 27<sup>th</sup> April, 2022

To,  
Department of Corporate Services,  
Bombay Stock Exchange Limited,  
Ground Floor, P. J. Towers,  
Dalal Street Fort,  
Mumbai- 400001

(Scrip Code: 531449)

Sub: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('Listing Regulations') for Elevation of Mr. Sanjeev Dar as Chief Executive Officer (CEO) and Appointment of Mr. Dinesh Chhatra as Chief Operating Officer (COO) of Consumer Staple Business of GRM Foodkraft Pvt. Ltd, a subsidiary of GRM Overseas Ltd.

Dear Sir / Madam,

Pursuant to the provisions of Regulation 30 read with Schedule III of the Listing Regulations, please be informed that Mr. Sanjeev Dar, current COO is Elevated as Chief Executive Officer (CEO) and Mr. Dinesh Chhatra, is appointed as the Chief Operating Officer (COO)-Consumer Staple Business of GRM Foodkraft Pvt. Ltd, a subsidiary of GRM Overseas Ltd, w.e.f. 27-04-2022.

This is for your information and record.

Thanking You,

Yours Truly

For GRM Overseas Limited

Balveer Singh  
Company Secretary



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**Corporate Office**

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**Factory**

- Gohana Road (Panipat), Haryana
- Naultha (Panipat), Haryana
- Gandhidham, Gujarat

## Press Release

### GRM Overseas Strengthens Management Team

#### Elevated Mr. Sanjeev Dar as Chief Executive Officer (CEO) and Appointed Mr. Dinesh Chhatra as Chief Operating Officer (COO) for its Consumer Staples Subsidiary GRM Foodkraft Pvt Ltd

**Panipat, Haryana, 27 April 2022:** GRM Overseas Limited (herein referred to as “GRM”), one of India’s leading basmati rice exporters and a growing consumer staples player, **has elevated the current COO Mr. Sanjeev Dar**, a process oriented professional with multi-disciplinary experience of over 30 years, **as the Chief Executive Officer (CEO)**, and, **appointed Mr. Dinesh Chhatra**, a seasoned professional having over 25 years of experience in the food & grain industry, **as the Chief Operating Officer (COO)**, of its subsidiary “GRM Foodkraft Private Limited” with effect from 27<sup>th</sup> April, 2022.

#### Elevation of Mr. Sanjeev Dar from COO position to Chief Executive Officer (CEO)

Mr. Dar has a Post Graduate in Executive Management Programme from SP Jain Institute of Management & Research, Mumbai and a Bachelor of Agriculture Science from Himachal Pradesh Krishi Vishwa Vidyalaya, Palampur (H.P). He is an Innovative marketer and an enterprising business leader who identifies high yield market opportunity, builds top performing teams, and cultivates long-term customer relationships that manifest in revenue, market share & profit.

**Mr. Dar was earlier associated with Tata Chemicals Limited, a major FMCG player as Head – National Sales for about 16 years and as a CEO with Asquare Foods and Beverage Private Limited for 4 years.** As CEO, Mr. Sanjeev Dar will look after the entire value chain, overall planning, and implementation of business strategies, drive operational excellence with both productivity and performance improvement measures and brand building.

#### Appointment of Mr. Dinesh Chhatra as Chief Operating Officer (COO)

Mr. Chhatra is an MBA in Marketing from Sikkim Manipal University and holds Master of Commerce (M. Com) and Bachelor of Commerce (B. Com) degrees from P D Malviya Collage, Rajkot affiliated to Saurashtra University. During his illustrious career, he has successfully handled vital roles including supply chain management, brand development, building distribution network, procurement, and team management.

**Mr. Chhatra was earlier associated with few of the major food & grain companies like Adani Wilmar Limited (10 years), Reliance Retail Limited (1 year), Tilda Riceland Private Limited (12 years) and Tanna Agro Impex Private Limited (3 years).** Mr. Dinesh Chhatra, as a COO, will be formulating go-to-market strategies, implement efficient cost control measures, supply chain management and business development.

Sharing his views on this important development, Mr. Atul Garg, Managing Director, said: *“The elevation of Mr. Sanjeev Dar as CEO and appointment of Mr. Dinesh Chhatra as COO for GRM Foodkraft have further strengthen our professional management team. With their industry knowledge, background, and sound leadership skills, we are optimistic that they can drive our domestic business and help in building our 10X brand which is already growing at a healthy pace. We are confident that with the association of Mr. Dar and Mr. Chhatra, our domestic business can gain market share in new categories and help us in creating India’s largest and trusted standalone consumer staples brand.”*

### About GRM Overseas Limited

From humble inception in 1974 to redefining itself in the form of GRM, the Company has travelled a long way since then. Initially set up as a rice processing and trading house, it is growing to become a consumer staples organisation. During the initial years, GRM exported rice to the Middle East, the United Kingdom, and the United States. Gradually expanding its reach, GRM has developed a market for its rice in **more than 38 countries**, thereby achieving the title of the **3rd leading Rice Exporter in India**. GRM has three rice processing units with an overall annual production capacity of 4,40,800 MT-based out of Panipat (Haryana), Naultha (Haryana) and Gandhidham (Gujarat). Additionally, the Company has a warehousing facility of 1.75 Lakhs sq. ft space adjacent to the Gandhidham plant facilitating speedy shipments from Kandla and Mundra ports.

GRM sells products under its brands, namely **“10X”, “Himalaya River” & “Tanoush,”** and also sells through private label arrangements under customers’ brands. GRM has endeavoured to reach consumers directly with its brands and products in recent years. By placing its products on the shelves of several major retailers in India and abroad, GRM has ensured that the end consumer always has easy access to their high-quality products. The Company aims to deliver the best quality products to customers with stringent and proactive quality control procedures in place, according to international requirements.

For more information, please contact:

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GRM Overseas Limited

Balveer Singh, Company Secretary

[www.grmrice.com](http://www.grmrice.com)

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