

Date: 18th October, 2021

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 appointment of Mr. Sanjeev Dar as Chief Operating Officer (COO)- 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 has been appointed as **Chief Operating Officer (COO)- Consumer Staple Business of GRM Foodkraft Pvt. Ltd, a subsidiary of GRM Overseas Ltd, w.e.f. 18th October, 2021.** He will be looking after the Sales & Marketing, Business Development, commercial & go-to-market strategies and Supply chain of the Subsidiary.

The requisite details relating to the appointment of Mr. Sanjeev Dar as Chief Operating Officer (COO)- Consumer Staple Business of the Subsidiary Company is attached in the **Annexure A.**

This is for your information and record.

Thanking You,

Yours Truly

For GRM Overseas Limited

**Atul Garg
Managing Director**



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Registered Office

128, First Floor,
Shiva Market Pitampura,
Delhi 110034, India. • +91-11-4733 0330

Corporate Office

8 K.M. Stone, Gohana-Rohtak Road
Village Naultha, Panipat 132145
Haryana, India • +91-972964 7000/8000

Factory

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

Annexure A

Details as required under Regulation 30 read with Schedule III of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015 with regard to appointment of Mr. Sanjeev Dar as COO– Consumer Staple Business of Subsidiary i.e. GRM Foodkraft Pvt. Ltd is given hereunder:

Sr. No.	Disclosure Requirement	Details
1	Reasons for Change	Appointment
2	Date of Appointment with Subsidiary	With effect from 18 th October, 2021
3	Brief profile	<p>Mr. Sanjeev Dar has done Post Graduate Executive Management Programme (PGEMP) from SP Jain Institute of Management & Research, Mumbai and is Bachelor of Agriculture Science from Himachal Pradesh Krishi Vishwa Vidyalaya, Palampur (H.P.).</p> <p>Professional experience: He is a process-oriented professional with over 30 years of multi-disciplinary experience across Marketing & Sales, Product Establishment, Channel Optimization, & Consumer Activation across FMCG (TATA SALT Portfolio, Sampann Brand for Spices & Pulses, Besan) & worked in non FMCG sectors like Agriculture (Seeds, Pesticides, Fertilizers) and Pharmaceutical (Animal Husbandry and Poultry). He is skilled in consistently enhancing revenue & market share, by re-organizing business and developing & implementing strategic initiatives. He has proven success in evolving volume led & value led strategies that drove expansion of business to highly competitive markets across geographies</p> <p>Mr. Dar 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.</p> <p>Prior to joining GRM Foodkraft Pvt. Ltd he held various positions across different companies:</p> <p><u>Tata Chemicals Ltd (FMCG Division), Mumbai</u> <u>From August 2001 – April 2017</u></p> <p>Head – National Sales Heading the entire gamut of Sales & Operations involving go-to- market strategy business development, operations, team building, formulating new distribution models, devising customer activations programmes, and P&L management, supported by a team of 16 direct reportees& front-line sales force of 427 resources.</p>



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		<p>Awards & Accomplishments (with TCL):</p> <ul style="list-style-type: none"> • Salt 1million ton Volume Achievement Award 2015-16 • Leadership Style Award 2015-16 • Certificate of Excellence in Implementation of Low Cost HACCP models in TCL Plants in 2009-10 • Implementation of Low Cost HACCP Models in 2009-10 • EPM (Enterprise Process Manuals) Implementation Award in 2008-09 <p><u>Asquare Foods and Beverages Pvt. Ltd (AFBPL), Raipur</u> <u>From June’ 17 – till April 2021</u></p> <p>Chief Executive Officer</p> <p>As the CEO, his job was to strengthen the entire value chain from raw material procurement to setting up plant operations, supply chain management, and distribution networks. Recruitment of workforce for various capacities, budget planning and product development.Implementation of ERP, consumer relationship management, Designing go-to-market and branding strategies. Designing of manuals and policies for plants, HR department and sales force.</p> <p>AFBPL manufactures the Zoff brand of spices that produce authentic and aromatic spices having distribution across northern, central and north-east India. Under his leadership AFBPL’s revenue grew from INR 18 Crore in FY 2018 to INR 30 Crore in FY 2020.</p> <p>Key Skills possessed by him:</p> <ul style="list-style-type: none"> • Leadership and Teambuilding • Company Management • Research and development • Product & Sales Development, Brand building • Revenue Growth & Commercial Strategies • Transforming Go-to-market and Supply Chain
4.	Disclosure of relationships between directors	Mr. Sanjeev Dar is not related to any of the Directors or any other Key Managerial Personnel of the Company.

For GRM Overseas Limited

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Managing Director



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