



29<sup>th</sup> December, 2023

<b>BSE Limited</b> Phiroze Jeejeebhoy Towers, Dalal St, Kala Ghoda, Fort, Mumbai - 400 001.  Code No. 507880	<b>National Stock Exchange of India Ltd.</b> Exchange Plaza, 5 <sup>th</sup> Floor, Plot No. C/1, G Block, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051. Code - VIPIND
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**Subject: Change in Senior Management**

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you about the below mentioned changes in the Company's Senior Management Personnel:

1. Mr. Praful Gupta, presently working as Vice President - Marketing is re-designated as Vice President - Sales & Customer Relationship Management, with effect from 29<sup>th</sup> December, 2023.
2. Ms. Deepti Shah, has been appointed as Vice President - Marketing with effect from 29<sup>th</sup> December, 2023.

We are enclosing herewith the brief details of the aforesaid changes as prescribed under SEBI Listing Regulations read with SEBI circular SEBI/HO/CFD/CFD-PoD1/P/CIR/2023/123 dated July 13, 2023, as Annexure A.

Please take the above on your record and disseminate the same for the information of investors.

Thanking you,  
Yours faithfully,  
For V.I.P. Industries Limited

Anand Daga  
Company Secretary & Head - Legal  
Encl: As above

**VIP INDUSTRIES LIMITED**

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## Annexure A

Details under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read along with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023

Sr. No.	Particulars	Mr. Praful Gupta	Ms. Deepti Shah
1.	Reason for change viz. appointment, resignation, removal, death or otherwise;	Re-designation	Appointment
2.	Date of appointment/cessation (as applicable) & term of appointment	29 <sup>th</sup> December, 2023 Terms of appointment: Full Time Employment.	29 <sup>th</sup> December, 2023 Terms of appointment: Full Time Employment.
3.	Brief profile (in case of appointment)	<p>Mr. Praful Gupta has been working with VIP Industries Limited since 2009 and was presently designated as Vice President - Marketing.</p> <p>Before joining VIP Industries Limited, he had worked with various Companies like Subhiksha Retail, Balsara (now Dabur India Ltd) and Geoffrey Manners (Now Wyeth).</p> <p>Mr. Praful Gupta holds Diploma in Marketing from Chetana's Institute of Management &amp; Research.</p>	<p>Ms. Dipti Shah is a Consumer Marketing Expert and Business P&amp;L Leader with over 20 years of experience in driving legacy as well as start-up businesses.</p> <p>She has led the launch of brands, new innovation, brand equity, advertising, integrated communication, brand Activation, Consumer &amp; Market Insights. She has experience in setting up digital ecosystems and strategy development to drive business and brand, activate digital natives and digital marketing and E-commerce for high business impact.</p> <p>In her previous role She has worked with SODEXO where she was Head - Marketing, Asia Pacific and was responsible for setting up entire marketing capability using marketing led business transformation, digital transformation and innovative food solutions.</p>

### VIP INDUSTRIES LIMITED



			<p>Ms. Deepti Shah was also associated with world-class organisations like Unilever, Philips and Airtel in various leadership roles in Marketing.</p> <p>Ms. Deepti Shah holds an MBA Degree from Xavier Institute of Management, Bhubaneswar.</p>
4.	Disclosure of relationships between directors (in case of appointment of a Director)	Not Applicable	

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