



October 31, 2023

National Stock Exchange of India Limited

Exchange Plaza, 5th floor, Plot No. C/1, G Block, Bandra Kurla Complex Bandra (E), Mumbai 400 051
Scrip Code – TATACONSUM

BSE Limited

1st Floor, New Trading Wing Rotunda Building, PJ Towers Dalal Street Mumbai 400 001
Scrip Code - 500800

The Calcutta Stock Exchange Limited

7 Lyons Range, Kolkata 700 001
Scrip Code – 10000027 (Demat) 27 (Physical)

Sub: Appointment of Mr. Ajit Sukumar Krishnakumar as an “Executive Director & Chief Operating Officer”, effective November 1, 2023

In accordance with Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosures Requirements) Regulations, 2015 (the "**Listing Regulations**"), we would like to inform you that, in the meeting of the Board of Directors held today, that is on October 31, 2023, and following the recommendation of the Nomination & Remuneration Committee, Mr. Ajit Krishnakumar (DIN: 08002754), presently serving as the Chief Operating Officer in the capacity of Senior Management Personnel, has been appointed as an Additional Director in the category of Whole-time Director, effective November 1, 2023. Additionally, the Board has recommended to the shareholders for their approval for the appointment of Mr. Ajit Krishnakumar as a Whole-time Director, designated as “Executive Director & Chief Operating Officer”, for a duration of five (5) years, beginning on November 1, 2023, and concluding on October 31, 2028.

Mr. Ajit Krishnakumar has confirmed that he is eligible to be appointed as Director without any disqualification and he is not debarred from holding the office of Director by virtue of any order passed by the Securities and Exchange Board of India or any other such authority.

Annexure I to this communication provides the necessary disclosures as required under Regulation 30 of the Listing Regulations, read in conjunction with SEBI Circular on Continuous Disclosure Requirements (SEBI Circular SEBI/HO/CFD/CFD-PoD1/P/CIR/2023/123, dated July 13, 2023), with respect to the appointment of Mr. Ajit Krishnakumar.

We request you to take this on record, and to treat the same as compliance with the applicable provisions of the Listing Regulations.

Yours Sincerely

For **Tata Consumer Products Limited**

Neelabja Chakrabarty

Company Secretary

Encl: as above

TATA CONSUMER PRODUCTS LIMITED

11/13 Botawala Building 1st Floor Office No 2-6 Horniman Circle Fort Mumbai 400 001 India

Tel: 91-22-6121-8400 | Fax: 91-22-61218499

Registered Office: 1, Bishop Lefroy Road, Kolkata – 700 020

Corporate Identity Number (CIN): L15491WB1962PLC031425

email: investor.relations@tataconsumer.com

website: www.tataconsumer.com



Disclosures in terms of Regulation 30 of the Listing Regulations read with SEBI Circular on Continuous Disclosure Requirements concerning the appointment of Mr. Ajit Krishnakumar

Sr No	Particulars	Details
1)	Reason for change	Mr. Ajit Krishnakumar, presently serving as the Chief Operating Officer in the capacity of Senior Management Personnel, has been appointed as an Additional Director in the category of Whole-time Director, effective from November 1, 2023, designated as “Executive Director & Chief Operating Officer”.
2)	Date of Appointment & term of appointment	Subject to approval of the shareholders, Mr. Ajit Krishnakumar has been appointed as a Whole-time Director, designated as “Executive Director & Chief Operating Officer”. This appointment is for a duration of five (5) years, commencing on November 1, 2023, and concluding on October 31, 2028, in accordance with the terms and conditions recommended by the Nomination & Remuneration Committee and approved by the Board.
3)	Brief profile	<p>Mr. Ajit Krishnakumar is the Chief Operating Officer of Tata Consumer Products, which he joined in 2020.</p> <p>Ajit joined the Tata Group in 2013 where he worked in the Group Chairman’s Office with strategy, corporate finance and M&A responsibilities for the consumer and other business verticals. He served as Tata Group nominee on the Boards of Directors of select affiliates as well as on various strategy, investment and similar committees. In 2019, he led the Group’s effort to consolidate its multiple consumer packaged goods businesses into a single platform, now labelled Tata Consumer Products.</p> <p>At Tata Consumer Products, he oversees business integration & transformation, the integrated India operations as well as the B2B businesses, among other global corporate responsibilities.</p> <p>Before he joined the Tata Group, Ajit was an investment banker and advisor with ~15 years of experience supporting large, medium and small companies think through and execute their strategic, financial and M&A choices. He has worked across a variety of industries, including consumer, education, transportation, media and telecom, and in several countries, including India, the UK, USA and Japan,</p>

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		<p>working with Bank of America Merrill Lynch and Rothschild, among others.</p> <p>He holds an MBA from the University of Michigan, Ann Arbor and a BBA from the University of Hartford, Connecticut.</p>
4)	Disclosure of relationships between directors	<p>There are no inter-se relations between Mr. Ajit Krishnakumar and the other members of the Board.</p>

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