



BUTTERFLY GANDHIMATHI APPLIANCES LIMITED

Date: June 17, 2024

To, BSE Limited ("BSE") , Corporate Relationship Department, 2 nd Floor, New Trading Ring, P.J. Towers, Dalal Street, Mumbai - 400 001.	To, National Stock Exchange of India Limited ("NSE") , "Exchange Plaza", 5 th Floor, Plot No. C/1, G Block, Bandra- Kurla Complex Bandra (East), Mumbai - 400 051.
BSE Scrip Code: 517421	NSE Symbol: BUTTERFLY
ISIN: INE295F01017	ISIN: INE295F01017
Our Reference: 24/2024-25	Our Reference: 24/2024-25

Dear Sir/Madam,

Sub: **Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Press Release**

Please find enclosed herewith the press release titled "**Butterfly Gandhimathi Appliances Ltd. appoints Ms. Swetha Sagar as its Manager & Chief Business Officer**".

The above information is also being made available on the website of the Company at www.butterflyindia.com

This is for your information, and you are requested to bring this to the notice of your constituents.

Thanking you,

For **Butterfly Gandhimathi Appliances Limited**

Viral Sarvaiya
Company Secretary & Compliance Officer
ACS - 33764

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Butterfly Gandhimathi Appliances Ltd. appoints Ms. Swetha Sagar as its Manager & Chief Business Officer

Chennai/Mumbai, 15th June 2024: Butterfly Gandhimathi Appliances Ltd., South-India's leading kitchen and small domestic appliances player has appointed Ms. Swetha Sagar as Manager & Chief Business Officer – Butterfly Gandhimathi Appliances Ltd. with effect from 15th June 2024 subject to the approval of shareholders of the company. In her role she would continue to lead the Butterfly business.

Ms. Swetha Sagar brings a wealth of experience to the role, with over 19 years in brand management, strategic planning, and business development. Throughout her career, she has held leadership positions at renowned companies such as Versuni India (previously Philips Domestic Appliances), Hindustan Coca Cola, and Hutchinson Essar.

Mr. Rangarajan Sriram, Managing Director of Butterfly Gandhimathi Appliances and head of Kitchen Appliances division at Crompton has stepped down as Managing Director with effect from 14th June 2024. Mr. Sriram has been associated with Crompton since 2012 and led Butterfly Gandhimathi Appliances Ltd. since its acquisition in March 2022. He has been an integral part to the organisation and contributed immensely to the business. We are grateful for his efforts in building and strengthening the organisation at Crompton and Butterfly.

Promet Ghosh, MD & CEO, Crompton Greaves Consumer Electricals Ltd., (company holding 75% of Butterfly Gandhimathi Appliances Ltd.) said, *"We express our sincere gratitude to Mr. Sriram for his leadership and the significant role he played in both Crompton & Butterfly. Ms. Swetha's proven expertise aligns perfectly with our vision for Butterfly's continued growth. We are committed to further solidifying Butterfly's position as a leading kitchen appliance brand in India."*

He further added, *"Butterfly is a strong brand, and we are one of the largest integrated kitchen appliance players in India, holding a leadership position across many categories. We will ensure a smooth continuation of Butterfly's operations amidst this leadership transition. We are deeply invested in strengthening our market position and delivering superior kitchen appliance solutions that elevate the cooking experience in Indian households."*

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About Butterfly Gandhimathi Appliances Ltd.:

'Butterfly' is amongst the Top 3 Brands in India in kitchen and small domestic appliances. It is a reputed brand with high consumer recall in South, known for Aesthetics and Product Quality. It has a diverse product portfolio, with variants adapted to meeting consumer needs. It has 4 core products – Mixer Grinders, Pressure Cookers, Gas Stove, Wet Grinders and backed by a full suite of small domestic appliances. It has a state of art in-house manufacturing setup with strong backward integration.