

Ref. No.: ABSLAMCL/PS/89/2024-25

August 29, 2024

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street Mumbai - 400 001

Scrip Code: 543374

National Stock Exchange of India Limited

Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla Complex,
Bandra (East), Mumbai - 400 051

Symbol: ABSLAMC

Dear Sir/ Ma'am,

Sub: Intimation pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('SEBI Listing Regulations') - Changes in Senior Management Personnel of the Company

Pursuant to Regulation 30 of SEBI Listing Regulations, the Board of Directors of Aditya Birla Sun Life AMC Limited ("the Company") at their Meeting held today i.e. Thursday, August 29, 2024, upon the recommendations of the Nomination, Remuneration and Compensation Committee have approved the following changes in the Senior Management Personnel of the Company:

- i. Appointment of Mr. Pradeep Sharma as the Chief Financial Officer (Key Managerial Personnel) of the Company with effect from October 31, 2024;
- ii. Appointment of Mr. Anindya Karmakar as Head Digital Business of the Company with effect from October 1, 2024;
- iii. Appointment of Mr. Ranabir Bose as Head Marketing of the Company with effect from October 1, 2024 and
- iv. Early retirement of Mr. Anil Shyam, Head - Strategy of the Company with effect from November 30, 2024.

The details as required under Regulation 30 of the SEBI Listing Regulations read with the SEBI Circular no. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023 are enclosed as Annexure - I.

The Board Meeting commenced at 6:00 p.m. and concluded at 6:11 p.m.

We request you to kindly take the above information on record.

Thanking you.

Yours sincerely,

For **Aditya Birla Sun Life AMC Limited**

Prateek Savla
Company Secretary and Compliance Officer
ACS 29500

Encl: as above

Annexure - I

Details required under Regulation 30 of SEBI Listing Regulations read along with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023

Particulars	Mr. Pradeep Sharma	Mr. Anindya Karmakar
Reason for change viz. appointment/re-appointment/resignation, removal, death or otherwise	Appointment as Chief Financial Officer and Key Managerial Personnel of the Company	Appointment as Head Digital Business
Date of appointment/re-appointment/cessation (as applicable) & terms of appointment/re-appointment	October 31, 2024 The Board of Directors of the Company based on the recommendation of the Nomination, Remuneration and Compensation Committee and the Audit Committee has considered and approved the appointment of Mr. Pradeep Sharma as the Chief Financial Officer of the Company.	October 1, 2024
Brief Profile	Mr. Pradeep Sharma has over 30 years of experience in the finance function. He has been associated with Aditya Birla Group from May 1996. Mr. Sharma is currently the Chief Financial Officer of Aditya Birla Money Ltd. since August 2016 and he has also been the Chief Financial Officer of Aditya Birla Money Mart Ltd. from April 2015 to July 2016. Prior to this, he was working with Corporate Finance Division of UltraTech Cement since May 2010 and has held the position of Sr. Vice President & Head - Corporate Taxation. Mr. Sharma is a Fellow Member of the Institute of Chartered Accountants of India and the Institute of Company Secretaries of India.	Mr. Anindya Karmakar has over 25 years of work experience. He has been associated with Aditya Birla Capital for past 6 years. Mr. Karmakar is currently Head Digital & Analytics at Aditya Birla Financial Shared Services and in his prior roles, Mr. Karmakar has managed diverse roles into Strategy, Products, Operations, Digital Transformation within Aditya Birla Capital. Mr. Karmakar has completed his MBA from Faculty of Management Studies, Delhi University and B. Tech in Computer Science & Technology from IIT, Madras.
Disclosure of relationship between Directors (in case of appointment of a Director)	NA	NA

Particulars	Mr. Ranabir Bose	Mr. Anil Shyam
Reason for change viz. appointment/re-appointment/cessation, removal, death or otherwise	Appointment as Head Marketing	Early retirement
Date of appointment/re-appointment/cessation (as applicable) & terms of appointment/re-appointment	October 1, 2024	November 30, 2024.
Brief Profile	<p>Mr. Ranabir Bose has over 20 years of experience in Marketing function. He has been associated with Aditya Birla Capital (ABC) for the past 15 years. Mr. Bose is currently Head Marketing at Aditya Birla Finance Ltd. since March 2017 and prior to that he was part of the Corporate Marketing team and responsible for brand communication, media planning and buying across ABC lines of business.</p> <p>Mr. Bose has completed his PGDBM in Marketing & Communication from Mumbai University and holds Bachelor's degree in commerce from the University of Calcutta.</p>	NA
Disclosure of relationship between Directors (in case of appointment of a Director)	NA	NA