



ASK AUTOMOTIVE LIMITED

(Formerly known as ASK Automotive Private Limited)

Date: August 8, 2024

BSE Limited
Phiroze Jeejeebhoy Towers, Dalal Street,
Mumbai - 400 001
Scrip Code: 544022
ISIN No.: INE491J01022
Re.: ASK Automotive Limited

National Stock Exchange of India Limited
Exchange Plaza, C-1, Block - G, Bandra
Kurla Complex, Bandra (East), Mumbai -
400 051 Symbol: ASKAUTOLTD
ISIN No.: INE491J01022
Re.: ASK Automotive Limited

Sub: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulation, 2015 ("SEBI Listing Regulations") - Appointment of Mr. Shalender Singh Birla as Chief Executive Officer (Operations) - Aluminium Lightweighting Precision Solutions (ALPS) & Cable Division of the Company

Dear Sir/Madam,

Pursuant to Regulation 30 read with Schedule III of the SEBI Listing Regulations, we wish to inform that basis the recommendation of the Nomination and Remuneration Committee, the Board of Directors of the Company on August 7, 2024, approved the appointment of Mr. Shalender Singh Birla as Chief Executive Officer (Operations) - Aluminium Lightweighting Precision Solutions (ALPS) & Cable Division of the Company, forming part of the Senior Management of the Company, with effect from August 8, 2024.

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

Kindly take the same on your records.

Thanking you.

Yours Faithfully,
For **ASK Automotive Limited**

Rajani Sharma
VP (Legal), Company Secretary &
Compliance Officer
Membership No.: ACS14391

Details under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read along with SEBI Circular SEBI/HO/CFD/CFD-PoD1/P/CIR/2023/123 dated July 13, 2023

Sr. No.	Details of Information that required to be provided	Details of Mr. Shalender Singh Birla
1.	reason for change viz. appointment, re-appointment, resignation, removal, death or otherwise	Appointment
2.	date of appointment/ re-appointment/cessation (as applicable) & term of appointment/re-appointment	August 8, 2024 Term of Appointment is not applicable since he will be in full time employment
3.	brief profile (in case of appointment)	<p>Mr. Shalender Singh Birla holds a bachelor's degree in technology (mechanical engineering) from Indian Institute of Technology, Delhi and a postgraduate degree in business administration from Indian Institute of Management, Ahmedabad, Gujarat.</p> <p>He has more than two decades of experience in India and abroad in leadership roles.</p> <p>His last employment was as CEO at Jindal Ferrous Limited. He has also worked with JSW Steel and JSW Infrastructure.</p> <p>He has also served as MD at Usha Siam Steel Industries Ltd in Thailand and as Head Strategy at Usha Martin Limited.</p> <p>He has also worked with Illumine Knowledge Resources, ALSTOM as Customer Director and ASK Automotive Pvt. Ltd. as Group CEO.</p> <p>He has also worked as IES officer with Indian Railways.</p>