

28th March, 2019

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BSE Limited
Corporate Relationship Department
1st Floor, New Trading Ring,
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Fax: 022-22723121/1278

Company Code: PVR / 532689

Sub: Appointment of an Independent Woman Director on the Board of the Company



Dear Sir,

In compliance of Regulation 17 of SEBI (Listing Obligations and Disclosure Requirements) (Amendment) Regulations, 2018, the Board of Directors of the Company on 27th March, 2019 has appointed Ms. Deepa Misra Harris as an Independent Woman Director on the Board of the Company.

Brief profile of Ms. Deepa Misra Harris is enclosed.

This is for your information and records.

Yours truly,
For **PVR Limited**

Pankaj Dhawan
Company Secretary cum Compliance Officer



A unique luxury hospitality and tourism brand specialist with proficiency in Brand, Marketing, Sales and PR, Deepa has a proven track record of delivering double digit growth and escalating brands to leadership positions. With over 30 years of experience in the high-end luxury hospitality category, she has been a significant success driver for India's original luxury brand, The Taj Group of Hotels.

Professional Background:

As the Head of Sales & Marketing for Taj Hotels, Palaces, Resorts, Safaris, Deepa led the way across 4 brands and 127 hotels worldwide, serving as revenue and brand custodian. She was the driving force behind the revitalisation of brand Taj to a dominant position, creation and positioning the Taj Grande Palaces and Taj Safaris as unique luxury entities and the development and shaping of Vivanta, Gateway and Ginger as distinctive brands. She has led a team of 600 professionals, fuelling robust sales performance, fine-tuning processes and managing worldwide reservations, revenue and distribution across all channels.

Deepa helmed transformational initiatives at the Taj, fronted macro drives such as the brand architecture framework development, the revamp of the Taj Inner Circle Loyalty program and strategy development for digital transformation. Her background spans all aspects of brand development, marketing solutions, consumer experience, CRM, PR – always linking back to sales performance.

In mid-2015 she founded BrandsWeLove a Branding & Marketing Consultancy, with a mandate to empower clients and brands to achieve their fullest potential and to shape emotionally connected, highly immersive experiential brands. Her current clients include Aman Hotels, Shangri-La Hotels, Tata Group, Marico, CG Hospitality, and Trance Hotels with several projects done to build tourism to regions like Sri Lanka, South East Asia, the UAE and Kazakhstan.

As a highly recognised influencer and opinion leader in hospitality, travel and tourism with numerous achievements to her credit, she has served on several Taj boards and as a trustee member on the Taj Public Service Trust fund and GVK EMRI. She has been a member of the Tata Global Brand Council, and the Steering Committee of the Experience India Society – a public-private partnership between Ministry of Tourism and leading travel and hospitality operators. As an apex and founder member she was responsible for the strategy and execution of the Incredible India award winning films that served as a campaign to market India in diverse geographies. The Experience India Society is a marketing think tank created to brand India's tourism entity and the majority of its activities were focused on marketing solutions to drive and build visitor arrivals to the country.

She has served on all travel & tourism entities such as CII & FICCI tourism entities, FAITH, TAAI, and HAI during her tenure with the Taj. She was on the Marketing Advisory Board of The Leading Hotels of the World – the 450 member luxury hotel consortium.

Awards and Accolades:

Deepa has been a part of Impact's 50 most Influential women in marketing for 3 years and is on the Business Today list of most powerful business women for two years.

Educational Background:

Deepa holds a master's degree from LSR College, Delhi University