



BUTTERFLY GANDHIMATHI APPLIANCES LIMITED

Date: April 8, 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: 03/2024-25	Our Reference: 03/2024-25

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 strengthens leadership team with strategic appointments**".

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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Chengalpattu District, Phone : +91-44-47415500 CIN No : L28931TN1986PLC012728.
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BUTTERFLY GANDHIMATHI APPLIANCES LIMITED

Butterfly Gandhimathi Appliances strengthens leadership team with strategic appointments

The Company appoints industry veteran K. E. Ranganathan to the Board and Swetha Sagar G. to lead the Kitchen Appliances Division

Chennai, 8th April 2024: Butterfly Gandhimathi Appliances Ltd., South-India's leading kitchen and small domestic appliances player has announced the appointment of Mr. K. E. Ranganathan as an Additional Director (Non-Executive, Independent) and Ms. Swetha Sagar G as the Product Line Head – Kitchen Appliances. By strengthening the Board with an industry veteran and elevating its leadership in the Kitchen Appliances division, Butterfly continues to strategically position itself for continued growth and innovation.

- Mr. K. E. Ranganathan joins the Board of Directors as an Additional Director (Non-Executive, Independent), effective April 4, 2024, for a five-year term subject to shareholder approval
- Ms. Swetha Sagar G is appointed as the Product Line Head – Kitchen Appliances, on secondment from the Holding Company, Crompton Greaves Consumer Electricals Limited. Her appointment as Senior Managerial Personnel (SMP) for Butterfly is subject to approval by the Holding Company's Board

Profiles:

Mr. K. E. Ranganathan brings a wealth of experience to Butterfly Gandhimathi Appliances. A Chartered Accountant, Company Secretary, and Fulbright Scholar, he possesses a deep understanding of corporate governance and the legal landscape. Over a 40-year career with leading business conglomerates like TVS and Murugappa Group, Mr. Ranganathan has thrived in diverse roles. He honed his financial expertise for 15 years before transitioning to leadership positions in sales, marketing, distribution, supply chain, IT, and HR. Since 2006, he has served as Managing Director for renowned companies, consistently achieving impressive results. Mr. Ranganathan's international experience, working with global giants like Roca, Whirlpool, and Suzuki, further strengthens his expertise. This exposure allows him to navigate the complexities of the global market with ease.

Ms. Swetha Sagar G. possesses over 19 years of experience across various areas critical to success in the appliance industry, including P&L Management, Strategic Planning, New Market Assessment, Brand Management, and Channel Management. Throughout her career, she has consistently delivered impressive results at leading companies like Hindustan Coca-Cola, Hutchison Essar, EID Parry, Lavazza India, and most recently, Versuni India Home Solutions Ltd (with reputed kitchen appliances brand 'Preethi'). She brings with her a combination of technical expertise and business acumen to Butterfly Gandhimathi Appliances. A graduate in Electronics & Communication Engineering from TEC, Madras University, certified further with an Advanced Program for Marketing Professionals from IIM Calcutta

Promeet Ghosh, MD & CEO, Crompton Greaves Consumer Electricals Ltd., (company holding 75% of Butterfly Gandhimathi Appliances Ltd.) said, *"We are thrilled to welcome both Mr. Ranganathan and Ms. Swetha Sagar G. to the Butterfly Gandhimathi Appliances family. Mr. Ranganathan's extensive experience across various business functions and his proven track record of success will be invaluable as we navigate the evolving market landscape and pursue our growth objectives. His deep understanding of corporate governance and global markets will be instrumental in guiding our strategic direction. Ms. Swetha also brings a wealth of expertise in key areas like P&L management, brand building, and channel management, all of which are critical to driving success in the kitchen appliances sector. Her strong leadership and proven ability to deliver results will be a tremendous asset as we continue to innovate and expand our product offerings. With their combined expertise, we are confident that Butterfly Gandhimathi Appliances is well-positioned for continued success and exciting new chapters in the years to come."*

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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.

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