



October 1, 2022

To,  
BSE Limited,  
Listing Dept. /Dept. of Corporate Service,  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai — 400 001.

**Script Code: 530663**

**Scrip ID: GOYALASS**

**Sub: Outcome of the Board meeting of the Company held on 1<sup>st</sup> October 2022.**

Dear Sir,

Pursuant to Regulations 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('Listing Regulations'), we wish to inform you that the Board of Directors at its meeting held on 01st October 2022 has inter-alia approved:

1. Appoint Mr. Mohammad Hassebur Rahman as the Chief Executive Officer (CEO) of the company.

Further the Board has also confirmed that Mr. Mohammad Hassebur Rahman is not related to any Directors of the company. The details is given in Annexure I.

2. Shift the corporate office of the company to Plot No. 57, Dwarka Central, 5th Floor, Hitech City Road, VIP Hills, Jai Hind Enclave, Madhapur, Telangana -500081,

Contact Person: Raja Shenkar – Accounts Manager

Contact No: - 8977008131

Kindly take the same on your record and acknowledge.

Thanking you,

Yours faithfully,

**Goyal Associates Limited**

**Nagmalleshwara Vuppala**

**DIN : 08858080**

**Director**



**ANNEXURE I:**

<b>Disclosure Requirements</b>	<b>Details</b>
Reasons For change	Appointment of Mr. Mohammad Hasebur Rahman as Chief Executive Officer
Disclosure of relationship between Directors	Not related to any directors.
Shareholding	Nil
Directorship or KMP In other Companies	Nil

**Brief profile**

Mohammad Hasebur Rahman holding a degree of Master of Business Administration (“MBA”) and having 19yrs of remarkable experience is a role model for leadership and operational skills. He is bold, dynamic, and sportive to accept new initiatives, and challenges and prove them with strategic approach.

Rahman’s ingenuous passion in the Fintech industry has inspired him to float a new venture leveraging digital technology that caters to short-term loan requirements of salaried professionals. As a Co-founder, Managing Director and COO at Ecofin Services India Pvt Ltd, Rahman had dedicatedly contributed to the development, launch, growth and bringing of stability to the product. He had been a lifeline to the entire team who looks at him for valuable and timely advice. His valuable contribution at Cashe (NBFC –Bhanix Finance and Investment Limited) as General Manager -Enterprise Sales and Channel Growth, since the inception of the instant personal loans segment, had enabled the product to gain success in a short span of time.

He has a tremendous experience of working with pay-day related financial products. During his association with Cashe as General Manager and Ecofin as Co-founder and COO, he was involved in the product development and enhancements, raising of finance, team-structuring, collaborations and integrations, launch and execution, promotions and lead generations, post-disbursement, collections, legalities, as well as business development activities. Pay-day financial products are based on the concept of providing financial assistance in the form of salary-advance to the salaried professionals and quick inflow of cash to SMEs. These loans are unsecured, short-term and has been a welcome relief to the employee and small businesses in India. Such instant loan facility enables SMEs to avail cash for their daily investments.

He brings work experience as Vice President –Sales and Operations at FlexSalary (NBFC –VivifiIndia Finance Private Limited) where he had augmented, both online and offline sales. He was associated with EA Team Inc as Chief Sales and Marketing Officer (India) to encourage and expand the company’s operations throughout India.