



November 27, 2023

To
The Secretary (Listing Department)
The BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai-400001

The Manager
The National Stock Exchange India Limited
Exchange Plaza, Bandra Kurla Complex
Bandra(E), Mumbai- 400051

BSE Scrip Code: 540203

NSE Symbol: SFL

Subject: Change in Senior Management (Chief of Staff)

Dear Sir/Madam,

Pursuant to Regulation 30 and other relevant provisions of the Securities and Exchange Board of India (Listing obligation and Disclosure Requirements) Regulations, 2015, we wish to inform that Mr. Vivek Kumar Bajpai Joined the Company on 27th November, 2023 and be appointed as Chief of Staff, a Senior Management of the Company. The matter will be placed before Board of Directors at its ensuing meeting.

Please find enclosed herewith brief profile of above-mentioned personnel (as annexure A) as prescribed vide SEBI (Listing obligation and Disclosure Requirements) Regulations, 2015.

Thanking you.
Yours faithfully,

For Sheela Foam Limited

(Md. Iquebal Ahmad)
Company Secretary & Compliance Officer

SHEELA FOAM LIMITED

14, Sector 135, Noida, U.P- 201301, India.

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CIN-L74899DL1971PLC005679

Annexure A

Detail under Regulation 30 and other relevant provisions of the Securities and Exchange Board of India (Listing obligation and Disclosure Requirements) Regulations, 2015.

Appointment of Mr. Vivek Kumar Bajpai		
Sr. No.	Particulars	Details
1.	Reason for change viz. appointment, resignation, removal, death or otherwise	Appointment
2.	Date of appointment & terms of appointment	Joined the Company on 27 th November, 2023 and will be appointed as Chief of Staff a Senior Management in ensuing Board Meeting.
3.	Brief profile in case of appointment	Mr. Vivek Kumar Bajpai has done his B.E. (Electronics & Communication) from Pt. Ravi Shankar Sukla University, Raipur. He comes up with around 31 years of experience. Prior to joining the Company, his immediate assignment was with Starship Value Chain and Manufacturing Pvt Ltd., a subsidiary of KEL as CEO. He has also worked with Penguin Impex, DCM Shriram, Welspun Group, Future Group, RSIL, Grand Mart, Future Supply Chain Solutions, Avvashya CCI, Stellar Value Chain Solutions under various capacities in the past.
4.	Disclosure of relationship between directors (in case of appointment of Director)	Not Applicable

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