



LIMITED

आई एफ सी आई लिमिटेड
(A Government of India Undertaking)
(भारत सरकार का उपक्रम)

No./IFCI/CS/2017- 762

November 02, 2017

The BSE Ltd.
Department of Corporate Services
Phiroze Jeejeebhoy Tower
Dalal Street, Fort
Mumbai – 400001

CODE: 500106

Dear Sir/Madam,

Sub: Appointment of Director.

Dear Sir,

This is to inform that Prof. Arvind Sahay and Prof. N. Balakrishnan have been appointed on the Board of IFCI Ltd. as Additional Directors w.e.f. October 30, 2017.

2. Brief profiles of Prof. Arvind Sahay and Prof. N. Balakrishnan are enclosed herewith as **Annexure-I** and **Annexure-II** respectively.

3. There is no relationship between Directors in connection with the abovementioned appointments of Prof. Arvind Sahay and Prof. N. Balakrishnan.

Kindly acknowledge receipt.

Thanking you,

Yours faithfully,
For **IFCI Limited**

(Rupa Sarkar)
Company Secretary

Encl: a/a

आई एफ सी आई लिमिटेड

पंजीकृत कार्यालय:

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फैक्स: +91-11-2623 0201, 2648 8471

वेबसाइट: www.ifciltld.com

सीआईएन: L74899DL1993GOI053677

IFCI Limited

Regd. Office:

IFCI Tower, 61 Nehru Place, New Delhi - 110 019

Phone: +91-4173 2000, 4179 2800

Fax: +91-11-2623 0201, 2648 8471

Website: www.ifciltld.com

CIN: L74899DL1993GOI053677



Profile - Prof. Arvind Sahay

Professor Arvind Sahay joined IIMA in June 2004 from London Business School where he had been teaching since his Ph.D. in 1996 from the University of Texas at Austin.

His primary areas of interest include **marketing strategy, pricing, neuroscience and consumer behavior, brand management, high tech marketing, international trade and investment**, with a secondary interest in strategic management, valuation and tracking organizational performance. Sectorally, he has worked extensively in pharmaceuticals, cement, building materials, telecom, broadcast, automotive, FMCG, and financial services sectors among others. At the Indian Institute of Management, Ahmedabad, he has taught the basic marketing courses on the PGP, PGPM and PGP-PMP programs. In addition, he offers elective courses on pricing, international trade, brand management, neuroscience and consumer behavior, tracking organizational performance and brand management and valuation. *His executive education and consulting clients come primarily from the financial services, pharmaceutical, cement and media sectors.* His corporate experience includes stints as a management trainee in the manufacturing sector and as a customer service and then account manager in the financial services industry. He has consulted and done corporate training for more than 50 clients in India and abroad.

Professor Sahay is the recipient of the **University Wide Outstanding Dissertation Award from the University of Texas at Austin** (for his Ph.D thesis), **the Innovation in Teaching Award at London Business School** and of the **Dewang Mehta Best Teacher Award in Marketing Management and the UTV Bloomberg Best Marketing Professor in India**. He was also nominated to the **Thinkers50 India list by the Institute of Competitiveness, Harvard Business School**.

Professor Sahay is currently an **independent director on the board of Brandscapes Consultancy Pvt. Ltd. and Gujarat Narmada Valley Fertilisers & Chemicals Limited (GNFC)**. He is a member of the working group on Gold established by the Department of Economic Affairs, Ministry of Finance, Government of India. He is currently the Chairperson (SBU Head) of Executive Education at IIMA with revenue run rate of INR 75 crores per year.

He has been an invited speaker at the Pricex Conference in Chicago, at the BusinessWeek Conference on E-marketing in London, at the annual meetings of All India Management Association in Indore, at the Western Conference of the Confederation of Indian Industry in Ahmedabad and at the Indian Professional Business Network in Qatar. He is the coordinator and lead faculty for IIMA's management development programs on Pricing, Tracking Organizational Performance, Neuroscience in Marketing and Innovating for Growth. He has been a member of the FICCI Sub-Committee on Pharmaceuticals.



His recent research has been in the areas, brand relationships, tensile pricing, life cycles in marketing, customer dimensions of gold in India, customer responses to dynamic pricing and how and when to implement dynamic pricing, customer reactions to overlapping price ranges; impact of bundling on customer reference prices; customer loss aversion at different price levels; impact of price changes in pharmaceuticals in India on demand and brand preference reversal due to cognitive load and discount framing. **He has authored more than 50 cases and published in leading international journals** like the Journal of Marketing, Journal of Product Innovation Management, Journal of International Business Studies, Sloan Management Review, Vikalpa, the Journal of Academy of Marketing Science; Journal of Product and Brand Management, Judgment and Decision Making and Journal of Indian Business Research. His paper in the Journal of Academy of Marketing Science is one of the most widely cited papers in marketing. He has been a regular columnist for Outlook Business magazine on marketing strategy and also writes for the leading Indian business newspaper, Financial Express, on economics and business. He is the author of a case book on marketing strategy called Cases in Pricing, Marketing Communications and Distribution.

Professor Sahay has been a visiting faculty at, EADA (Spain), the Mason School of at the College of William and Mary (USA), University of Texas at Austin (USA), IIM Lucknow, Asian Institute of Technology, (Vietnam), Gordon Institute of Business Science, University of Pretoria (South Africa), SP Jain Institute of Management Research (Singapore, Dubai), Retail Alliance (Dubai) and Indian School of Business, Hyderabad.



Profile – Prof. N. Balakrishnan

Prof. N. Balakrishnan received his B.E. (Hons.) in Electronics and Communication from the University of Madras in 1972 and Ph.D. from the Indian Institute of Science in 1979. He then joined the Department of Aerospace Engineering as an Assistant Professor. He was a Professor at the Department of Aerospace Engineering and at the Supercomputer Education and Research Centre, till July 2015. Thereafter, he serves as Honorary Professor at the Supercomputer Education and Research Centre, Indian Institute of Science. He has held the positions of Associate Director of the Indian Institute of Science during September 2005 to March 2014; Chairman, Division of Information Sciences during 1999-2005; Chairman, Supercomputer Education and Research Centre during 1994-2001.

His areas of research where he has several publications in the international journals and international conferences include Numerical Electromagnetics, High Performance Computing and Networks, Polarimetric Radars, Aerospace Electronic Systems, Information Security, Complex Social Networks and Digital Library.

He was a member of the Council of CDAC, a member of the Council of the Indian Statistical Institute Kolkata, Member of the Board of Governors of IIT Delhi and IIT Chennai. He was in the past, a member of the National Security Advisory Board and the Board of Governors of IIT Delhi and of IIT Madras, and Director of the Central Bank of India and CDOT-Alcatel Research Centre at Chennai. He was also one of the Directors of the Bharat Electronics Limited (BEL), Bharath Sanchar Nigam Limited (BSNL), and a Part-time Member of the Telecom Regulatory Authority of India.

He is currently a Member of the Joint Advisory Board of Carnegie Mellon University at Qatar and Member of the Board of Governors of IIT Kharagpur, IIITMK and IEST, Shibpur and Member of the Advisory Committee of the International Knowledge Centre for Engineering Sciences and Technology, Beijing, China, and a Director on the Board of Equitas Small Finance Bank.

Awards received

1. **Padmashree** by the President of India, 2002
2. **Distinguished Alumnus Award of the Indian Institute of Science**, 2016
3. **Prof S N Mitra Memorial Award**, Indian National Academy of Engineering, 2013
4. **IETE Diamond Jubilee Medal**, Institution of Electronics and Telecommunication Engineers, India, 2013
5. **Academy Excellence Award**, Defence Research and Development Organization, 2009
6. **CDAC-ACS Foundation Lecture Award**, 2008
7. **JC Bose National Fellowship**, 2007
8. **Homi J. Bhabha Award for Applied Sciences Hari Om Ashram Trust Awards**, University Grants Commission, 2004
9. **Ph.D. (Honoris Causa)**, Punjab Technical University, 2003
10. **Prof Satish Dhawan Chair Professor, IISc**, 2003-2006



11. **IEEE Distinguished Visitor, Asia-Pacific Region, 2004-2007**
12. **Jawaharlal Nehru Centenary Lectureship 2001** by Indian National Science Academy
13. **Alumni Award for Excellence in Engineering Research by the Indian Institute of Science, 2001**
14. **Millennium Medal** of the Indian National Science Congress, 2000
15. **Award for the Contributions to Computers and Communications**, Institute for the Future, USA at the Asia Outlook Conference in Hongkong, 1998
16. **Excellence in Education Award of the Aeronautical Society of India, 1998**
17. **Dr. Neelakantan Memorial lecture award** for the year 1997
18. **Sri Hari Om Prerit Dr. Vikram Sarabhai Research Award, 1995** for contributions to Electronics, Informatics and Telematics
19. **Platinum Jubilee lecture Award of the Indian Science Congress, 1997**
20. **J. C. Bose Memorial Award 1987** for the Best Engineering Science oriented paper entitled "Accurate estimation of ILS glideslope in the presence of terrain irregularities" awarded by the Council of Institution of Electronics and Telecommunication Engineers (IETE), India, awarded in 1989
21. **J. C. Bose Memorial Award 1999** for the Best Engineering Science oriented paper entitled "Non Resonant Edge Slot Antenna for Phased Array Applications" awarded by the Council of Institution of Electronics and Telecommunication Engineers (IETE), India, awarded in 2001
22. **UNESCO/ROSTSCA Young Scientist 1985** for Contributions to the Application of Computers to Science Research and Informatics awarded by the Regional Office of Science & Technology in South Central Asia, awarded in 1986
23. **NRC/NOAA Senior Resident Research Associateship 1987-1989** Awarded by the National Research Council of the United States of America

Fellowships of Academies and Honorary Professorships

1. Fellow of the World Academy of Sciences (TWAS), Trieste, Italy
2. Fellow of the Indian National Science Academy (Vice President 2006-2008)
3. Fellow of the Indian Academy of Sciences (Secretary 1998-2003, Treasurer 2004-2006)
4. Fellow of the Indian National Academy of Engineering
5. Fellow of the National Science Academy, Allahabad
6. Fellow of the Institution of Electronics and Telecommunication Engineers (India)
7. Honorary Professor of the Jawaharlal Nehru Centre for Advanced Scientific Research.

