



CIN : L65990MH1985PLC037697

Redg. Off : Empire House, 214, Dr. D. N. Road, Ent. A.K. Nayak Marg, Fort, Mumbai - 400 001.
Tel : 022-2207 1501 (6Lines) • **Toll Free :** 1800-22-9222 / 1800-22-5656 • **Fax :** 022-2207 1514

BSE/SEC/NS/23/2016-17

To,
Bombay Stock Exchange Limited
Floor 25, P. J. Towers,
Dalal Street,
Mumbai- 400 001 .

Date: 9th February 2017

Scrip Code: 533452

Sub: Intimation pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir

At the Board Meeting on February 9, 2017 Mr. B. Karthikeyan has been appointed as Managing Director of the Company with effect from March 1, 2017.

A brief profile of Mr. B. Karthikeyan is enclosed herewith.

Mr. B. Karthikeyan is not related to any other Directors of the Company.

Kindly take the above on record and acknowledge the receipt.

Thank you

For Weizmann Forex Limited

Nirav Shah
Company Secretary

Encl : As above



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Brief Profile of Mr. B Karthikeyan

- ❖ Mr. B Karthikeyan is a Civil Engineer from IIT Madras and a Management Graduate from IIM Lucknow. His specialisation in the Management course was in Marketing, Finance and Strategy.
- ❖ Mr. Karthikeyan has been handling retail market of large sizes with multiple locations and high manpower strength in number of leading organisations in the field of securities.
- ❖ Post the Management studies he had a long tenure of 7 years with ICICI Direct.com as AVP
- ❖ Business Head for 3 years in Web18 Securities a TV18(CNBC) Group Company.
- ❖ Business Head for a short tenure of one year in Axis Securities
- ❖ Head Retail for the past 6 years in SBI Caps Securities.
- ❖ His responsibilities in different organisations where he has served encompass revenue and profit responsibility, enabling business with right IT solutions, website and mobile app launches, setting up business from the scratch, sales, distribution and channel management, marketing and brand building.
- ❖ He was instrumental in training 3 lac customers annually on different topics and increasing the revenue per user, launching commodity business online at ICICI; Setting up of financial transactions services business both online and offline, launch and roll out of TV commercials, providing inputs in designing websites at Web18; Handling multiple products, tying with various stock rating vendors, cross selling various products across the team, reduction in customer queries, developing FAQs, Demos, launching payment gateways, website and mobile applications, CRM Implementation at SBI Cap Securities and thus facilitating improving of both revenue growth and market share.
- ❖ Specifically at SBI Cap, he was heading a 600 employee strong vertical across 120 + odd locations. He achieved 22% growth in revenues in an year and 50% growth in market share. Launched the website sbismart.com presently being used by close to one lakh customers annually, created Algo Trading Platform for institutional business, launched mobile application, payment gateway, auto lien facilities, etc., reduction in customer queries to almost zero abandoned calls at every centre.
- ❖ Have received various awards in honour of accomplishments at both premier institutions namely IIT and IIM and was also appreciated for teaching under privileged children.