

SOM DISTILLERIES AND BREWERIES LIMITED

Registered Office: I-A, Zee Plaza, Arjun Nagar, Safdarjung Enclave, Kamal Cinema Road, New Delhi - 110029

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Corporate Office: SOM House, 23, Zone II, M.P. Nagar, Bhopal, Madhya Pradesh – 462011

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CIN : L74899DL1993PLC052787

(BSE : 507514, NSE : SDBL)



SDBL/BSE/NSE/2024

17.04.2024

To,

<p>The Manager, Listing Department, NATIONAL STOCK EXCHANGE OF INDIA LIMITED 'Exchange Plaza' C-1, Block G, Bandra-Kurla Complex, Bandra (E), Mumbai-400 051. cmlist@nse.co.in <u>Security ID: SDBL</u></p>	<p>Dy. General Manager, Department of Corporate Services, BSE LIMITED, First Floor, P.J. Towers, Dalal Street, Fort, Mumbai – 400001. corp.compliance@bseindia.com <u>Security ID: 507514</u></p>
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SUB: – APPOINTMENT OF MR. ANAND AGRAWAL AS OUR NEW CHIEF MARKETING OFFICER

Intimation under Regulation 30 read with Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/ Madam,

We are pleased to welcome Anand Agrawal as our new Chief Marketing Officer. With a robust portfolio of over 2 decades in Brand Management, Trade Marketing, Operations and Business Development, Anand brings a wealth of expertise and a proven track record of transformative leadership to the company. His strategic foresight will be instrumental in steering the company's entry and expansion within premium segments of the beverage industry.

Anand's career includes significant tenures at Hindustan Unilever Ltd, United Spirits Ltd (Diageo), and Pernod Ricard India Pvt Ltd, where he successfully led initiatives that substantially improved market share and fostered strong consumer preference for numerous iconic brands. He will oversee the marketing strategies for prominent flagship brands, including Woodpecker, Hunter, Black Fort, Power Cool, and Milestone Blue, aiming to elevate their consumer preference & building stronger connect with the brands, along with entering premium beer, Scotch, and Indian Single Malt (ISM) segments.

This is for your information and records please.

Thanking You,

For Som Distilleries & Breweries Limited

Nakul Kam Sethi
Director
DIN: 06512548