



**SINGER®**

Over 170 Years of Trust Worldwide

May 23, 2024

To,  
Listing Department,  
BSE Limited,  
Floor-25, Phiroze Jeejeebhoy Towers  
Dalal Street, Fort,  
Mumbai- 400 001

**Scrip Code: 505729**

**Sub: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 of appointment of Senior Management Personnel (SMP).**

Dear Sir/ Madam,

With reference to the captioned subject, we hereby wish to inform you that the Board of Directors of the at their meeting held today, i.e. 23<sup>rd</sup> May 2024, considered and approved, based on the recommendation of the Nomination and Remuneration Committee, the appointment of Mr. Jiten Singh Phukela as Business Head- Appliances" (AVP grade) of the Company w.e.f. 10th May 2024.

The details required under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with Master Circular issued vide circular no. SEBI/HO/CFD/PoD2/CIR/P/2023/120 dated July 11, 2023, and SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023, is enclosed herewith as **Annexure-A**.

This intimation shall also be available on the website of the Company i.e. [www.singerindia.com](http://www.singerindia.com).

You are kindly requested to take the same on record.

Thanking you,

Yours Sincerely

For Singer India Limited



**Rupinder Kaur**  
**Compliance Officer & Company Secretary**

Encl: As above

**SINGER INDIA LIMITED**

Registered & Head Office : A-26/4, 2<sup>nd</sup> Floor, Mohan Co-operative Industrial Estate, New Delhi - 110044.

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CIN : L52109DL1977PLC025405

**Annexure A**

<b>Details of Events need to be provided</b>	<b>Information of such event</b>
<b>Name</b>	Mr. Jiten Singh Phukela
<b>Reason for change viz. appointment, resignation, removal, death or otherwise</b>	Appointment
<b>Date of Appointment/ cessation (as applicable) &amp; term of appointment</b>	W.e.f. 10th May 2024 and Mr. Jiten Singh Phukela is considered and approved by the Board of Directors of the Company on 23rd May, 2024 based on the recommendation of the Nomination and Remuneration Committee.
<b>Brief Profile (in case of appointment)</b>	<p>Mr. Jiten Singh Phukela has an impressive track record of over 18 years in sales and marketing across the FMCG and FMCD sectors. Before joining the Company, he served as the Regional Sales Head at Samsung Electronics (Consumer Electronics Division), with previous roles at Adani Wilmar Limited and Con Agra Foods- Agro Tech Foods Limited.</p> <p>Mr. Phukela holds the degree of MBA (Marketing) from Institute of Management Technology, Ghazabad in the year 2005 and B.Tech. (Information Technology) from GTBIT- IP University, in the year 2003.</p> <p>Throughout his professional journey, Mr. Phukela has cultivated a versatile skill set characterized by strategic insight, effective leadership, a focus on growth, adaptability, clear communication, customer-centricity, and a steadfast commitment to ethical leadership. This diverse blend of capabilities equips him to thrive in various markets and undertake multifaceted roles with confidence and effectiveness.</p>
<b>Disclosure of relationships between Directors (in case of appointment of a director)</b>	Not Applicable