

Date: 15th December, 2025

To,
The Corporate Relations Department,
BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort, Mumbai - 400 001
Scrip Code: 500825

The Listing Department,
National Stock Exchange of India Limited,
Exchange Plaza, C-1, Block G, Bandra-Kurla Complex,
Bandra (East), Mumbai - 400 051
Symbol: BRITANNIA

Dear Sir/Madam,

Sub : Changes in Senior Management Personnel of the Company - Intimation under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('SEBI Listing Regulations, 2015')

Ref : SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024

Pursuant to Regulation 30 read with Clause 7 of Para A of Part A of Schedule III of the SEBI Listing Regulations, 2015, this is to inform you that the Board of Directors, based on the recommendation of the Nomination and Remuneration Committee, have approved the following:

- Appointment of Mr. Abhishek Sinha as the Chief Sales Transformation Officer of the Company with effect from 15th December, 2025.
- Appointment of Mr. Subhashis Basu as the Chief Business Officer – Dairy of the Company with effect from 15th December, 2025.

The details as required under the SEBI Listing Regulations, 2015 read with the SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024 are enclosed as '**Annexure-I**'.

The Board of Directors approved the aforesaid appointments by way of Circular Resolution passed on 15th December, 2025 at 6:03 P.M. IST.

Request you to please take the above information on records.

Thanking you,
Yours faithfully

For Britannia Industries Limited

T. V. Thulsidass
Company Secretary
Membership No. : A20927
Encl.: As above

Sl.	Particulars	Details	
1.	Name	Mr. Abhishek Sinha	Mr. Subhashis Basu
2.	Designation	Chief Sales Transformation Officer	Chief Business Officer – Dairy
3.	Reason for change viz. appointment, re-appointment, resignation, removal, death or otherwise	Mr. Abhishek Sinha who was the Chief Business Officer - Dairy, has been appointed as the Chief Sales Transformation Officer of the Company with effect from 15 th December, 2025.	Mr. Subhashis Basu has been appointed as the Chief Business Officer – Dairy of the Company with effect from 15 th December, 2025.
4.	Date and term of appointment	Term of Appointment: Full Time Employment	Term of Appointment: Full Time Employment
5.	Brief Profile	<p>Mr. Abhishek Sinha has been associated with Britannia Industries Limited since 2005 and is a veteran in the consumer goods industry with over 2 decades of experience in sales and business leadership.</p> <p>He successfully led Britannia's Dairy Business for over 5 years and was instrumental in forming the Joint Venture with Bel SA, as well as in setting up the Company's in-house Dairy Manufacturing Unit at Ranjangaon, Maharashtra.</p> <p>Prior to this role, Mr. Sinha managed diverse roles in the organization, having joined as an Area Sales Manager, subsequently serving as Regional Sales Manager for the West region and then as National Sales Development Manager.</p>	<p>Mr. Subhashis Basu brings over 3 decades of leadership experience in the FMCG and Dairy sectors.</p> <p>Prior to his joining the Company, Mr. Basu served as the Chief Executive Officer of Anik Milk Products Private Limited and as the Chief Commercial Director for Lactalis India, where he successfully led the unification of three major entities (Anik, Tirumala and Prabhat) and delivered profitable growth in a challenging market environment.</p> <p>Mr. Basu is a veteran of the industry with a proven track record of scaling businesses. His career highlights include steering Prataap Snacks Limited to a successful IPO, driving healthy growth at Mother Dairy and holding key leadership roles at PepsiCo and Parle Products earlier in his career. From launching iconic brands such as Quaker Oats in India</p>

		<p>During these stints, he led the rollout of multiple initiatives, ranging from rural and urban expansion, technology-enabled selling, frontline sales capability to resource allocation and prioritization. These initiatives had contributed significantly to the Company's performance.</p> <p>Mr. Sinha holds an MBA degree from the Symbiosis Institute of Business Management, Pune.</p>	<p>to managing complex mergers and acquisitions, he has consistently demonstrated the ability to transform organizations and drive sustainable growth.</p> <p>Mr. Basu holds a Bachelor of Science degree in Economics from the University of Calcutta.</p>
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