



Crayons Advertising Limited

Formerly known as Crayons Advertising Pvt. Ltd.

Regd. & Corporate Office:

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www.thecrayonsnetwork.com

CIN: L52109DL1986PLC024711

The Listing Department
National Stock Exchange Ltd.
Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai-400051

Date: 10th February 2025

Ref: NSE SYMBOL: CRAYONS

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

Pursuant to Regulation 30 read with Para A(7) of Part A of Schedule III and other applicable provisions of the SEBI Listing Regulations, we hereby inform you that basis recommendation of the Nomination and Remuneration Committee, the Board of Directors of the Company has today viz. Monday, 10 Feb 2025, approved the appointment of Mr. Ranjan Bargartra as Executive Director and Senior Management Personnel of the Company with effect from 10th February 2025.

Details with respect to the said appointment as required under Regulation 30(6) read with Para A(7) of Part A of Schedule III of the SEBI Listing Regulations and SEBI Circular No SEBI/HO/CFD/CFD-PoD1/P/CIR/2023/123 dated 13 July 2023 are provided in Annexure I to this letter. The approval of the Board of Directors was received at 08:30 p.m. (IST).

Kindly take the same on record and oblige.

Thanking you.
Yours faithfully,



For Crayons Advertising Limited

Kunal Lalani

Chairman & Managing Director

DIN: 00002756

Annexure I

Details with respect to appointment of Senior Management Personnel under Regulation 30(6) read with Para A(7) of Part A of Schedule III of the Listing Regulations and SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated 13th July 2023:

Appointment of Mr. Ranjan Bargotra as Executive Director and Senior Management Personnel of the Company.

Sl. No.	Particulars	Remarks
1.	Reason for change viz. appointment,	The Board of Directors has vide resolution passed today, i.e., 10 th February 2025, basis recommendation of the Nomination and Remuneration Committee, approved the appointment of Mr. Ranjan Bargotra as Executive Director and Senior Management Personnel of the Company, with effect from 10 th February 2025.
2.	Date of appointment	Date of Appointment: 10 th February 2025 Term: Not Applicable
3.	Brief profile (in case of appointment)	We hereby notify you that Mr. Ranjan Bargotra, a highly accomplished and seasoned professional in the advertising industry, has formally joined Crayons Advertising Limited as Executive Director, effective today. Mr. Bargotra previously held the position of President at Crayons Advertising Limited for an extensive tenure of 24 years, concluding his role on December 31, 2020. With a wealth of over 35 years of experience in the advertising domain, his expertise and leadership will significantly contribute to the continued success and growth of the Company.
4.	Disclosure of relationships between directors (in case of appointment of a director)	Not Applicable Mr. Ranjan Bargotra is not related to any Director of the Company
5.	Information as required pursuant to BSE Circular with ref. no. LIST/COMP/14/2018-19 and the National Stock Exchange of India Limited Circular with ref. no. NSE/CML/2018/24, both dated 20 June 2018	Not Applicable