

April 30, 2025

To, The Secretary, Listing Department BSE Limited P. J. Towers, Dalal Street Mumbai – 400001 Scrip Code: 543591	To, The Listing Manager, Listing Department National Stock Exchange of India Limited Exchange Plaza, 5 th Floor, Plot No. C-1, Block G, Bandra Kurla Complex, Bandra (E), Mumbai- 400051 Symbol: DREAMFOLKS
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Subject: Press release

Dear Sir(s)/Madam(s),

Please find enclosed herewith Press Release titled “*DreamFolks Names Shekhar Sood as its new Chief Financial Officer to Accelerate Strategic Growth and Stakeholder Value*” issued by the Company on April 30, 2025.

We are pleased to inform that DreamFolks welcomes Mr. Shekhar Sood as its Chief Financial Officer. Further details are in the Press Release annexed herewith. This press release is being submitted in compliance with Regulation 30 and other applicable provisions of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended.

The above information will also be available on the website of the Company at www.dreamfolks.com.

You are hereby requested to take the above intimation on record.

Thanking you!

Yours faithfully

For Dreamfolks Services Limited



Harshit Gupta
Company Secretary and Compliance Officer

Encl: as above

DreamFolks Names Shekhar Sood as its new Chief Financial Officer to Accelerate Strategic Growth and Stakeholder Value

National, April 30, 2025: DreamFolks, India's leading travel and lifestyle experience company, today announced the appointment of **Shekhar Sood** as its new **Chief Financial Officer**, effective **April 30, 2025**.

With nearly two decades of **global experience** across listed entities, multinationals, and high-growth private companies, Shekhar brings a proven track record of delivering strategic outcomes and building financial resilience. As CFO, he will lead DreamFolks' overall finance function, spearhead value-driven initiatives, and support the company's next phase of technology-led expansion. He will report to **Ms. Liberatha Kallat**, Chairperson & Managing Director.

Previously, Shekhar served as **CFO at Bajaj Capital Group**, where he played a pivotal role in aligning financial operations with strategic business objectives. His earlier stints include leadership roles at **Socomec India, Ambuja Cements, CLAAS Agricultural Machinery, Nangia & Co., and Grant Thornton (WCC)**.

An **executive alumnus of ISB**, Shekhar is a **Chartered Accountant, Company Secretary, and executive MBA**, with certification in **IFRS** (International Financial Reporting Standards). His core expertise spans **strategic planning, IPO management, M&A, investor relations, treasury, ESG, enterprise risk, and regulatory compliance (LODR, ICDR)**. Recognized as a **Visionary Leader – 2024** by *Financial Express* and the **Best Technology-Driven CFO of the Year - 2024**, Shekhar is known for his entrepreneurial mindset, sharp business acumen, and ability to build high-performance teams. He frequently contributes thought leadership to platforms such as *CXO Tech Magazine* and speaks at premier institutions like **IIMs and IITs**.

Commenting on the appointment, Ms. Liberatha Kallat, Chairperson & Managing Director, DreamFolks, said, *"At DreamFolks, we've built a category-defining brand that is not only pioneering travel and lifestyle experiences but also setting new industry benchmarks on how convenience and comfort are delivered to modern travelers. As we step into a new phase of scale and strategic evolution, I'm delighted to welcome Shekhar to the leadership team. His deep expertise in leading financial strategies for high-growth, innovation-led companies makes him uniquely suited to support our ambitious vision. With Shekhar's leadership, we aim to further strengthen our financial foundation, reinforce governance, and unlock long-term value for all stakeholders. His insights will be invaluable as we continue to accelerate what's working, expand into new opportunities, and shape the future of travel experiences."*

On his appointment, Shekhar Sood, CFO, DreamFolks, said, *"DreamFolks is already at the forefront of transforming travel & lifestyle experiences through its technology-driven ecosystem and differentiated client offerings. I am excited to join a company that not only leads its category but continuously redefines it. My focus will be to enhance financial agility, enable scalable systems, and support strategic vision with strong governance and capital efficiency. I look forward to contributing to the next chapter of growth and to creating sustainable value for all stakeholders."*

This appointment reinforces DreamFolks' commitment to strengthening its leadership team as it drives sustainable, tech-enabled growth and deepens value creation for all its stakeholders.

About DreamFolks

DreamFolks is India's leading travel & lifestyle experience company and provides an in-house proprietary technology platform that allows its clients such as Banks, Card Networks, Airlines, OTAs, and Enterprises to create custom offerings for their end consumers. DreamFolks today manages the lounge and other benefits for most of the top Banks in India and enjoys a market share of over 90% in the domestic lounge access market for India-issued debit and credit programs. The company went public in Sep '22 with listings on both BSE and NSE and has a global footprint extending to 3,000+ touchpoints in 100+ countries, across the world.

For more details, please visit: <https://www.DreamFolks.com/>

For further information, please contact: dreamfolks@adfactorspr.com