Edelweiss
Ideas create, values protect

EW/Sec/2013/91

June 25, 2013

National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex, Bandra (E), Mumbai – 400 051.	**BSE Limited** P J Towers, Dalal Street, Fort, Mumbai – 400 001.

Dear Sir,

Sub: Press Release

Enclosed is the press release titled **'Rujan Panjwani inducted as Executive Director'** issued by the Company for your reference and records.

Kindly take the above on the record.

Thanking you,

For Edelweiss Financial Services Limited

Vinit Agarwal.
Vinit Agarwal
Dy. Company Secretary

Encl.: as above.

For Immediate Publication

Rujan Panjwani inducted as Executive Director, Edelweiss Financial Services

Tuesday, 25th June, 2013: The Board of Edelweiss Financial Services, leading diversified financial services provider has announced the appointment of Rujan Panjwani as an Executive Director on its Board.

"I welcome him to the Board and am sure that the Company will benefit enormously from his experience in the areas of business strategy, risk, regulatory frameworks and leadership development," said Rashesh Shah, Chairman and CEO, Edelweiss Group.

A veteran in the financial services sector, Rujan Panjwani has over two and half decades of experience in the sector working across all asset classes.

Rujan has been with Edelweiss group since 2000 and has played an important role in setting up several businesses for the Edelweiss Group including Asset Management and Credit, for which he had oversight responsibilities till 2012. He helped set up the Group's Treasury and Balance sheet unit and is a member of the Assets & Liabilities Committee (ALCO) that primarily oversees the implementation of an effective process for managing Edelweiss's interest rate, liquidity and similar market risks relating to the balance sheet and associated activities, including the adoption of policies, risk limits and capital levels from time to time.

He also set up Edelweiss's Global Risk Group – the nodal point for all risk monitoring and management and is a member of the Global Risk Committee – the highest decision making body in Edelweiss on Risk-related issues.

Rujan conceived and implemented the iconic Edelweiss *Associate* Programme (EAP) that started a decade ago and built leaders who are in senior position within the Group today. This has now morphed into a multi-tiered Edelweiss Leadership Programme (ELP). As part of the Learning and Development initiative, Edelweiss set up Fountainhead – it's Leadership Centre at Alibaug. Rujan played a key role in both these initiatives and continues to lead them.

Besides being on the Board of Directors of ECL Finance Limited – Edelweiss Group's NBFC and Edelweiss Asset Management Company, Rujan continues to lead several strategic initiatives for the Group including driving its technology and digitization strategy.

An Electrical Engineer by qualification, prior to joining Edelweiss, Rujan was an entrepreneur.

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About Edelweiss Financial Services

Edelweiss is one of India's leading diversified financial services Group. Edelweiss offers a large range of products and services spanning across asset classes and consumer segments. Its businesses are broadly divided into **Credit including Retail Finance and Debt Capital Markets, Capital Markets including Asset Management, Commodities and Life Insurance.** The group's research driven approach and proven history of innovation has enabled it to foster strong relationships across corporate, institutional and individual clients.

The Life Insurance, Retail Finance including Housing Finance, Mutual Fund and Retail Broking businesses – both online and offline formats, have paved the way for Edelweiss to cater to the large retail client segment. Edelweiss' presence now covers 211 offices in 106 cities in India and abroad with 3,907 employees. Together with 4,003 strong network of Sub-Brokers and Authorized Persons, Edelweiss group has presence across nearly 545 cities in India catering to over 450,000 clients across various businesses in retail and wholesale segments.

For more details please contact:

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