

February 14, 2025

To,
Manager – Listing Department,
National Stock Exchange of India Limited
Exchange Plaza, Plot No. C-1,
G Block, Bandra Kurla Complex,
Bandra East, Mumbai – 400 051

**Subject: Intimation of appointment of Senior Management Personnel (“SMP”)
NSE Symbol: PANACHE**

Dear Sir / Madam,

Pursuant to the provisions of Regulation 30 read with Schedule III Part A - Para A of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015, we hereby inform you that based on the recommendation of Nomination & Remuneration committee, the Board of Directors of the Company have approved appointment of Mr. Aditya Sharma as “Global Key Account Manager” through circular resolution with effect from February 14, 2025.

Details required as per SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023 is enclosed as **Annexure I** to this disclosure.

Kindly take the same on your records.

Thanking you,
Yours faithfully,

For Panache Digilife Limited

Harshil Chheda
Company Secretary & Compliance Officer

Encl.: As above

Annexure I

Details required as per SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023 is as follows:

Sr. No	Particulars	Details
1.	Reason for change viz. appointment, resignation, removal, death or otherwise	Appointment of Mr. Aditya Sharma as Global Key Account Manager.
2.	Date of appointment/cessation (as applicable) & term of appointment	Appointment as Global Key Account Manager with effect from February 14, 2025. Term of appointment: Full-time employment
3.	Brief profile (in case of appointment)	Mr. Aditya Sharma is a B.Tech in Computer Science & Engineering from Rajiv Gandhi Technical University, Bhopal and has done a General Management Program from Indian Institute of Management, Ahmedabad. He has served in leadership roles in Indian, American, French and Australian corporations like Hewlett-Packard, Oracle Corporation, RSA-EMC, Semarchy, Versa, Rain Instant Pay and Y Combinator/Khosla Ventures backed Vahan.ai which is at the forefront of building Conversational AI for blue collar worker hiring for corporates. He has a career that spans over 20+ years with global exposure across Asia-Pacific, Japan, USA and EMEA. He has been at the fore front of helping global brands adopt cutting edge technologies & solution in analytics, Cybersecurity, Data Integration & Analytics and AI /ML based solutions. He has consistently driven strategic growth, revenue, and operational excellence across global organizations.
4.	Disclosure of relationships between directors (in case of appointment of a director)	Not Applicable