

25th June 2020

To
National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G
Bandra Kurla Complex, Bandra (E)
Mumbai - 400 051

Dear Sirs,

**Sub: Intimation of Appointment of Additional Directors under
Regulation 30 of the (LODR) Regulations, 2015**

In terms of regulations 30 and other applicable provisions of the SEBI (LODR) Regulations, 2015 read with corresponding circulars thereunder, it is hereby informed the Board of Directors of the Company at its meeting held on Thursday, 25th June 2020, appointed Mr. **HARI DESIKAN GANESH (DIN 08710451)** as an **Additional Director (Non-Executive Independent Director)** with effect from 25th June 2020.

The details required under Regulation 30 SEBI (LODR) Regulations, 2015 read with SEBI Circular CIR/CFD/CMD/4/2015 dated September, 9, 2015 are furnished hereunder:

Annexure

S. No	Particulars	Details
1	Name of the Director	Mr. HARI DESIKAN GANESH
2	Date of Appointment and Term of Appointment	Date of Appointment: 25 th June 2020 for a period of 5 Years with Sitting fee will be payable on attending Board Meetings and Committee Meetings.
3	Brief Profile	Attached
4	Disclosure of relationship between Directors	Nil

The above is for your information and records.

Kindly acknowledge receipt.

Thanking you,

Yours faithfully,

For SALONA COTSPIN LIMITED



SHYAMLAL AGARWALA
MANAGING DIRECTOR

SPINNING YARN TO PERFECTION

Regd. Off. / Mills : SF No. 74/12 & 75/3, Sathy Main Road,
Pungampalli, Valipalayam (P.O) Sathy T.K - 638 402. Tamilnadu.
GSTIN : 33AACCS4554N1Z3 PAN No.: AACCS4554N
CIN No. L17111 TZ 1994 PLC 004797



Hari Ganesh Desikan

16/2, Deivasigamani Road, Royapettah, Chennai - 600014 +91 99401 23207
hari.desikan@gmail.com <http://in.linkedin.com/pub/hari-ganesh/5/63/207>

Profile:

A Strategically minded marketing and advertising professional with a proven record of accomplishment in managing operations , planning and leading comprehensive marketing communication strategies in support of business goals and objectives.

18 + years of experience in directing and executing multimedia marketing/advertising programs. Solid leadership skills, able to build and guide top performing teams.

Professional Experience

General Management, Account Planning, Account Management, Brand Management

EMPLOYMENT HISTORY

Brand Consultant Aug 2019 – till date

Head of Operations April 2014 – July 2019 , Rediffusion Y&R, Mumbai & Chennai

Managing the overall functioning of the Chennai office from April 2014 and the Mumbai office from April 2018. P&L responsibility manage client relationships, new business development.

Business & Strategy Consultant April 2013 – March 2014

Associated with couple of advertising start-ups as a strategy consultant to develop south market specific communication for national brands

Planning Director September 2011 – March 2013 Saatchi & Saatchi, Mumbai

Lead the strategy practice for some key clients of Saatchi Mumbai and supported the Delhi office. My KRA was to drive an integrated approach that opens up opportunities to connect with consumers more powerfully than ever before. An example of which would be the EFFIE shortlisted campaign done for Pampers India (Titled: Good Morning Baby. Case study available on request)

Clients Handled:FMCG: Pampers, Head & Shoulders Auto: Skoda Online: OLX Finance: India First Travel: Cox & Kings Energy: Bharat Petroleum

Co-Founder & Strategy Consultant August 2009 – March 2014

GUTFEEL Communications, Chennai

A brand communication start-up formed to help lesser known companies/brands realize their full potential by identifying and implementing unique and differentiated strategic positioning for their product/service. Clients Handled: Real Estate: Rakindo Developers FMCG: Ultramarine Pigments Retail: Dola Meat Shop (VKS Farms), Marrybrown Family Restaurant, Vummudi Jewelers Apparel: Aptus custom clothing, Canterbay Hospitality: The Bangala (Heritage hotel in Chettinad) Entertainment: AGS Cinemas

Associate Planning Director April 2007–August 2009 TBWA\INDIA, Chennai

Brand Strategy, Disruption Practice (Proprietary TBWA practice) , New Business Development
Clients Handled: FMCG: Henkel (Pril,Neem,Pallete,Bref,Renuzit) Technology: Sify,Polaris Hospitality: Ascott (Serviced Residence brand), Real Estate: VGN Retail: Naidu Hall Naihaa, Classic Polo, Style Spa

Group Account Manager August, 2006 – February, 2007 Ogilvy & Mather, Chennai

Understanding client requirements, discussing brand issues and communication strategies with the client. Dealing with 360 disciplines of Ogilvy for various client requirements. Managing a team of Account supervisors/Account executives and controlling the quality of all hygiene services for clients. Initiate and oversee research for campaign effectiveness (pre & post launch).

Clients Handled: FMCG: Cavinkare (Chik Shampoo,Chinnis Masala), TTK Healthcare (Eva Deodorant, Eva Talc, Eva nourish Moisturiser), Retail: Viveks Limited, Odyssey Leisure store

Account Manager August, 2005 – July, 2006 Hakuodo Percept Private Limited, Chennai

As a senior Member of the account management team, manage client across various categories. Play a key role in New business development, brand strategy, Revenue management
Clients handled: Retail: Style Spa Furniture (formerly Gautier), Consumer Durables/Electronics: Panasonic Foods & Beverages: Jamaai Ice creams , Dailee Drinking water

Manager – Brand Communications October, 2002 – July, 2005 TRIGGER 1932 JEANS Inc.

Define strategy for and develop, execute, and manage comprehensive marketing/PR plan encompassing integrated marketing initiatives designed to penetrate and grow targeted markets. Communicate with customers, management, internal departments, and vendors to coordinate overall marketing effort in accordance with corporate goals. Plan and carry out regional market research and analyses. Play integral role in product development activities. Lead and direct forward-thinking marketing team. Prepare and manage marketing budget. Selected Contributions: Drove up target-market product sales by 18-20 % through designing and launching new marketing strategy. Increased new-product revenue from zero to 30 % of TO by spearheading creation and implementation of highly effective marketing campaign.

Planned and Co-ordinated the successful world record attempt of manufacturing the world's , biggest jeans, which has found an entry in the Limca Book of World Records

Engineer August, 2001 – February 2002 SIEMENS Ltd. – Information & Communication Networks

Division Responsible for sales channel development in Rest of Tamil nadu (Outside Chennai).

Key Account Relationship management. Regional Budgeting and Forecasting Service Management
Coordinated the implementation of 5000+ line PBX implementation in the Tamil Nadu Secretariat.

Education :

BE, ELECTRONICS & COMUNICATION ENGINEERING - 1997 - 2001 P.S.G.College of Technology,
Coimbatore, Tamil Nadu

Advanced program in Digital Marketing – 2010 Internet and Mobile association of India