

August 08, 2025

To: Listing Compliance BSE Limited 25 <sup>th</sup> floor, Phiroze Jeejeebhoy Towers Dalal Street, Fort, Mumbai 400023 Stock Code: 544117	To: Listing Compliance National Stock Exchange of India Limited Exchange Plaza, 5 <sup>th</sup> Floor Plot No. C/1, 'G' Block Bandra- Kurla Complex, Bandra East, Mumbai 400051 Stock Code: SIGNPOST
---	---

Dear Sir/Madam,

**Sub: Outcome of Board Meeting held on July 04, 2025 - Errata**

We refer to the Outcome of Board Meeting held on July 04, 2024, and wish to inform you that we had in the said intimation inadvertently stated that Mr. Roch Dsouza, Chief Strategy Officer and Mrs. Swati Sinha, Head – Human Resources, have been appointed as Key Managerial Personnel of the Company. We wish to clarify that they have been appointed as Senior Management Personnel of the Company and are not designated as Key Management Personnel of the Company.

The errata to the Board meeting Outcome is enclosed herewith as Annexure A.

We regret the inconvenience caused in this regard and request you to take the above submission on record and oblige.

This intimation is also being uploaded on the Company's website at <https://signpostindia.com/>

Thanking you,

Yours Sincerely,

**For Signpost India Limited**

**Jitesh Rajput**

**Company Secretary & Compliance Officer**



## **ERRATA TO THE OUTCOME OF BOARD MEETING HELD ON JULY 04, 2025**

In the Outcome of the Meeting of Board of Directors held on July 04, 2024, it has been noticed by us that we had inadvertently stated that Mr. Roch Dsouza, Chief Strategy Officer and Mrs. Swati Sinha, Head – Human Resources, have been appointed as Key Managerial Personnel of the Company. We wish to clarify that they have been appointed as Senior Management Personnel of the Company and are not designated as Key Management Personnel of the Company.

The error was due to an inadvertent oversight and accordingly the point No. 2 of the Outcome of Board meeting be read as under:

### **2) Appointment of Senior Management Personnel:**

- a) The Board considered and appointed Mr. Roch Dsouza as the Chief Strategy Officer and Senior Managerial Personnel of the Company from July 04, 2025 onwards. Enclosed herewith details of change as per attached Annexure – II.
- b) The Board considered and appointed Mrs. Swati Sinha as the Head – Human Resources and Senior Management Personnel of the Company from July 04, 2025 onwards. Enclosed herewith details of change as per attached Annexure – III.



## Annexure – II

### Details of Change

S. No.	Particulars	Details
1.	Reason of Change viz. appointment, re-appointment, resignation, removal, death or otherwise;	Appointment of Mr. Roch Dsouza as the Chief Strategy Officer and Senior Management Personnel of the Company with effect from July 04, 2025.
2.	Date of appointment/re-appointment/cessation (as applicable) & term of appointment/re-appointment	July 04, 2025.
3.	Brief profile (in case of appointment)	<p>Mr. Roch Dsouza is a seasoned Strategy and Marketing leader with over 20 years of experience in driving growth for some of India's most iconic brands across FMCG and Retail with organizations like Parle, Bisleri, Pantaloons, Future group and his last stint as the Head of Marketing with Metro Brands.</p> <p>His expertise would be to deliver</p> <ol style="list-style-type: none"> <li>1. Business strategy and Growth</li> <li>2. Creating bold and culturally relevant brands</li> <li>3. Digital Strategy</li> <li>4. Deep understanding of consumer and data driven thinking</li> <li>5. Building Successful teams</li> <li>6. Expertise in the media landscape.</li> </ol> <p>An MBA in marketing, his pulse of the diverse Indian market and consumer has helped him deliver results across geographies and businesses.</p> <p>Some key achievements have been:</p> <ol style="list-style-type: none"> <li>1. Iconic campaigns that reimagined growth trajectories.</li> <li>2. Launched and built key fashion formats at Future group.</li> </ol>





		<p>3. Revived one of the businesses and took it to 4X growth.</p> <p>4. Launched the Group loyalty program successfully contributing to over 50% of business</p>
4.	Disclosure of relationships between directors (in case of appointment of a director)	Not Applicable.



## Annexure – III

### Details of Change

S. No.	Particulars	Details
1.	Reason of Change viz. appointment, re-appointment, resignation, removal, death or otherwise;	Appointment of Mrs. Swati Sinha as the Head – Human Resources and Senior Management Personnel of the Company with effect from July 04, 2025.
2.	Date of appointment/re-appointment/cessation (as applicable) & term of appointment/re-appointment	July 04, 2025.
3.	Brief profile (in case of appointment)	<p>Mrs. Swati Sinha has joined us as Head of Human resources. She is a strategic and results – driven HR leader with close to 20 years of progressive experience, driving people strategy across different industries.</p> <p>She has worked extensively on transformational HR initiatives that align talent with business objectives to accelerate growth, improve employee engagement and strengthen organizational culture.</p> <p>She brings in her expertise in talent strategy including workforce planning, attracting and retaining right talent, leadership development and coaching, DEI initiatives and change management. She is adept at leveraging data-driven insights and HR technology to modernize operations and optimize workforce performance.</p> <p>She has built high- performing teams and served as trusted advisor to executive leadership.</p>
4.	Disclosure of relationships between directors (in case of appointment of a director)	Not Applicable.

