



**SIMCA**  
ADVERTISING

# SIMCA ADVERTISING LIMITED

CIN NO: U74999MH2022PLC384827

📍 Bungalow No. C-6, Swami Samarth Nagar, Roshanlal Nagar, 3rd Cross Lane,  
Andheri West, Mumbai City, Maharashtra, India -400 053

☎ 022 2060383233 ✉ [info@simcaadvertising.com](mailto:info@simcaadvertising.com) 🌐 [www.simcaadvertising.com](http://www.simcaadvertising.com)

To,  
The Manager  
Listing Department  
**NSE Emerge**  
National Stock Exchange of India Limited  
Exchange Plaza, Bandra Kurla Complex  
Bandra (East), Mumbai – 400051

**Scrip Code:** SIMCA  
**ISIN:** INE1K4J01018  
**Series:** EQ

**Subject:** Intimation of Resignation of Senior Managerial Personnel (“SMP”) pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

Pursuant to the Regulation 30 of the of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“SEBI LODR Regulations”), this is to inform that Ms. Dimple Punit Chovatia, Vice President - Marketing , designated as Senior Managerial Personnel (“SMP”), vide his letter dated June 04, 2026 has tendered his resignation with effect from the close of business hours on June 04, 2026. Accordingly, she shall cease to be the SMP of the Company from the said date.

The Company is in process of identifying a suitable candidate as her successor. The necessary disclosure in this regard will be made upon such appointment.

The details as required under Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 read with SEBI Master Circular No. HO/49/14/14(7)2025- CFD-POD2/I/3762/2026 dated January 30, 2026, are enclosed herewith as Annexure A.

A copy of the resignation letter is enclosed herewith as Annexure-B.

We request you to take this on record, and to treat the same as compliance with the applicable provisions of the Listing Regulations. The aforesaid information is also being placed on the website of the Company at [www.simcaadvertising.com](http://www.simcaadvertising.com)

**Thanking You,**

For **Simca Advertising Limited**

**Fahim Batliwala**  
Managing Director  
DIN: 07559537  
**Date:** May 22, 2026  
**Place:** Mumbai



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## Annexure A

Details required under SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015:

Details	Particulars
Name:	Ms. Dimple Punit Chovatia
Reason for change viz, <del>appointment,</del> resignation, <del>removal,</del> <del>death or otherwise</del>	Ms. Dimple Punit Chovatia, Vice President - Marketing of the Company, designated as SMP, has tendered her resignation vide her letter dated June 04, 2026, with effect from the close of business hours on June 04, 2026, due to availability of better opportunities.
Designation:	Vice President - Marketing
Date of Appointment/ cessation (as applicable)	Date of Cessation: June 04, 2026
Brief Profile:	NA
Disclosure of Relationship between Directors inter se Manager and KMPs	NA
Disclosure in terms of Regulation 30 read with Clause 7C of Part A of Schedule III of SEBI LODR Regulation	Please refer resignation letter attached herewith as Annexure B

Date: 04/06/2026

To,  
Fahim Battiwala  
Simca Advertising Limited

**Subject: Letter of Resignation**

Dear Fahim,

I hope you are doing well.

Please accept this letter as formal notice of my resignation from my position at Simca Advertising Limited, effective 04<sup>th</sup> June, 2026, in order to pursue new opportunities and challenges.

I am grateful for the opportunities, experience, and support I have received during my time with the organization. Working at Simca Advertising has contributed significantly to my professional and personal growth, and I truly appreciate the guidance and collaboration from the team.


I will do my best to ensure a smooth transition of my responsibilities during the notice period. Please let me know how I can assist in the handover process.

Thank you once again for the opportunity to be part of Simca Family. I wish the organization continued success in the future.

Sincerely,

Dimple Chovatia

Vice President

  
04/06/26

Accepted and Acknowledged

