



**Date: 15.04.2024**

To The Listing Department, <b>National Stock Exchange of India Limited</b> Exchange Plaza, 5 <sup>th</sup> Floor, Plot No. C/1, G Block, Bandra – Kurla Complex, Bandra East, Mumbai – 400051.  <b>Scrip Code: CCL</b>	To The Corporate Relations Department, <b>BSE Limited,</b> Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400001.  <b>Scrip Code: 519600</b>
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Dear Sir/Madam,

**Subject: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 - Appointment of Chief Executive Officer in M/s. Ngon Coffee Limited, an Unlisted Material Wholly Owned Subsidiary.**

Pursuant to Regulation 30(9) read with Schedule III Part A of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby inform that M/s. Ngon Coffee Limited, Unlisted Material Wholly Owned Subsidiary of the Company in Vietnam, has appointed Mr. Venkataramana Prasad Alam as its Chief Executive Officer in its meeting held on 15.04.2024.

Pursuant to SEBI Master Circular, SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated 13<sup>th</sup> July, 2023, the brief profile of Mr. Venkataramana Prasad Alam is enclosed herewith as **Annexure A**.

This is for your information and necessary records.

Regards,  
**For CCL PRODUCTS (INDIA) LIMITED**

Sridevi Dasari  
Company Secretary & Compliance Officer

**CCL PRODUCTS (INDIA) LIMITED**

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## Annexure A

<b>Name of the Key Managerial Personnel</b>	Sri Venkataramana Prasad Alam
<b>Reason for change viz; appointment, resignation, removal, death or otherwise</b>	Sri Venkataramana Prasad Alam is being appointed as the Chief Executive Officer of M/s. Ngon Coffee Limited, unlisted material wholly owned subsidiary in Vietnam
<b>Date of appointment/cessation (as applicable)</b>	15.04.2024
<b>Term of appointment</b>	Four years with effect from 15.04.2024
<b>Brief profile</b>	<p>Mr Prasad Alam had the unique opportunity of participating in the growth of the Amara Raja Group almost from inception (1987) to the current revenues of about INR 15,000+ crores (est. 23-24) including related diversification. He had superannuated from the services of Amara Raja during Sept 2022 as President - Group strategy &amp; Corporate Planning and served an extended year of association till Sept 23, closely involved with some critical growth initiatives of the Group.</p> <p>Mr Prasad Alam had exposure to the Board Room for over 18 years – including the experience of working for a long time with a Board of a listed company comprising of JV partners (US company with Global leadership), Indian Promoters and Independent Directors. Prasad, along the way had worked closely with promoters across 3 generations.</p> <p>Mr Prasad Alam comes with a total of 36 + years of varied work experience backed by proven performance, coupled with exposure to diverse businesses. Also, he had worked as Divisional Marketing Manager with another company in Renewables outside Amara Raja group during mid-career.</p> <p>Mr Prasad Alam had successfully delivered industry leading profitable growth in both B2B as well as B2C segments, with long term orientation towards developing new business opportunities with an intrapreneur mindset.</p> <p>Mr Prasad Alam had been a key member of the core <b>START UP team</b> involved in setting up the Automobile Battery division of Amara Raja from JV agreement stage - with the responsibility for development of the overall strategy with involvement in Market Research, product development and Brand Development, leading to the launch of <b>AMARON</b> batteries into Aftermarket.</p>

	<p>Mr Prasad has gained broad based expertise in Strategy, Profit &amp; Loss responsibility, Marketing including Brand development, Sales, Application Engineering, Manufacturing Ops. including Quality.</p> <p>Mr Prasad is a passionate professional with continuing curiosity and a keen learner, who can inspire &amp; lead cross-functional teams for high impact business performance.</p> <p>Mr Prasad had graduated in Chemical Engineering from S.V. University College of Engineering, Tirupati (A.P.) in First Class during 1985-86 (a Govt. college and admissions based on merit).</p> <p>Mr Prasad had attended <b>Fast Track General Management Program at Indian Institute of Management– Bangalore (IIMB)</b> during 2002-03, a residential program for 3 months for senior professionals with work experience.</p> <p>Mr Prasad had also undergone an 8-month eXtreme Learning Program (XLP) during 2010 as part of 7th batch (intake of only 28 per batch across the globe), with the JV partner - JCI, USA - - meant for top 1% of workforce of 140,000 members across the world.</p>
<p><b>Disclosure relationship of Directors between</b></p>	<p>Mr. Venkataramana Prasad Alam is not related to any Director of the Company.</p>