

Ref: PHRL 2023-24

Date: November 03, 2023

To,
BSE Limited
Corporate Relationship Dept
First Floor, New Trading Ring
Rotunda Building, P J Towers
Dalal Street, Fort
Mumbai – 400001

National Stock Exchange of India Limited
Listing Department
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla Complex,
Bandra (East), Mumbai – 400051

Scrip Code: 540901

Symbol: PRAXIS

Dear Sir/Madam,

Sub.: **Disclosure under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform that the Board of Directors of the Company at its meeting held today, viz, Friday, November 03, 2023, inter alia, noted and approved the appointment of Mr. Rahul Prakash as Chief Product Officer of the Company with effect from 03 November, 2023 designated as the Senior Managerial Personnel (“SMP”) of the Company.

We are enclosing herewith the brief details of the aforesaid changes as prescribed under as required under Regulation 30(6) read with Para A(7) of Part A of Schedule III of the SEBI Listing Regulations and read with SEBI circular SEBI/HO/CFD/CFD-PoD1/P/CIR/2023/123 dated July 13, 2023, as **Annexure A**.

The above information is also being made available on the website of the Company www.praxisretail.in.

The Board Meeting commenced at 4:25 P.M and concluded at 5:35 P.M.

Thanking you,

Yours faithfully,
For **PRAXIS HOME RETAIL LIMITED**

Sanu Kapoor
Head Legal & Company Secretary

Annexure A

Details under amended Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read along with SEBI Circular No. SEBI/HO/CFD/CFDPoD-1/P/CIR/2023/123 dated July 13, 2023

| S. No. | Particulars | Details |
|----------------------|---|--|
| Rahul Prakash | | |
| 1. | Reason for Change | Appointment as a Chief Product Officer of the Company. (Designated as SMP) |
| 2. | Date of appointment /cessation (as applicable) & term of appointment; | November 03, 2023 Terms of appointment: Full Time Employment |
| 3. | Brief profile | Rahul Prakash has done his BCom from the Delhi University and MBA at the prestigious School of Business Management, NMIMS. He is a seasoned digital product management professional with over 18 years of experience in shaping and delivering innovative digital products, his journey in the world of online business has been marked by a commitment to creating customer-centric solutions that drive industry innovation. career trajectory includes working in major conglomerates like the Times Group & Future Group, and his last assignment was with Reliance Retail. He has gained extensive exposure in industries, from media and retail to real estate and fashion. He has spearheaded multiple successful product launches, leveraging emerging technologies and agile methodologies to bring transformative digital solutions to the market. He has successfully led the development of a digital platform for a real estate conglomerate and launched e-commerce platforms for fashion and food retail giants, resulting in a significant boost in business. He is well-versed in Agile and Scrum methodologies, ensuring that projects are executed efficiently and with precision. He has a good understanding and extensive experience in user-centered design, always prioritizing the customer at the forefront of product development. Market research and analysis are his strengths, enabling data-driven decision-making. |
| 4. | Disclosure of relationship between Director | Not Applicable |

For **PRAXIS HOME RETAIL LIMITED**

Sanu Kapoor
Head Legal & Company Secretary