

AIL/SE/2024-25

February 08, 2025

To

<b>BSE Limited</b> <b>Phiroze Jeejeebhoy Towers,</b> <b>Dalal Street, Mumbai 400 001</b>	<b>National Stock Exchange of India Ltd</b> <b>Exchange Plaza, 5th Floor, Plot No. C-1, G</b> <b>Block, Bandra Kurla Complex, Bandra</b> <b>(East), Mumbai - 400 051</b>
<b>Scrip Code: 542752</b>	<b>Symbol: AFFLE</b>

**Re: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015**

Dear Sir/ Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby inform that the Board of Directors of the Company in its meeting held today, i.e. on February 08, 2025, has inter alia transacted the following business:

- Appointment of Mr. Anuj Khanna Sohum (DIN: 01363666) as the Chairperson of the Board of Directors effective from February 09, 2025 for a period of ten years.
- Appointment of Ms. Reshma Prasad Virmani (DIN: 10819204) as an Additional Director in the capacity of Independent Director, on the recommendation of Nomination & Remuneration Committee, for a term of two years, effective from February 08, 2025.
- Appointment of Dr. Hanny Kusnadi as an Additional Director in the capacity of Independent Director, for a term of two years, subject to allotment of Director Identification Number (DIN) by the Ministry of Corporate Affairs and fulfilment of other pre-requisites for appointment as an Independent Director prescribed under Companies Act, 2013 and SEBI (Listing Obligations & Disclosure) Requirements, 2015.
- Resignation of Ms. Lay See Tan (DIN: 09203616), Independent Director, effective from February 08, 2025 (close of business hours).

Ms. Reshma Prasad Virmani and Dr. Hanny Kusnadi are not debarred from holding the office of Director by virtue of any SEBI order or of any other authority.

The details required in terms of Regulation 30 read with Master Circular issued by SEBI in this regard, are given in **Annexure I**.

The resignation letter received from Ms. Lay See Tan is enclosed herewith as **Annexure II**. She has confirmed that there is no other material reason for her resignation except those mentioned in the letter.

The Board Meeting commenced at 11:50 a.m. (IST) and concluded at 01:56 p.m. (IST).

Submitted for your kind reference and records.

**Affle (India) Limited**



Thanking you,

**For Affle (India) Limited**

**Parmita Choudhury**  
**Company Secretary & Compliance Officer**  
**Encl: As above**

**Affle (India) Limited**

**Regd. Office** | A47 Lower Ground Floor, Hauz Khas, Off Amar Bhawan, New Delhi-110016  
**Communication Office** | 8th floor, Unitech Commercial Tower - 2, Sector - 45, Gurugram - 122003, Haryana  
(P) 0124-4598749 (W) [www.affle.com](http://www.affle.com); CIN: L65990DL1994PLC408172

**Annexure I**

S. No.	Particulars	Description
1.	Reason for Change	Appointment of Mr. Anuj Khanna Sohum as Chairperson of the Board of Directors.
2.	Date of appointment/ <del>cessation</del> & term of appointment	Appointment shall be effective from February 09, 2025. Presently Mr. Anuj Khanna Sohum is the Managing Director & Chief Executive Officer. Now he is designated as Chairperson, Managing Director & Chief Executive Officer, with the approval of the Board of Directors.
3.	Brief Profile (in case of appointment of a director)	<p>Mr. Anuj Khanna Sohum is the founder CEO of Affle for the last 2 decades and his entrepreneurial leadership &amp; strategic vision has set Affle on its sustainable long term growth journey with deep focus on technology innovations and global business expansion. Anuj ensures strategic alignment across all key stakeholders resulting in sustainable growth &amp; value creation.</p> <p>Anuj is a serial entrepreneur with over 25 years of experience in leading tech &amp; data platform-based businesses. He is an alumnus of NUS Computer Engineering, Harvard Business School (OPM) and Stanford GSB (SEP).</p>
4.	Disclosure of relationships between directors (in case of appointment of director)	Not related to any Director

**Affle (India) Limited**

S. No.	Particulars	Description
1.	Reason for Change	Appointment of Ms. Reshma Prasad Virmani as an Additional Director in the capacity of Independent Director.
2.	Date of appointment/ <del>cessation</del> & term of appointment	Appointment shall be effective from February 08, 2025, subject to the approval of the shareholders.  Ms. Reshma Prasad Virmani shall be appointed for a period of two years, not liable to retire by rotation.
3.	Brief Profile (in case of appointment of a director)	<p>Ms. Reshma is a management professional with about 20 years of experience in the telecom, internet services, and consumer electronics space. She has held key leadership positions at Bharti Airtel Ltd and Samsung India Electronics Ltd, driving significant business growth and delivering impactful results.</p> <p>She is an accomplished leader with a proven track record in marketing, data analytics, and digital product management. Her expertise lies in enhancing customer engagement, building scalable solutions, and achieving sustained profitability.</p> <p>Ms. Reshma has a graduate degree in Manufacturing Engineering from Ranchi University and a Master's in Business Administration from the Indian Institute of Management, Calcutta.</p>
4.	Disclosure of relationships between directors (in case of appointment of director)	Not related to any Director.

**Affle (India) Limited**

S. No.	Particulars	Description
1.	Reason for Change	Appointment of Dr. Hanny Kusnadi as Independent Director of the Company, subject to allotment of Director Identification Number (DIN) by the Ministry of Corporate Affairs and fulfilment of other pre-requisites for appointment as an Independent Director prescribed under Companies Act, 2013 and SEBI (Listing Obligations & Disclosure) Requirements, 2015.
2.	Date of appointment/ <del>cessation</del> & term of appointment	Appointment shall be effective from the date of approval of the Board of Directors, post allotment of Director Identification Number (DIN) by the Ministry of Corporate Affairs and fulfilment of other pre-requisites for appointment as an Independent Director. Appointment shall be subject to the approval of the shareholders.
3.	Brief Profile (in case of appointment of a director)	<p>Dr. Hanny Kusnadi has over 20 years of extensive experience spanning both academia and industry in accounting and finance. She is currently a Senior Lecturer and the Academic Director of the MSc in Accounting program at the National University of Singapore (NUS) Business School.</p> <p>Dr. Kusnadi earned her PhD in Accounting from the Hong Kong University of Science &amp; Technology (HKUST). Her research focuses on the intersection of accounting and corporate governance, examining topics such as firm valuation, earnings management, and the accounting drivers of innovation. A dedicated educator, she has a distinguished teaching record and is an award-winning faculty member at NUS. She also taught at HKUST and Stanford University.</p> <p>Before transitioning to academia, Dr. Kusnadi spent more than a decade in the industry, holding roles such as tax consultant at a boutique CPA firm in Silicon Valley and Finance Controller in Singapore. She is a licensed Certified Public Accountant (CPA) in California and obtained her undergraduate degree (magna cum laude) in Accounting from Santa Clara University.</p>
4.	Disclosure of relationships between directors (in case of appointment of director)	Not related to any Director.

**Affle (India) Limited**

S. No.	Particulars	Description
1.	Reason for Change	Resignation of Ms. Lay See Tan as an Independent Director.
2.	Date of <del>appointment</del> / cessation & term of appointment	Cessation shall be effective from February 08, 2025 (close of business hours).
3.	Brief Profile (in case of appointment of a director)	Not Applicable
4.	Disclosure of relationships between directors (in case of appointment of director)	Not Applicable
<b>Additional information in case of resignation of an Independent Director</b>		
5.	Letter of Resignation along with detailed reason for resignation	Letter dated February 8, 2025 enclosed as Annexure II.
6.	Names of listed entities in which the resigning director holds directorships, indicating the category of directorship and membership of board committees, if any	Nil
7.	The independent director shall, along with the detailed reasons, also provide confirmation that there is no other material reasons other than those provided	The required confirmation has been provided in the letter.

**Affle (India) Limited**

February 8, 2025

To

**The Board of Directors**

Affle (India) Limited  
A47 Lower Ground Floor  
Hauz Khas, Off Amar Bhawan  
New Delhi-110016

**Subject: Resignation from the Board of Directors of the Company**

This is to inform that due to my pre-occupation and other professional commitments, I hereby tender my resignation as an Independent Director of the Company and its subsidiaries, Affle MEA FZ LLC and Affle Inc. with effect from the close of business hours on February 8, 2025.

I confirm that there are no material reasons for my resignation other than those mentioned above.

I wish to thank the Company, Board members and shareholders for giving me the opportunity to serve as an Independent Director of the Company.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Lay See Tan', is written over a horizontal line.

**Lay See Tan**  
DIN: 09203616