

July 11, 2022

EFL/BSE/2022-23/28

BSE Limited

Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai 400001

Scrip Code: 543482
Scrip ID: EUREKAFORBE

Dear Sir/Madam,

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


Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligation and Disclosure Requirements) Regulations, 2015 ("SEBI (LODR) Regulations"), we hereby wish to inform you that the board of directors of the Company, in their meeting held on July 11, 2022, has approved the appointment of Mr. Pratik Pota as Managing Director and Chief Executive Officer of the Company, for a term of 5 years with effect from August 16, 2022, subject to the approval of shareholders of the Company.

A copy of the press release being issued by the Company in this regard is attached.

The details required under Regulation 30 of the SEBI (LODR) Regulations read with SEBI Circular CIR/CF/CMD/4/2015 dated 9 September 2015 ("SEBI Circular") are annexed herewith.

This is for your information and records.

For Eureka Forbes Limited
(formerly Forbes Enviro Solutions Limited)


Dattaram P. Shinde
Company Secretary, Head – Legal & Compliance Officer



ANNEXURE

Details required pursuant to the SEBI Circular

Reason for change viz. appointment, resignation, removal, death or appointment or otherwise	Appointment of Managing Director and Chief Executive Officer of the Company
Date of appointment and term of appointment	For a term of 5 years with effect from August 16, 2022
Brief Profile	Please refer to the press release
Disclosure of relationship between Directors	Mr. Pratik Pota is not related to any Director of the Company.
Information as required pursuant to BSE Circular bearing reference LIST/COMP/14/2018-19 dated June 20, 2018	Mr. Pratik Pota is not debarred from holding the office of director pursuant to any SEBI order or any other such authority.



Advent International announces its partnership with Pratik Pota to lead Eureka Forbes

Mumbai, India, 11th July 2022 – Advent International (“Advent”) announced today that it will be partnering with Pratik Pota to lead its portfolio company, Eureka Forbes, to transform the company and take it to the next level of growth.

Pratik will have the title of Managing Director & CEO of Eureka Forbes. Pratik will lead the management team to continue scaling the business, solidifying Eureka Forbes’ market leadership position, and delivering innovative products for a growing customer base. Pratik will join Eureka Forbes on 16th August 2022.

Until recently, Pratik was the CEO at Jubilant Foodworks Ltd. where he led the business to a comprehensive turn-around and transformation. Whilst at JFL, Pratik significantly accelerated growth of the Domino's franchise and expanded EBITDA margins to record highs. Under his leadership, the JFL brand portfolio expanded, and the company entered new markets, including Bangladesh and Turkey. Pratik also drove a major digital transformation at JFL that helped Domino's emerge as India's largest D2C brand. Propelled by these initiatives, JFL's market capitalization grew ten-fold during Pratik's tenure.

Before JFL, Pratik has held leadership roles in PepsiCo, Airtel and Hindustan Unilever Ltd. in a career spanning more than 30 years.

Mr. Sahil Dalal, Managing Director at Advent, said, *“I am excited to welcome Pratik to the Advent and Eureka Forbes family. Pratik’s depth of experience makes him an ideal entrepreneurial leader to transform Eureka Forbes into the leading technology driven consumer centric organization across products and services. A seasoned business leader, with a strong commercial acumen, Pratik brings a proven track record of success in driving business transformation and growth across Indian led as well as multinational organizations and has delivered value successfully across diverse industry sectors such as FMCG, Telecom and QSR.”*

Speaking on the appointment, Mr. Pratik Pota said, *“I am delighted to be partnering with Advent to lead Eureka Forbes, a pioneering company that has helped create and build several categories in the country. I look forward to working with the management team, and the thousands of passionate team members across the country, in strengthening the product and service portfolio and serving the growing health and hygiene needs of Indians.”*



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About Eureka Forbes

Eureka Forbes Limited is India's leading health and hygiene leader with brands like Aquaguard & Forbes. With over four decades in business, it is today a multi-product, multi-channel organisation. A former part of the Shapoorji Pallonji Group and now an Advent International portfolio company, Eureka Forbes' product portfolio encompasses water purification, vacuum cleaning, air purification and home security solutions. It has an installed base of over 20 million happy customers and a reach of over 1,500 cities and towns in India. In addition to being one of Asia's largest direct sales forces, it has retail, e-commerce and institutional channels, an inventive business partner network, and one of the most expansive service networks in the durable industry with an estimated coverage of over 99% pin codes in India.

For more information visit: www.eurekaforbes.com

About Advent International

Founded in 1984, Advent International is one of the largest and most experienced global private equity investors. The firm has invested in over 390 private equity investments across 41 countries, and as of December 31, 2021, had \$88 billion in assets under management. With 15 offices in 12 countries, Advent International has established a globally integrated team of over 265 private equity investment professionals across North America, Europe, Latin America and Asia. The firm focuses on investments in five core sectors, including business and financial services; health care; industrial; retail, consumer and leisure; and technology. For over 35 years, Advent International has been dedicated to international investing and remains committed to partnering with management teams to deliver sustained revenue and earnings growth for its portfolio companies.

For more information, visit

Website: www.adventinternational.com

LinkedIn: www.linkedin.com/company/advent-international

Media contacts

Advent International

India:

Ketchum Sampark

Khushal Devera

Tel: +91 9819666376

khushal.devera@ketchumsampark.com

