

NSE & BSE / 2021-22 / 114

December 28, 2021

The Manager
Corporate Services,
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai 400 051

The Manager
Corporate Services,
BSE Limited
14th Floor, P J Towers, Dalal Street,
Mumbai 400 001

Ref: Symbol: PERSISTENT

Ref: Scrip Code: 533179

Dear Sir / Madam,

Sub: Intimation of the appointment of Ms. Avani Davda (DIN: 07504739) as the Additional Director (Independent Member) of the Company with immediate effect

In terms of Regulation 30 and any other applicable regulations, if any of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that based on the recommendation of the Nomination and Remuneration Committee of the Board, the Board at its meeting held on December 28, 2021 has appointed Ms. Avani Davda (DIN: 07504739) as the Additional Director (Independent Member) of the Company with immediate effect i.e. from December 28, 2021 (IST).

She has been appointed by the Board for a period of 5 years starting from today i.e. December 28, 2021 (IST) subject to approval by the Shareholders of the Company at its next general meeting.

Details of Ms. Davda is enclosed for your records.

Please acknowledge the receipt.

Thanking you,

Yours sincerely,
For **Persistent Systems Limited**

Amit Atre
Company Secretary
ICSI Membership No.: A20507

Encl: As above

Details of Ms. Avani Davda:

Sr. No.	Details of Events that need to be provided	Information of such events(s)
1.	Reason for change viz. appointment, resignation, removal, death or otherwise	Appointment of Additional Director (Independent Member) of the Company.
2.	Date of appointment and term of appointment	Date – December 28, 2021 (IST) Terms of appointment – Ms. Avani Davda has been appointed as an Additional Director (Independent Member) of the Company with effect from December 28, 2021. She has been appointed for a period of 5 years starting from December 28, 2021 (IST) subject to approval by the Shareholders of the Company at its next general meeting.
3.	Brief profile	Provided on Page 3 of this submission
4.	Disclosure of relationships between directors	Ms. Davda does not have any inter-se relationship with any other director of the Company.
5.	Information pursuant to BSE Circular with ref. no. LIST/COMP/ 14/ 2018-19 and NSE Circular NSE/CML/2018/24 ('Circulars')	Ms. Davda is not debarred from holding the office of a Director by virtue of any SEBI Order or any other such authority as required under the circulars.

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Brief Profile of Ms. Avani Davda



Ms. Avani Davda is an eminent Business leader with diverse experience in operating and leadership roles across consumer, retail and hospitality industries. She has successfully demonstrated skill in creating premium brand experience in the consumer and retail space.

Currently, she is strategic advisor at Bain Advisory Network. Prior to joining Bain, she has played multiple leadership roles in various industry segments.

Her professional career took off when she started her career with Tata Group as a recruit into the Group's flagship leadership program 'TAS' (Tata Administrative Services) in 2002. Thereafter she worked in Tata companies including TAJ Luxury Hotels (IHCL) and Tata Consumer Products Ltd.

She was the Chief Executive officer of Tata Starbucks Private Limited, the 50/50 joint venture between Starbucks Coffee Company and Tata Global Beverages Limited (TGBL). As the founding CEO, she successfully set up the JV Company and created the right leadership and cultural environment that resulted in aggressive expansion of over 85 Starbucks stores in India in 3 years. The brand was established in 6 key metropolitan cities of India and is recognized for unmatched coffee house experience in India. Subsequently, she played role of MD and CEO at Godrej Nature's Basket from May 2016 to November 2019. In Godrej, she led the transformation and turnaround of the business with a focus on delivering store level profitability culminating in the Strategic Sale of the Business.

She featured in Fortune US's annual global list of '40 under 40 leaders' in 2013 and ranked 13 on Fortune and Food & Wine's list of '25 Most Innovative Women in Food and Drink' in 2014 – the only Indian woman on the list. She was nominated as a Young Global Leader in 2014 by the World Economic Forum, Geneva, Switzerland. Avani was also named in "ET & Spencer Stuart Women Ahead" 2019.

Avani grew up in Mumbai, India and holds a bachelor's degree in Commerce with Honors (Advertising & Media) from the University of Mumbai and a Master of Management Studies (MMS) from the Narsee Monjee Institute of Management Studies, University of Mumbai (Gold Medalist).