



**S E R
INDUSTRIES
LIMITED**

(FORMERLY : SOUTH EASTERN ROADWAYS LTD.)

107/108, MITTAL CHAMBERS,
NARIMAN POINT, MUMBAI - 400 021.
Phones : 22813137/22813138/22813134
Fax: 022 - 22860392 email : ser@vsnl.com
CIN : L60231KA1963PLC004604

To,
BSE Limited
Dalal Street Fort,
Mumbai - 400 001.

BSE Scrip Code: **507984**

Subject:

- Intimation of appointment of Additional Director (Executive Director) on the Board of Directors of the Company under Regulation 30 of SEBI (Listing obligations and Disclosure Requirements) Regulations, 2015.
- Outcome of Board Meeting held on 08th July, 2025.

Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that the Board of Directors of the Company at their meeting held today i.e. 08th July, 2025 have inducted Mr. Anil Kumar (DIN: 11104563) as an Additional Director in the capacity of Executive Director of the Company.

In compliance with the provisions of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to confirm that Mr. Anil Kumar (DIN: 11104563) has not been debarred from holding the office of Director by virtue of any order issued by SEBI or any other authorities as required under the circular issued by Stock Exchanges.

The details required under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 are given in Annexure - A.

The Meeting commenced at 15.30 hours and concluded at 16.00 hours.

Thanking You,

Yours Truly,

For SER Industries Limited

Narendra
Ghanashyamdas
Goel

Digitally signed by Narendra
Ghanashyamdas Goel
Date: 2025.07.08 16:11:45
+05'30'

Narendra Goel
Whole Time Director



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Disclosure as required under Regulation 30 and Schedule III of SEBI Listing Obligations and Disclosure Requirements) Regulations, SEBI Circular no CIR/CFD/CMD/4/2015 dated 09.09.2015.

Appointment of Mr. Anil Kumar (DIN: 11104563) as an Additional Director subject to the approval of the Shareholders of the Company.

Sr. No.	Details of events that need to be provided	Information of such event(s)
1.	Name of the Director	Mr. Anil Kumar
2	Director Identification Number (DIN)	11104563
3	Reason for change	Appointment
4	Date of Appointment & Terms of Appointment	Date of Appointment : 08 th July, 2025 Term of appointment: NA
5	Qualification	Bachelor of Technology (B.tech) in Electrical engineering from Dr. A.P.J. Abdul Kalam Technical University.
6	Brief Profile	Anil Kumar is the Founding Member and Business Head of Desi Farms, overseeing its associated brands Vedaaz Organics and Manchar Farms. He has over 17 years of professional experience across FMCG, dairy, franchising, telecom, power, and infrastructure sectors. Mr. Anil has played a pivotal role in scaling Desi Farms into a leading natural dairy brand in India, with a strong presence across retail, HORECA, and digital platforms.
7	Relationship between Directors	Mr. Anil Kumar (DIN: 11104563) is not related to any Director(s) of the Company as defined under the provisions of Section 2(77) of Companies Act, 2013.

We hereby confirm that the above Director being appointed from holding office as a Director, by virtue of any SEBI order or any other authorities as required under the circular issued by the Stock Exchanges.

For SER Industries Limited

Narendra
Ghanashyamdas
Goel

Digitally signed by Narendra
Ghanashyamdas Goel
Date: 2025.07.08 16:12:12
+05'30'

Narendra Goel
Whole Time Director