

SHRI AJAY BHASKAR BALIGA

INDEPENDENT DIRECTOR

Shri Ajay Bhaskar Baliga is a freelance Management & Strategy Consultant with over 40 years of experience in the Alcobev space in various roles, starting from factory management and production control to ultimately end-to-end global supply solutions for Mainstream Spirits for Diageo Plc, the global leader in beverage alcohol.

He was an Executive Director for Allied Blenders and Distillers Private Ltd., a manufacturer and marketer of spirits brands based in Mumbai, India, till January 2020. Before this, he served as the Global Supply Director - for Diageo PLC. He has in the past worked for United Spirits Limited (USL) and Shaw Wallace & Company Ltd., both in executive and senior management roles.

His career journey has touched upon all facets of the Alcobev industry. A Chemical Engineer by qualification, he has been involved with acquisitions, their integration & merger into mainline business, manufacturing footprint & cost optimization, stepping up safety standards & infrastructure to international standards and on water conservation and sustainability. He was overseeing USL's supply function comprising of 95 manufacturing sites spread across the country and then spearheaded the transformation of USL's manufacturing operations, technical functions, safety & sustainability to align with Diageo Global Supply standards, improve performance parameters, efficiencies and profitability to make USL Manufacturing World Class.

In his role as the Global Supply Director - Mainstream Spirits for Diageo Plc, he has covered African, South American, and the far eastern markets scouring for potential opportunities in the mainstream segments, and have been successful in drawing up the Mainstream Strategy and Growth Plans for Supply at Diageo Plc.

He has been on the Board of Ramco Industries Limited since July, 2021.

DETAILS OF DIRECTORSHIPS IN OTHER COMPANIES AND FULL-TIME POSITIONS HELD IN BODY CORPORATES

NAME : SHRI AJAY BHASKAR BALIGA

DIN : 00030743

DIRECTORSHIP IN OTHER COMPANIES :

Name of the Company	Position Held
Globus Spirits Limited	Director
E.I.D. Parry (India) Limited	Director
The Ramco Cements Limited	Director

FULL TIME POSITIONS IN BODY CORPORATES : NIL