



FLEX FOODS LIMITED

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Website : www.flexfoodsltd.com E-mail : flexsec@vsnl.net CIN : L15133URI990PLC023970

FFL:SEC:AKM:2016/

June 27,2016

BSE Ltd.

Corporate Relationship Deptt.
1st Floor, New Trading Ring,
Rotunga Building, P.J. Towers,
Dalal Street, Fort
MUMBAI - 400 001

Dear Sirs,

Sub : Intimation regarding appointment of Additional Director

This is to inform you that the Board of Directors has appointed Ms. Shefali Dubey, w/o Mr. Shashi Bhushan Dubey as an Additional Director (Independent Director) with effect from 27th June,2016.

Kindly make a note of the same.

Thanking you,

Yours faithfully,
for **Flex Foods Limited**

(Rajesh Dheer)
Company Secretary

Brief Resume of Smt. Shefali Dubey

The brief Resume is as under:

Smt. Shefali Dubey is a Commerce Graduate and has rich experience in market/business development by identifying new markets through extensive research and crafting market strategies.

EXPERIENCE SUMMARY

10+ years of experience in Managing and revitalizing the product line through a creative approach. Ability to deliver increased sales. A gifted solver of complex problems using a comprehensive skill set spanning brand strategy, online marketing, retail merchandising and multiple channels of trade. Team leader who is passionate about inspiring team work and developing talent to exceed expectations and to deliver. An entrepreneurial spirit that assures a fresh approach, keen ability to learn and make-it-happen attitude to achieve success. Some of her core professional competencies include:

- Managing retail operation. Fully responsible for branding, direct marketing, lead generation, strategic partnerships and cross functional team leadership.

- Ability to lead and groom young persons. Cultivated program to train sales associates.
- Effectively developed vendor relationships and ensured timely deliveries.

Considering vast and rich experience of Smt. Shefali Dubey, it is proposed that her appointment as an Additional Director (Independent) be recommended to the Board.