

1. MR. HITESH PRAVINCHANDRA RUPARELIA, CHAIRMAN AND MANAGING DIRECTOR



Mr. Hitesh Pravinchandra Ruparelia (DIN: 00490790) is Chairman & Managing Director and also the Promoter of our Company. He was appointed on the Board on May 14, 2004 as Director and further designated as Chairman cum managing director for a period of 5 years w.e.f June 20, 2024 He holds degree of Higher Secondary and Diploma in Computer Technology He is co-founder of S D Retail Ltd, a company that has been at the forefront of the retail industry since its inception in 1989. He has been instrumental in taking major policy decision of the Company. His contributions to S D Retail Limited go beyond day-to-day management. His foresight in recognizing the potential of the apparel sector and his ability to adapt to market changes have been key to the brand's success. His leadership style, characterized by a blend of traditional business wisdom and a keen sense of emerging market trends, has fostered a culture of innovation and resilience within the company.

Directorship and full-time positions:

Sr No.	Name of Body Corporate	Designation
1	S D RETAIL LIMITED	Chairman and Managing Director
2	INTIMATE APPAREL ASSOCIATION OF INDIA	Director
3	SHALIGRAM APPARELS LLP (PREVIOUSLY KNOWN AS SHALIGRAM APPARELS PVT. LTD.)	Designated partner
4	SWEET DREAMS LOUNGEWEAR (INDIA) LLP (PREVIOUSLY KNOWN AS SWEET DREAMS LOUNGEWEAR (INDIA) PRIVATE LIMITED)	Designated partner
5	GRACE GARMENTS LLP (PREVIOUSLY KNOWN AS GRACE GARMENTS LIMITED)	Designated partner
6	SD FASHIONS LLP (PREVIOUSLY KNOWN AS SD FASHIONS PRIVATE LIMITED)	Designated partner

2. MR. UTPALBHAI PRAVINCHANDRA RUPARELIA, MANAGING DIRECTOR



Mr. Utpalbhai Pravinchandra Ruparelia (DIN: 00300525) is the Managing Director and founding Promoter of our Company. He was originally appointed on the Board on May 14, 2004 as Director and further reappointed as Whole Time Director w.e.f. June 20, 2024. His designation was changed to Managing director w.e.f. September 25, 2025. He stands as a co-founder of S D Retail Ltd, a distinguished entity in the retail sector since its establishment in 1989. He has been instrumental in offering a vast array of products that emphasize relaxation, comfort, and innovation, meeting the dynamic needs of consumers. His ability to handle a diverse product portfolio has significantly contributed to the company's reputation for quality and excellence. Under his guidance, the company has introduced a vast range of products that cater to the evolving demands of the modern consumer, ensuring that comfort and style go hand in hand.

Directorship and full-time positions:

Sr No.	Name of Body Corporate	Designation
1	S D RETAIL LIMITED	Managing Director
2	SHALIGRAM APPARELS LLP (PREVIOUSLY KNOWN AS SHALIGRAM APPARELS PVT. LTD.)	Designated partner
3	SWEET DREAMS LOUNGEWEAR (INDIA) LLP (PREVIOUSLY KNOWN AS SWEET DREAMS LOUNGEWEAR (INDIA) PRIVATE LIMITED)	Designated partner
4	GRACE GARMENTS LLP (PREVIOUSLY KNOWN AS GRACE GARMENTS LIMITED)	Designated partner
5	SD FASHIONS LLP (PREVIOUSLY KNOWN AS SD FASHIONS PRIVATE LIMITED)	Designated partner

3. MR. VISHESH JAILESH DALAL, NON-EXECUTIVE DIRECTOR



Mr. Vishesh Jailesh Dalal (DIN: 03250002) is Non-Executive Director of our Company. He was appointed on the Board on October 01, 2022 as Nominee Director of the Company. Further his designation was changed to NON-EXECUTIVE DIRECTOR w.e.f. September 25, 2025. He is qualified Chartered Accountant and holds degree of Master of Business Administration from Esade Business School. He has over 13 years of rich industrial experience in private equity, consulting, and entrepreneurship. His experience spans the full spectrum of the investment lifecycle, with a focus on shareholder value creation. His prior experience includes private equity investing in South East Asia and US with the Clermont Group, consulting and investment banking at Ernst & Young (EY) and operating an e-commerce start-up in India.

Directorship and full-time positions:

Sr No.	Name of Body Corporate	Designation
1	S D RETAIL LIMITED	Director
2	OCEAN DRINKS PRIVATE LIMITED	Director
3	GOLDENPI TECHNOLOGIES PRIVATE LIMITED	Nominee Director
4	RELATIVITY INVESTMENT ADVISORS LLP	Designated partner
5	ASPENTREE ADVISORS LLP	Designated partner

4. MR. HARSHIL RAJENDRABHAI PATEL, NON-EXECUTIVE & INDEPENDENT DIRECTOR



Mr. Harshil Rajendrabhai Patel (DIN: 09606743) is Non-Executive and Independent Director of our Company. He was appointed on the Board as Additional Director w.e.f., May 11, 2024 and further re-designated as Independent Director w.e.f June 20, 2024. He is qualified Chartered accountant having experience of 5 Years. He is a practicing Chartered Accountant working at Harshil Patel & Co. (a Practicing Chartered Accountant firm) since 2018. He has experience in Conducting the audit and assurance services of various companies and Conducting valuation for various financial instruments. As an Independent Director of our Company, he is responsible for providing his expertise in Finance related matters of our Company.

Directorship and full-time positions:

Sr No.	Name of Body Corporate	Designation
1	S D RETAIL LIMITED	Director

5. MR. JAYDEEP JAGANNATH SHETTY, NON-EXECUTIVE & INDEPENDENT DIRECTOR



Mr. JAYDEEP JAGANNATH SHETTY (DIN: 01567863) is Non-Executive and Independent Director of our Company. He was appointed on the Board as Additional Director w.e.f., March 21, 2025 and further re-designated as Independent Director w.e.f September 25, 2025. He is a seasoned executive with a rich history of founding and leading successful startups, establishing them as nationally recognized brands. With over 27 years of experience, he excels in setting up and hyper-scaling businesses. His expertise spans brand building, talent development, capital-raises, ERP implementation, procurement, and national retail operations. He is widely respected in the Indian retail industry and a sought-after speaker at retail and business conferences. Highly accomplished and visionary executive with extensive experience in founding and leading successful start-ups, building strong business foundations for scalability, and achieving outstanding results in the retail industry. Consulting experience covers new start ups in fashion, brand strategy consulting and EdTech. Also regularly consults private equity and venture capital firms on project basis.

Directorship and full-time positions:

Sr No.	Name of Body Corporate	Designation
1	S D RETAIL LIMITED	Director

6. Ms. LEKHINEE MANDEEP DESAI, ADDITIONAL NON-EXECUTIVE DIRECTOR



Ms. Lekhinee Mandeep Desai has been instrumental in shaping the brand identity and growth journey of **The Indian Ethnic Co.** As Co-Founder and Chief of Marketing, she leads the organization's **brand strategy, digital marketing, and social media initiatives**, creating a strong connection between traditional craftsmanship and the modern consumer. Based in Mumbai, she holds an educational background from the Narsee Monjee Institute of Management Studies.

Areas of Expertise: Brand Strategy, Digital Marketing, Social Media, Performance Marketing, Brand Management, Fashion & Lifestyle Branding

Directorship and full-time positions:

Sr No.	Name of Body Corporate	Designation
1	S D RETAIL LIMITED	Additional Director