

Date: 27<sup>th</sup> May 2020,

To  
The Manager - Listing Department,  
National Stock Exchange of India Limited  
Exchange Plaza, 5<sup>th</sup> Floor,  
Plot No. C/1, G Block,  
Bandra Kurla Complex, Bandra (E),  
Mumbai – 400 051, Maharashtra

**Sub: Outcome of the Board Meeting held on 27<sup>th</sup> May 2020**  
**Ref: Silly Monks Entertainment Limited ("SMEL"), Symbol: SILLYMONKS**

Dear Sir/Madam,

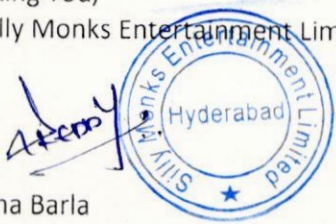
In compliance with the provisions of Regulation 30 of SEBI(LODR) Regulations, 2015 ("Listing Regulations"), and based on the recommendations of the Nomination and Remuneration Committee, we would like to inform you that the meeting of the Board of Directors of the Company held today, Wednesday, 27<sup>th</sup> May 2020, have inter-alia considered and approved the following matters:

- 1) Appointment of Mr. Chepur Ratnakar Rao (DIN: 08744674) as an Additional (Independent) Director and Chairman of the Company with immediate effect, for a period of 5 (Five) years, subject to the approval of the members of the Company at the ensuing General Meeting;
- 2) Board has reconstituted the Audit Committee, Nomination & Remuneration Committee and Stakeholder Relationship Committee.

The Board Meeting has Commenced at 01:00 P.M. and concluded at 02:15 P.M.

This is for your information and necessary records.

Thanking You,  
For Silly Monks Entertainment Limited



Sushma Barla  
Company Secretary & Compliance Officer  
M. No.: A51275



The details required under the Regulation 30 of listing regulations read with the SEBI circular no. CIR/CFD/CMD/4/2015 dated September 09, 2015 are as follows:

**Appointment of Mr. Chepur Ratnakar Rao (DIN: 08744674) as an Additional (Independent) Director and Chairman of the Company**

Details required	Particulars
Reasons for change Viz. appointment, resignation, removal, death or otherwise	Appointment
Date of appointment/cessation (as applicable) & term of appointment	<b>Mr. Chepur Ratnakar Rao</b> is being appointed as an Additional Director under Independent Category and as a Chairman of the Company with immediate effect, for a period of 5 (Five) years, subject to the approval of the members of the Company at the ensuring General Meeting.
Brief profile (in case of appointment)	<p>Mr. Chepur Ratnakar Rao has done his Post Graduation in Management Education Program from IIM Ahmedabad and Graduation in Bachelor of Arts from Osmania University. Over 25 years he was with leading Indian and International Advertising Agency Networks (RK Swamy/BBDO and DDB Worldwide) – India, Middle East, North Africa and European markets. He has 5 years retail marketing management experience with leading retail chains in the Middle East, UAE (Landmark Retail Group) and Kuwait (Alghanim Group).</p> <p>He has been associated with marketing communication activities of major international brands including Sony, Almarai Dairy, Clorox Corporation, Henkel Germany, General Motors Corporation and Landmark Retail Group. He was associated with the advertising of many leading Indian corporations including Hyderabad Allwyn (watches &amp; furniture), ECIL (ECTv etc), BHEL, AP Dairy (Vijaya brand), Hyderabad Industries, Coromandel Fertilisers, Vizag Steel, Margadarsi Group etc. and the Continental Coffee, Furniture World Group, Birla Shakti Cement, Apollo Hospitals, Care Hospitals, Ratnadeep Retail etc.. are the recent associations.</p> <p>He was a practitioner faculty at Institute of Management Technology (Ghaziabad's Hyderabad campus) and Served as a <b>Member of The Academic Council, Osmania University (Department of Communication and Journalism)</b> and as the <b>President of The Advertising Club Hyderabad</b> for <b>4 terms</b> at different stages.</p>
Disclosure of relationships between Directors	Mr. Chepur Ratnakar Rao is not related to any of the directors of the Company.
Shareholding of Non-Executive	0.00%
Name of listed entities in which the person also holds the directorship and membership of Committees of the board	Nil

