

March 08, 2018

1. National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G
Bandra Kurla Complex, Bandra (East)
Mumbai - 400 051.
Scrip Code: PIONDIST

2. BSE Limited
(Regular Office & Corporate Relations Dept)
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai - 400 001.
Scrip Code: 531879

Dear Sir/Madam,

Sub: Notice under clauses 30 and other relevant provisions of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Appointment of Directors.

This is to inform you that the Board of Directors of Pioneer Distilleries Limited have passed a resolution and has appointed **Mr. Ajay Kumar Goel and Mr Sanjeev Kumar Gupta**, nominated by United Spirits Limited (USL), as additional Directors on the Board of the Company with effect from March 07, 2018.

We are giving below the disclosure required to be furnished by the Company under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with item 7 Para A, Part A of Schedule III to the said Regulations read with SEBI's circular no. CIR/CFD/CMD/4/2015 dated September 9, 2015.

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| 7.1- Reason for Change | - | This is an intimation with respect to appointment of Mr Ajay Kumar Goel and Mr Sanjeev Kumar Gupta,, nominated by USL as additional Directors on the Board of Pioneer Distilleries Limited |
| 7.2- Date of appointment/ cessation | - | Appointment approved with effect from March 07, 2018. |
| 7.3-Brief Profile | - | Enclosed |

7.4- Disclosure of relationship between directors – Mr. Ajay Goel and Mr Sanjeev Kumar Gupta are not related to any of the Directors of the Company.

Kindly take note of this intimation being submitted to you pursuant to Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Thanking you,

Yours faithfully,
for PIONEER DISTILLERIES LIMITED

AKSHARA B L
COMPANY SECRETARY

Encl: Profile of Mr. Ajay Goel and Mr Sanjeev Kumar Gupta is enclosed.

PROFILE OF MR AJAY GOEL

Ajay Goel is Executive Vice President and Finance Controller for United Spirits Limited (USL) – a Diageo Group Company and is part of Diageo India Leadership Team. He is responsible for controllership, taxation, treasury, risk management functions for USL and governance of 21 subsidiaries network for Diageo in India.

He has around 18 years of diversified work experience with Nestle, Coca-Cola, GE and now with Diageo. In his career spanning across FMCG and Industrial companies, Ajay has worked both in technical finance and business finance in the areas of Financial Planning and Analysis, Controllership, Supply Finance and as CFO.

Prior to joining Diageo, Ajay was with General Electric (GE) where he spent 10 years in various roles of increasing responsibility including CFO - GE Light India and CFO – Supply Chain GE India region.

He is a Commerce Graduate, Chartered Accountant and Company Secretary.

PROFILE OF MR SANJEEV KUMAR GUPTA

Sanjeev K Gupta is Executive Vice President – Manufacturing Operations for United Spirits Limited – a Diageo Group Company and is part of Diageo India Leadership Team. He is responsible for manufacturing operations of own units, third party manufacturing units , operations excellence and engineering and capital projects for Diageo India business.

He has around 28 years of diversified work experience with Unilever in India and Srilanka, Mondelez in South East Asia , Tata steel and Ceat Tyres. In his career spanning across FMCG and Industrial companies, Sanjeev has worked in various supply chain functions including manufacturing, Quality Assurance, Manufacturing Excellence , Demand/Supply Planning and Logistics and has been in the country leadership team in Unilever Srilanka and Mondelez in Indonesia and Vietnam.

Prior to joining Diageo, Sanjeev was with Mondelez Intenational as Integrated Supply Chain Director and was leading end to end supply chain for Vietnam business.

He is an engineering graduate from IIT Roorkee and post graduate from NITIE Mumbai.