

Date: April 30, 2025

To,  
**The Manager,**  
**Department of Corporate Services,**  
**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Fort,  
Mumbai – 400 001

**Sub: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015- Appointment of Senior Management Personnel**

**Scrip ID: WSFX**  
**Scrip Code: 511147**

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Dear Sir/ Madam,

Pursuant to provisions of Regulation 30 read with Para A of Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 we hereby inform you that the Company has appointed Mr. Kuldeep Pawar as the Chief Marketing Officer (CMO) & Business Head – D2C Business of the Company with effect from May 01, 2025.

Disclosure required SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular no. SEBI/HO/CFD/CFD-PoD-I/P/CIR/2023/123 dated July 13, 2023 is enclosed as **Annexure A**.

This is for your information and record.

Thanking You,  
**For WSFx Global Pay Limited**

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**Khushboo Doshi**  
**Company Secretary**

Encl: as above

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## **WSFx Global Pay Limited**

Registered Office: 6<sup>th</sup> Floor, C Wing, Corporate Avenue, Chakala, Andheri (East), Mumbai – 400 093

+91 22 62709600 | info@wsfx.in | www.wsfx.in | CIN No. L99999MH1986PLC039660

## Annexure A

Details required under SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023

Sr. No.	Particulars	Details
1	Reason for Change viz. appointment, re-appointment, resignation, removal, death or otherwise	Appointment of Mr. Kuldeep Pawar as the Chief Marketing Officer (CMO) & Business Head – D2C Business of the Company.
2	Date of appointment / re appointment / cessation (as applicable) & term of appointment / re-appointment;	Appointed with effect from May 01, 2025.
3	Brief Profile	<p>Mr. Kuldeep Pawar is a seasoned growth-marketing leader with over 18 years of experience driving transformative business outcomes through innovative marketing strategies, high-impact customer acquisition programs, and strategic partnerships. Demonstrated expertise in building and scaling digital-first organizations, nurturing cross-functional teams and embedding a culture of performance and accountability.</p> <p>He has ability to architect and execute disruptive marketing roadmaps aligned with business objectives, consistently delivering strong ROI, brand equity, and market leadership. Adept at launching industry-first products and implementing integrated digital and traditional marketing campaigns that optimize acquisition and reduce cost-per-lead.</p> <p>He is recognized for scaling high-growth businesses across fintech, telecom, and SaaS sectors through strategic alliances, product marketing innovation, and data-driven decision-making.</p>
4	Disclosure of relationship between directors (in case appointment of a Director)	Not applicable

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