

## **PDS appoints Rahul Ahuja as Group CFO**

PDS Limited (“PDS”), the global fashion infrastructure company today announced the appointment of Rahul Ahuja as the Group CFO of PDS Ltd.

Rahul Ahuja joined PDS Group as COO & CFO of New Businesses in India and was responsible for spearheading strategic initiatives. He has now taken on the role of Group CFO and will report to Sanjay Jain (Group CEO).

Rahul is a seasoned finance professional with 27 years of industry experience. He has spent 15 years in corporate banking with pedigree foreign institutions including Standard Chartered, Scotiabank, GE Capital. In his previous assignment, he was the President & Dy CFO for HDFC Ergo General Insurance. During his career, he has been in the CFO role for the last 12 years, during which he has also worked with Max India Group and Bharti AXA General Insurance. He has handled large corporate accounts in the apparel and textile sector and has rich experience in fundraising, cash management, mergers and acquisitions, private equity transactions, business structuring to unlock value, turning around businesses, business transfer, shareholder & joint venture management, and investor relations. Rahul has hands-on experience in risk management, managing investment portfolios, financial planning and analysis, budgeting and forecasting, and improving productivity and operational processes. He also has vast experience in dealing with the board of directors and shareholders and has served on the board of multiple companies.

Rahul holds a Bachelor’s degree in Commerce from Shri Ram College of Commerce, University of Delhi, and is a qualified Chartered Accountant.

The Company’s existing Group CFO, Ashish Gupta has decided to pursue the role of Chief Executive Officer outside of PDS Group. Ashish has been associated with the PDS for 2 years and during his tenure with PDS he made significant contributions to the long-term strategy, value-creation initiatives, and decision-making process. Under his leadership, finance teams have added tremendous value to the business and decision-making ability which further positively impacted the business topline and bottom line. It’s with mixed feelings PDS family bids farewell to Ashish. PDS wishes Ashish well in his future endeavors and his new role.

**About PDS Limited: ([www.pdsltd.com](http://www.pdsltd.com))**