

Brief Profile of Board of Directors

1. Mr. Saleem Shabbir Merchant

Chairman and Managing Director

Mr. Saleem Merchant is the Promoter, Chairman, and Managing Director of the Company. He is one of the founding partners of the erstwhile partnership firm *Safe Enterprises* and brings over 48 years of extensive experience in business planning, development, and strategic management. Under his leadership, the Company has grown its presence and reputation in the retail fixtures industry. He continues to play a pivotal role in formulating and implementing business strategies, as well as overseeing sales and marketing operations.

2. Mr. Mikdad Saleem Merchant

Whole-Time Director and Chief Financial Officer

Mr. Mikdad Merchant is a Promoter, Whole-Time Director, and the Chief Financial Officer of the Company. A qualified Chartered Accountant, he possesses over 13 years of professional experience in finance, accounting, and compliance. He oversees the Company's financial management, strategic budgeting, and regulatory affairs, ensuring sound financial governance and operational efficiency.

3. Mr. Huzefa Saleem Merchant

Whole-Time Director and Chief Executive Officer

Mr. Huzefa Merchant serves as the Whole-Time Director and Chief Executive Officer of the Company. With over 16 years of experience in production, operations, and business development, he has been instrumental in driving the Company's growth and operational excellence. He oversees end-to-end business operations, including vendor management, production, marketing, and customer service, ensuring innovation and quality in every aspect of the Company's functioning.

4. Mrs. Munira Saleem Merchant

Non-Executive Director

Mrs. Munira Merchant is a Promoter and Non-Executive Director of the Company with over two decades of professional experience. She provides valuable guidance in areas of corporate strategy, governance, and risk management. Her focus lies in overseeing the development and implementation of risk mitigation strategies and ensuring adherence to sound business practices.

5. Mr. Kedar Mangesh Latke

Independent Director

Mr. Kedar Latke is an Independent Director of the Company and a qualified member of the Institute of Company Secretaries of India. With over a decade of experience, he brings expertise in corporate governance, legal compliance, and statutory regulations. His insights strengthen the Company's compliance framework and governance standards.

6. Mrs. Seema Shashank Mhatre

Independent Director

Mrs. Seema Mhatre is a Practicing Company Secretary and Founder of M/s. Seema Mhatre & Associates, based in Navi Mumbai. With over 14 years of diversified experience across corporate law, compliance, insurance, home finance, and marketing, she has held managerial roles at leading organizations including HDFC Standard Life Insurance, ICICI Prudential Life Insurance etc. She brings strong expertise in governance along with proven leadership and strategic management capabilities.

