

NOTICE

NOTICE is hereby given that the Eighteenth ("18th") Annual General Meeting of the Members of Hansa Customer Equity Private Limited will be held on **Thursday, August 21, 2025 at 4.30 PM (IST)** through Video Conferencing ("VC")/ Other Audio Visual Means ("OAVM") at the Registered office of the Company to transact the following businesses:

Ordinary Business:

1. To receive, consider and adopt the Audited Financial Statements of the Company for the financial year ended March 31, 2025 along with the Reports of the Board of Directors and Auditors thereon.
2. To declare a Final Dividend of Rs. 8/- (800%) per equity share of the face value of Re. 1/- each for the financial year ended March 31, 2025.
3. To appoint a Director in place of Mr. Siddharth S Swamy (DIN: 09400286), who retires by rotation and being eligible, seeks reappointment and in this regard to consider and if thought fit, to pass the following resolution as an **Ordinary Resolution**:

"RESOLVED THAT pursuant to the provisions of Section 152 and other applicable provisions of the Companies Act, 2013, the approval of members of the Company, be and is hereby accorded to reappoint Mr. Siddharth S Swamy (DIN: 09400286) as a director, who is liable to retire by rotation."

4. To appoint a Director in place of Mr. Neeraj Pratap Sangani (DIN: 09364920), who by rotation and being eligible, seeks reappointment and in this regard to consider and if thought fit, to pass the following resolution as an **Ordinary Resolution**:

"RESOLVED THAT pursuant to the provisions of Section 152 and other applicable provisions of the Companies Act, 2013, the approval of members of the Company, be and is hereby accorded to reappoint Mr. Neeraj Pratap Sangani (DIN: 09364920) as a director, who is liable to retire by rotation."

By order of the Board of Directors

For Hansa Customer Equity Private Limited

Sd/-
Srinivasan K. Swamy
Director
DIN: 00505093

Registered Office:
New No.19, Wheatcrofts Road Nungambakkam Chennai 600034
Email Id: hansafinance@hansacequity.com
CIN: U72501TN2008PTC066614
Date: May 13, 2025
Place: Mumbai



NOTES:

1. Pursuant to the General Circular Nos. 14/2020 dated April 8, 2020 and 17/2020 dated April 13, 2020 read with other relevant circulars issued in this regard, the latest being General Circular No. 09/2024 dated September 19, 2024 (collectively referred to as “MCA Circulars”) (including any statutory modification or re-enactment thereof for the time being in force, as amended from time to time), the Annual General Meeting of the Company is being convened and conducted through Video Conferencing (“VC”) or Other Audio Visual Means (“OAVM”) (hereinafter referred to as “AGM” or “e-AGM”) without physical presence of the Members at a common venue.
2. The deemed venue for the AGM shall be the Registered Office of the Company i.e. New No.19, Wheatcrofts Road Nungambakkam Chennai 600034.
3. Corporate members intending to send their authorized representatives to attend the Meeting are requested to send to the Company a certified copy of the Board Resolution/ Power of Attorney/Letter of Authority authorizing their representative to attend and vote on their behalf at the Meeting.

The said Resolution/Authorization shall be sent to the Company by email through its registered email address to secretarial@rskwamy.com

4. Since the AGM is being held pursuant to the MCA Circulars through VC, physical attendance of Members has been dispensed with. **Further as per the MCA Circulars, the facility for appointment of proxies by the Members will not be available for the e-AGM and hence the Proxy Form and Attendance Slip are not annexed to this Notice.**
5. As the Annual General Meeting is being conducted through VC/OAVM, a route map is not annexed herewith.
6. The Members can join the AGM in the VC/OAVM mode 5 minutes before and after the scheduled time of the commencement of the Meeting by following the procedure mentioned in the Notice.
7. The attendance of the Members attending the AGM through VC/OAVM will be counted for the purpose of reckoning the quorum under Section 103 of the Companies Act, 2013.
8. In case a poll is demanded on any resolution to be passed in the AGM, the members are requested to convey their vote (assent/dissent/abstain) by sending an email to secretarial@rskwamy.com through their registered email addresses only.

9. Members who wish to inspect the Register of Directors and Key Managerial Personnel and their shareholding maintained under section 170 of Companies Act, 2013 and Register of Contracts or arrangements in which directors are interested maintained under section 189 of the Companies Act, 2013, can send an email to secretarial@rskwamy.com for an inspection on all working days, during business hours up to and on the date of the meeting.

By order of the Board of Directors

For Hansa Customer Equity Private Limited

Sd/-
Srinivasan K. Swamy
Director
DIN: 00505093

Registered Office:
New No.19, Wheatcrofts Road Nungambakkam Chennai 600034
Email Id: hansafinance@hansacequity.com
CIN: U72501TN2008PTC066614

Date: May 13, 2025
Place: Mumbai

Annexure – I
Details of Director seeking appointment / re-appointment
(As per Secretarial Standard -2)

Name of Director	Mr. Siddharth S Swamy	Mr. Neeraj Pratap Sangani
DIN	09400286	09364920
Date of Birth Age (years)	November 15, 1994 (30 years)	November 1, 1970 (54 Years)
Brief Profile	With extensive experience in leading the go-to-market strategy across the APAC region for Hansa Customer Equity and Hansa Research Group, Siddharth oversees end-to-end project delivery with a focus on results that drive business growth. He has been the Resident Director at Hansa Marketing Services Pte Ltd, Singapore since June 2023. Over the past decade, he has worked with blue-chip clients across a range of industries including Automotive, Fintech, CPG, Media, Telecommunications, Sports, and Commodities. His work spans multiple regions, including Asia Pacific, India, Europe, North America, the Middle East, and Africa, demonstrating his ability to adapt strategies to diverse markets.	Mr. Neeraj Pratap Sangani is the Whole time Director & CEO of the Company. He holds a bachelor's degree in commerce and a master's degree in commerce from Shri Narsee Monjee College of Commerce and Economics and completed the post graduate program in management for executives from the John E. Anderson Graduate School of Management, University of California. He holds a professional certificate in behavioural economics from the Institute of Data Marketing, University of Toronto and is a certified customer experience professional from the Customer Experience Professionals Association.
Original date of Appointment as Director	15/11/2021	19/10/2021
Qualifications	• MSc Business Analytics from Imperial College London • BA (Hons.) Mathematics and Economics from Trinity College Dublin	• Bachelor's degree in commerce • Master's degree in commerce from Shri Narsee Monjee College of Commerce and Economics • Post graduate program in management for executives from the John E. Anderson

		Graduate School of Management, University of California. Professional certificate in behavioural economics from the Institute of Data Marketing, University of Toronto Certified customer experience professional from the Customer Experience Professionals Association.
Experience and expertise in specific functional area	Experience of working with blue-chip clients in the Automotive, CPG, Media, Telecommunications, Sports, and Commodities industries across geographies including Asia Pacific, India, Europe, North America, Middle East, and Africa. He is a hands-on professional specializing in the end-to end strategy & implementation of Data, Marketing and Technology. In addition to his work in data science and analytics, he is passionate about the applications of cutting-edge technology such as block chain and has built extensive experience in areas including privacy compliant and cookie-less marketing strategy.	Certified Behavioural Economist. A Customer Experience Management & marketing specialist with experience in business/marketing consulting, brand building, strategic marketing and digital marketing. He has developed and executed Brand building campaigns for iconic brands, Customer Experience & CRM projects, data and Martech integration projects including customer life cycle management, customer segmentation and customer engagement for clients across different verticals like BFSI, Automotive, Consumer Electronics, Retail and Durables, & DTH.
Remuneration Last Drawn (Excluding Sitting Fees)	-	-
Number of Meetings of Board attended during the year i.e. F.Y. 2024-25	3 of 4	4 of 4
Shareholding in Hansa Customer Equity Private Limited including shareholding as a beneficial owner	-	-
Relationship with other Directors / KMPs	Son of Srinivasan K Swamy (Director)	-

Terms and conditions of re-appointment and remuneration	Retire by Rotation	Retire by Rotation
Directorships held in other companies in India	R K SWAMY Limited Hansa Direct Private Limited Autosense Private Limited Dsqaure Solutions Private Limited Vimra Infra Private Limited	Hansa Direct Private Limited; Autosense Private Limited; Dsquare Solutions Private Limited;
Membership/ Chairmanship of committees in companies in India (Statutory Committee)	-	-
Listed entities from which the person has resigned in the past three years	-	-