

CHECKPOINT TRENDS LIMITED

Formerly known as Rubra Medicaments Limited

Reg. Office: 604, 6th floor, Meghdoot, Gulmohar Cross Road No. 6, JVPD Scheme, Mumbai - 400049

Email ID: rubraltd@gmail.com | **Website:** www.rubramed.com

CIN: L74110MH1991PLC326598 | **Tel:** +91 9167469649

March 6, 2025

To,
BSE Limited,
P.J. Towers, Dalal Street,
Mumbai – 400 001

Scrip Code : **531099**
Sub : **Outcome of Board Meeting**

Dear Sir / Madam,

This is to inform you that, based on the recommendations of Nomination and Remuneration Committee meeting held today and the Board of Directors of the Company at its meeting held on today i.e Thursday, March 6, 2025 inter alia, has appointed following KMP's subject to the approval of Members of the Company:

1. Appointment of Mr. Pradeep Kumar (DIN: 00209355) as Whole-Time Director of the Company
2. Appointment of Mr. Shubham Chaudhary (DIN: 09298013) as Whole-Time Director of the Company
3. Appointment of Mr. Saurabh (DIN: 10790325) as Non-Executive Independent Director of the Company

The meeting commenced at 04.00 P.M. and concluded at 04.50 P.M.

The details as required under Regulation 30 of the SEBI (LODR) 2015 read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023 in respect of aforesaid is given below:

Thanking You,

Yours faithfully,

For Checkpoint Trends Limited
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Abha Kapoor
Whole-time director and CFO
DIN – 02799429

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Appointment of Mr. Pradeep Kumar (DIN: 00209355), Whole-Time Director of the Company

Details of events that need to be provided	Information of such event(s)
Reason for change viz. appointment	Mr. Pradeep Kumar is an experienced business executive with over 15 years of expertise in the tobacco industry, specializing in operations, regulatory compliance, supply chain management, and brand development. His experience will be a valuable asset to our company. We are confident that his expertise and experience will make significant contributions to our company's growth, success, and continued expansion, driving us towards new heights
Date of Appointment	March 6, 2025
Brief Profile (in case of Appointment)	Mr. Pradeep Kumar is an experienced business executive with over 15 years of expertise in the tobacco industry, specializing in operations, regulatory compliance, supply chain management, and brand development. Demonstrated success in driving growth in a highly regulated and competitive market by adopting strategic initiatives, optimizing production processes, and leveraging strong relationships with stakeholders. Committed to maintaining high ethical standards, complying with government regulations, and navigating the evolving landscape of the tobacco market.
Disclosure of relationships between Directors (in case of appointment of a Director)	Mr. Pradeep Kumar is not related to any of the Directors or Key Managerial Personnel or Promoters and Promoter group of the Company. He also does not hold any shares in the company.
Information as required under BSE circular no. LIST/COMP/14/2018-19, dated June 20, 2018.	Mr. Pradeep Kumar is not debarred from holding the office of Director by any SEBI order or any other such authority.

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Appointment of Mr. Shubham Chaudhary (DIN: 09298013), Whole-Time Director of the Company

Details of events that need to be provided	Information of such event(s)
Reason for change viz. appointment	Mr. Shubham Chaudhary is business executive with 8+ years of expertise in sales growth, marketing strategy, and team leadership. Skilled in developing integrated campaigns, optimizing sales channels, and leveraging data insights for strategic decision-making. His expertise will be a valuable asset in driving our company's growth and success.
Date of Appointment	March 6, 2025
Brief Profile (in case of Appointment)	<ul style="list-style-type: none">➤ 8+ years of experience in developing marketing and sales strategies to drive revenue growth and competitive advantage.➤ Proven ability to lead, mentor, and develop diverse sales and marketing teams.➤ Skilled in market research, trend analysis, and competitor assessment for data-driven decision-making.➤ Expertise in brand positioning, market segmentation, and customer engagement to enhance loyalty.➤ Proficient in digital marketing, lead generation, and sales enablement tools.➤ Experienced in building and maintaining strong client and stakeholder relationships.
Disclosure of relationships between Directors (in case of appointment of a Director)	Mr. Shubham Chaudhary is not related to any of the Directors or Key Managerial Personnel or Promoters and Promoter group of the Company. He also does not hold any shares in the company
Information as required under BSE circular no. LIST/COMP/14/2018-19, dated June 20, 2018.	Mr. Shubham Chaudhary is not debarred from holding the office of Director by any SEBI order or any other such authority.

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Appointment of Mr. Saurabh (DIN: 10790325), Non-Executive Independent Director of the Company

Details of events that need to be provided	Information of such event(s)
Reason for change viz. appointment	Mr. Saurabh has done Masters in Commerce and has advanced knowledge in areas like accounting, finance, economics, business management, and corporate laws. He is well-equipped for with the vast knowledge in banking, financial services, teaching, or corporate sectors. His expertise will be a valuable asset in driving our company's growth and success.
Date of Appointment	March 6, 2025
Brief Profile (in case of Appointment)	Mr. Saurabh has done Masters in Commerce and has advanced knowledge in areas like accounting, finance, economics, business management, and corporate laws. He is well-equipped for with the vast knowledge in banking, financial services, teaching, or corporate sectors. His expertise will be a valuable asset in driving our company's growth and success.
Disclosure of relationships between Directors (in case of appointment of a Director)	Mr. Saurabh is not related to any of the Directors or Key Managerial Personnel or Promoters and Promoter group of the Company. He also does not hold any shares in the company
Information as required under BSE circular no. LIST/COMP/14/2018-19, dated June 20, 2018.	Mr. Saurabh is not debarred from holding the office of Director by any SEBI order or any other such authority. He also does not hold any shares in the company

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Abha Kapoor
Whole-time director and CFO
DIN – 02799429