



**Date: November 12<sup>th</sup>, 2024**

To,  
**The Manager,**  
Listing Department,  
BSE Limited,  
SME Division,  
P. J. Towers, Dalal Street  
Mumbai- 400 001.

**Subject: Business Update- Sattrix Information Security Limited announces the  
Appointment of Mr. Samer El Bsawmaii as Sales Head - Middle East  
Scrip Code: - 544189 – SATTRIX INFORMATION SECURITY LIMITED (“SATTRIX”)**

Dear Sir/Madam,

Pursuant to Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (**‘SEBI LODR’**), we would like to inform about the Appointment of Senior Management Personnel of the Company as follows:

**Appointment of Mr. Samer El Bsawmaii as Sales Head for Middle East in Sattrix Information Security DMCC, Dubai, UAE.**

**Sattrix Information Security Limited (“Sattrix”)** (further referred as ‘Sattrix’), (BSE Listed), a leading provider of IT and Cyber-security services, announced today that Mr. Samer El Bsawmaii will take charge in Sattrix Information Security DMCC office base located at Dubai, UAE, as Sales Head - beginning November, 12<sup>th</sup> 2024.

"We are delighted to welcome Mr. Samer to the Sattrix family. His extensive experience of 17 years in the cybersecurity industry and deep understanding of the Middle Eastern market makes him an invaluable asset to our team. We are confident that his leadership will propel our growth and strengthen our position as a leading cybersecurity provider in the **Middle East**. We look forward to his contributions in driving innovation and delivering exceptional customer experiences," said Sachhin Gajjaer, Managing Director of **Sattrix Information Security Limited**.



The details as required in terms of Regulation 30 read with Part A of Schedule III of the SEBI LODR and SEBI Circular No. SEBI/HO/CFD/CFD-PoD1/P/CIR/2023/123 dated July 13, 2023, is enclosed herewith as **Annexure A**.

This disclosure is being made in terms of Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended.

Kindly take the above information on the record.

Thanking you,

Yours faithfully,

**For, Sattrix Information Security Limited**

**(formerly known as Sattrix Information Security Private Limited)**

**Ms. Rina Kumari**

**Company Secretary**

**M. No.: A70059**

## Annexure A

Details as required in terms of Regulation 30 read with Part A of Schedule III of the SEBI LODR and SEBI Circular No. SEBI/HO/CFD/CFD-PoD1/P/CIR/2023/123 dated July 13, 2023, are as under:

### Details for Appointment of the Senior Management Personnel (SMP)

Sr. No.	Particulars	Details
1	Name of the SMP	Mr. Samer El Bsawmaii
2	Reason for Change	<b>Appointment as Sales Head – Middle East</b>
3	Date of Appointment	07 <sup>th</sup> November, 2024 & As per the term appointment letter
4	Brief Profile	Provided as <b>Annexure-B</b>
5	Disclosure of Relationship (in case of appointment)	Not Applicable



**SAMER EL BSAWMAII**

**Mr. Samer El Bsawmaii**, brings 17 years of experience with him in B2B/B2C sales and channel management including 7 years in growth strategy and business expansion. He has a strong background in distribution and OEM sales and has worked with leading companies like MDS and Matrix42.

Samer is an accomplished professional with a deep understanding of the enterprise sales landscape, particularly in the public sector. Samer's career includes a strong track record of successfully managing and delivering large-scale projects. He has demonstrated expertise in integrating hardware and software solutions across various sectors, working closely with clients to enhance systems and improve operational efficiencies. His experience spans the entire product development lifecycle, from conception to deployment, and he is known for building long-term, consultative relationships with key enterprise clients.

Throughout his career, Samer has led initiatives that resulted in cost savings, improved efficiencies, and revenue growth. His hands-on approach, combined with his ability to manage complex projects and cross-functional teams, makes him a valuable addition to the Sattrix team.

As Sales Head for the Middle East, Samer will be instrumental in driving Sattrix's growth and expanding its footprint in the region, leveraging his strong relationships and market expertise to build lasting partnerships and foster new opportunities.