



**UJJIVAN SMALL FINANCE BANK**

Build a Better Life

**USFB/CS/SE/2024-25/82**

**Date: October 21, 2024**

**To,**

**National Stock Exchange of India Limited**  
Listing Department  
Exchange Plaza, C-1, Block G, Bandra Kurla Complex,  
Bandra (E)  
Mumbai – 400 051

**BSE Limited**  
Listing Compliance  
P.J. Tower,  
Dalal Street, Fort,  
Mumbai – 400 001

**Symbol: UJJIVANSFB**

**Scrip Code: 542904**

Dear Sir/Madam,

**Sub: Change in Senior Management Personnel**

We hereby inform about that Mr. Hitendra Jha, has joined the Bank today on October 21, 2024 as the Head of Retail Laibilities & TASC.

Please find the enclosed disclosures in Annexure-1 in relation to aforesaid appointment, pursuant to SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023.

This intimation shall also be available on the website of the Bank at [www.ujjivansfb.in](http://www.ujjivansfb.in).

We request you to take note of the above,

Yours faithfully,

**For UJJIVAN SMALL FINANCE BANK LIMITED**

**Sanjeev Barnwal**  
**Company Secretary & Head of Regulatory Framework**

*Encl: As mentioned above*

☎ 18002082121

🌐 [www.ujjivansfb.in](http://www.ujjivansfb.in)

✉ [customercare@ujjivan.com](mailto:customercare@ujjivan.com)



Annexure 1

<b>Sr</b>	<b>Requirement</b>	<b>Particulars</b>
1.	Name of the Senior Management Personnel	Mr. Hitendra Jha
2.	Designation	Head of Retail Liabilities & TASC
3.	Reason for change	Appointment
4.	Date of Appointment	Effective from October 21, 2024
5.	Brief Profile	<p>Mr. Hitendra Jha comes with over 29 years of rich experience in cross functions across Consumer Banking, Depository Participant &amp; Custodial Services, he has managed entire Retail Liabilities w.r.t budgeting, staffing sales, operations, marketing &amp; business development. He has spearheaded several impactful projects and has achieved significant milestones w.r.t Revenue Growth, Profitability, Customer Acquisition and Retention.</p> <p>He held the position of Sr. Executive Vice President &amp; National Branch Banking Head-Emerging Market at Kotak Mahindra Bank and Spearheaded complete Commercial, Semi Urban &amp; Rural Initiative for Liability and Distribution. Prior to this, He worked for ICICI Bank Ltd and he last held the position of Head of Wealth Management and was managing variety of functions such as Wealth Management branch operations, man management, client servicing, system implementation, training, auditing, statutory compliance, recruitment, planning, new setups, sales/marketing, retail operations, etc.</p> <p>He holds a degree in B.Sc. (Hons) from Ranchi University and degree in Bachelor of Laws from Saurashtra University.</p>
6.	Disclosure of relationship with Directors	None