

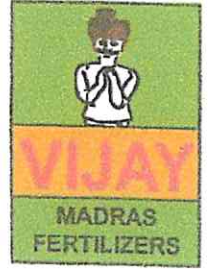
मद्रास फर्टिलाइजर्स लिमिटेड Madras Fertilizers Limited

(भारत सरकार का उपक्रम / A Government of India Undertaking)

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CIN : L3220 1TN 1966 GO1005469

GSTIN - 33AAACM5198E1ZK



CS/NSE/2022/935

January 12, 2022

M/s. National Stock Exchange of India Ltd
Plot No.C/I "G" Block
Bandara Kurla Complex
Bandra (E)
Mumbai - 400 051

Dear Sir,

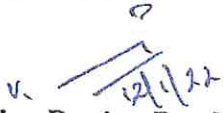
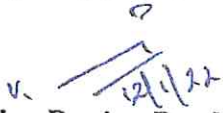
**Sub: Profile of Shri Sanjay Vishnu Shetye, Non-official Independent Director
on the Board of Madras Fertilizers Limited**

Ref : Our letter No. CS/NSE/2022/933 dated January 05, 2022

Further to our letter cited above, we are forwarding herewith the brief Profile of Shri Sanjay Vishnu Shetye (DIN 01089380) in connection with his appointment as Non-official Independent Director on the Board of Madras Fertilizers Limited.

This is for kind information, please.

Very truly yours,


v. 
Priya Ranjan Panda
Company Secretary

Encl : a/a

Sanjay Shetye
Proprietor- Vinsan Graphics

Age : 54 years

Date of Birth : 16th January, 1966

Address : Vilaxan, Opp. Anand Residency, Airport Road, Chicalim, Vasco da Gama Goa 403802

Qualification : B.Com

PROFESSIONAL PROFILE

Over 20 years experience as an entrepreneur. Set up **Vinsan Graphics** in 1986, one of Goa's oldest advertising and event agencies followed by M/s **Vinsan Travels**, a successful travel and ticketing service, followed by **Vinsan Graphics Productions**, a film and production unit.

Expertise in areas related to event management, creative, graphics, film production and photography.

KEY ACCOMPLISHMENTS

- Entrepreneur who grew three businesses from start-up to crores of rupees in annual sales through effective business planning, creative sales techniques, and innovative marketing.
- Recognized by clients and colleagues as a consummate professional with a high degree of personal integrity. Known for a contagious passion for excellence, a talent for resourceful business solutions, and a capacity for motivational leadership.
- Possess outstanding communication and presentation abilities. Effectively market tangible/intangible products and services; skilled in persuasive presentation and profitable negotiation. Offer excellent customer relations skills.
- As the associate producer, has teamed up and provided technical support for the prestigious project, "Jesus in India" for Yellow Hat Productions, Hollywood-USA.
- Was the only person from India who was invited to attend the world premiere of the movie "King Kong" in New York.
- Was instrumental in getting Mr. John Landis the famous Hollywood Director, for the International Film Festival of India, 2008.
- Successfully organized and initiated the Goa Marathi Film Festival which is currently in its 8th edition, where stalwarts of Marathi cinema participate in substantial numbers.
- Developed and implemented promotional, sponsorships and community related events.

- Produced feature film, “**Digant**” which was screened at **MAMI film festival** in Mumbai, **IFFI** in Goa and won **Second Place for Best Film at the 7th Goa State Film Festival 2015**.
- Produced feature film “**Sthalpuran**” which was selected for screening at the **Berlin Film Festival 2020**.

▪ **PROFESSIONAL EXPERIENCE**

VINSAN GRAPHICS

FOUNDER & PROPRIETOR

1986- till date

An agency serving more than 50 clients by providing event management services, advertising support, brand planning , creative strategy and PR services.

- Consistently maintained a high-standard performance record via exceptional service, follow-through, and specific attention to detail which resulted in higher sales.
- Directed marketing efforts to promote visibility and introduce new products
- Analyzed complex situations, designed practical solutions, and implemented cost-effective plans.
- Developed personnel, motivated staff to exceed goals, and improved production and sales
- Directed development of event management, direct marketing, advertising, creative and PR strategies.
- Championed new pitches to high profile clients including Goa Tourism, Andhra Pradesh Tourism, Madhya Pradesh Tourism, Department of Information & Publicity, Goa etc.
- Instrumental in start-ups of branches in Mumbai, Delhi and Dubai.

VINSAN GRAPHICS PRODUCTIONS

Founder & Proprietor

2003 till date

M/s Vinsan Graphics Production was set up in 2003 in the field of Film Production and related activities.

- Has been successfully associated with the 25 Frames Short film making Competition and other events at the International Film Festival of India for three years.
- Was instrumental in bringing Hollywood technical faculties, namely Steven Cohen to Goa to conduct a workshop for Goan film lovers.
- Has set up a fully equipped studio in Panaji, Goa with state-of-the-art pre-production and post-production facilities.
- Handles all aspects of the project, right from conceptualization, scripting, research and shooting to voice-overs, dubbing, animation and other technicalities.
- The unit is actively involved in making corporate, documentary and ad-films.
- Undertakes line co-ordination assignments for shootings in Goa for outside film companies desirous of filming in Goa.
- Provides a complete range of services is provided, right from providing equipment, props and technical support to co-ordinating with models, actors and conducting location recce.

OTHER BUSINESSES :

Sanjay Shetye is also involved in other businesses including :

- **Anantashram**

Anantashram is a 50 years old restaurant in Vasco city that has gained a solid reputation for mouthwatering food, prompt service and good ambience.

- **Short Fuse Studio Pvt. Ltd.**

Short Fuse Studio Pvt. Ltd aims to provide wholesome entertainment through the creation of semi-permanent entertainment zones, theme parks and activity centers to showcase light and sound shows, performing arts and a host of other visually entertaining spectacles and activities.

Its objective is to create Goa's biggest tourism centre that focuses on entertainment and promotes tourism and Goan culture, heritage and history.

Its first project is located at the GTDC owned land premises at Baga, and features a Visual 3D Entertainment Show & Allied Services.

The concept of the **Visual 3D Light & Sound Show** is based on the history and culture of Goa and will be an entertaining mix of theatre, technology and visual mapping that come together to create a story of epic proportions telling stories of Goa; its legends, myths and many adventures.

- **Capricon Engineering**

Capricon Engineering specializes in assembly of Engineering Equipment. Capricon Engineering has recently acquired dealership of a new product titled "**Zycrobial**" which when applied keeps surfaces corona virus free for 30 days. It is highly recommended for usage across industrial units, government offices, office areas, factories, stores and any other public or private areas where people come into regular contact with surfaces. It can be easily used to disinfect all the surfaces including leather, glass, steel, plastic, and wood. Currently, Capricon Engineering will be involved in marketing and providing services related to its application across the State of Goa.

- **Vinsan Travels :**

Vinsan Travels is among the oldest and most efficient and cost-effective agencies in the travel business. The list of travel services also covers Hotel Bookings, Package Tours, Passport & Visa Assistance, Travel Insurance and much more.

- **Vinsan Academy of Film & Media**

The Vinsan Academy of Film & Media has been established in response to the growing need for fresh filmmaking talent qualified to operate in a variety of markets, as well as contribute to the artistic development of filmmaking and cinematography. VAFM is the first film school in Goa that offers training for different roles like Story, Screenplay; Dialogues, Cinematography, Direction, Sound; Music, Editing; Post-Production, History of Cinema; Film Appreciation.