

Geojit Appoints Jayakrishnan Sasidharan as Executive Director and Chief Information Officer

Kochi, 10 June 2025: Geojit Financial Services Limited, one of India's leading investment services companies, has announced the appointment of **Jayakrishnan Sasidharan as its Executive Director and Chief Information Officer**. This strategic leadership move reinforces the company's commitment to digital transformation and technology-driven growth initiatives.

Jayakrishnan brings over 35 years of global experience in technology leadership across diverse industries. In his most recent role as Head of Adobe Consulting for International Markets, he led the P&L and go-to-market strategies, driving digital transformation for global enterprises and delivering strong business outcomes.

His career also spans leadership roles at prestigious organizations including Capgemini, Wipro, and Tata Consultancy Services. His expertise in digital transformation, customer experience, and strategic business development positions him as a valuable addition to Geojit's leadership team.

In his new role, Jayakrishnan will oversee Geojit's IT infrastructure, digital strategy, data and information strategy and execution. He will lead the development of a digital roadmap aligned with the company's business goals, aimed at enhancing customer engagement, deepening client relationships through digital channels, boosting revenue, and improving operational efficiency.

Commenting on the appointment, C. J. George, Chairman and Managing Director of Geojit, said: "We are delighted to welcome Jayakrishnan to Geojit. His deep expertise in technology and digital innovation, along with his global leadership experience, makes him a valuable addition to our team. His appointment marks a significant milestone in our ongoing journey to leverage fintech for enhanced client experiences and operational excellence."

ABOUT GEOJIT

Geojit Financial Services (www.geojit.com) is one of the leading investment services companies in India, with a strong presence in the Gulf Cooperation Council (GCC) countries. It has over 15.2 lakh clients, a network of 506 offices and manage Customer

Assets worth Rs.1,00,065 crore. BNP Paribas, C J George - Founder and Managing Director of Geojit, Kerala State Industrial Development Corporation (KSIDC) are promoters of the company.

Geojit Financial Services has an extensive presence in the GCC region via joint ventures and partnerships: Barjeel Geojit Financial Services LLC in UAE, BBK Geojit Securities KSC, in Kuwait and QBG Geojit Securities LLC in Oman. The company also has a presence in Bahrain through a business partnership with Bank of Bahrain and Kuwait.

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