



## **Marico Limited announces Sanjay Mishra as Chief Operating Officer – India Sales & Bangladesh**

**Mumbai 20 October 2015:** Marico Limited (BSE: 531642, NSE: "MARICO") today announced the appointment of Sanjay Mishra as the COO – India Sales & Bangladesh. Sanjay will be responsible for further accelerating the Go To Market (GTM) Transformation journey which will boost the growth agenda of India and Bangladesh.

**Saugata Gupta, MD and CEO, Marico Ltd.** said, "*Sanjay brings a wealth of experience in GTM Transformation and Sales capability. His understanding of the sales system and the past experience of working with Marico will add immense value to the organization and accelerate growth in our key markets- India and Bangladesh. We look forward to his contribution in our transformation journey*".

Prior to Marico, Sanjay was working with PepsiCo where he started his career as Sales Director - Traditional Trade for India in 2009. He became the Market Unit General Manager (West) India, in 2010, and rose up the corporate ladder to his last position as Senior Director - GTM and Sales Capability at PepsiCo AMENA (Asia, Middle East and North Africa) in 2013. In this role, he was responsible for delivering GTM transformation in key AMENA markets. Prior to PepsiCo, he was Vice President - Merchandising with Spencers Retail Limited in India in 2006, where he was instrumental in expanding Spencers footprint.

Sanjay brings with him around 20 years of experience, and has had a long association with Marico where he led and supported various Sales leadership roles at operational and strategic levels from 1997 to 2006. The last role he held in Marico was Head – Sales Development. He started his career with Dunlop India in 1995.

Sanjay did his B.Sc. in 1992 from City College, Kolkata and completed his Business Management from [Institute of Management Technology, Ghaziabad](#) in 1995.

### **About Marico Limited**

Marico (BSE: 531642, NSE: "MARICO") is one of India's leading Consumer Products Group, in the global beauty and wellness space. During 2014-15, Marico recorded a turnover of about Rs. 57 billion (USD 940 Million) through its products sold in India and about 25 other countries in Asia and Africa. Marico makes a difference to its consumers, through its portfolio of brands such as Parachute, Parachute Advansed, Saffola, Hair & Care, Nihar, Nihar Naturals, Livon, Set Wet, Mediker and Revive. The international consumer products portfolio contributes to about 22% of the Group's revenue, with brands like Parachute, HairCode, Fiancée, Caivil, Hercules, Black Chic, Code 10, Ingwe, X-Men, and Thuan Phat. Marico's focus on sustainable profitable growth is manifest through its consistent financial performance, a CAGR of 18% in Turnover and 15% in Profits over the past 5 years.