

Migrations

India Talent Summary

Consumer

2024



Consumer sector represents companies includes multiple B2C categories, such as FMCG, FMCD, Alco-Bev, QSR, Retail, Lifestyle Brands, Mobile Brands (including Electronic Accessories), D2C Brands, Entertainment, Tourism, Real Estate (Residential), Education and Telecom sectors. The analysis is made basis over 60 selected companies in each category with a minimum revenue of ₹200 Cr, representing a balanced mix of traditional and medium to mature start-up brands across the mentioned sectors.

These have been organized into four distinct segments:

- **Segment 1:** Fast-Moving represents FMCG, FMCD and Alco-Bev.
- **Segment 2:** Retail represents Aggregators, Multi-product Stores, Supermarkets, Fashion, Lifestyle, Furniture, Jewelry, Mobile and Electronic Accessories
- **Segment 3:** Services represents QSR, Entertainment, Travel, Tourism, Education, Real-estate, Telecom, Co-Working and other services.
- **Segment 4:** Non-Consumer represents Industrials, Auto, Electricals, Chemicals, Technology, PE / VC, Financial Services, NBFS, Pharma, Consulting Firms and Independent Directors

Disclaimer

This report is for your general reading purpose only and is NOT to be forwarded internally or externally to any user without the permission of Native. The Companies mentioned in the report could have had a larger / fewer number of promotions / movements announced than reported. We have only captured a representative sample of movements. All data that has been published is based on news heard on the proprietary research and aggregation of content from public domains / secondary research. The information has NOT been verified directly with either candidate or the company mentioned in the report. No communication in any form has been received from ANY of the companies and / or their employees directly or indirectly to verify ANY of the information reported in this report. Native reserves the right to amend or delete any of this information subsequently. Native is not responsible for any inaccuracy or loss or damage that may arise out of action taken by anyone based on the contents of this report.

Migrations

Consumer

Talent Movements Summary 2024

870+

senior movements
across Consumer
sector

73%

moves within
domestic firms

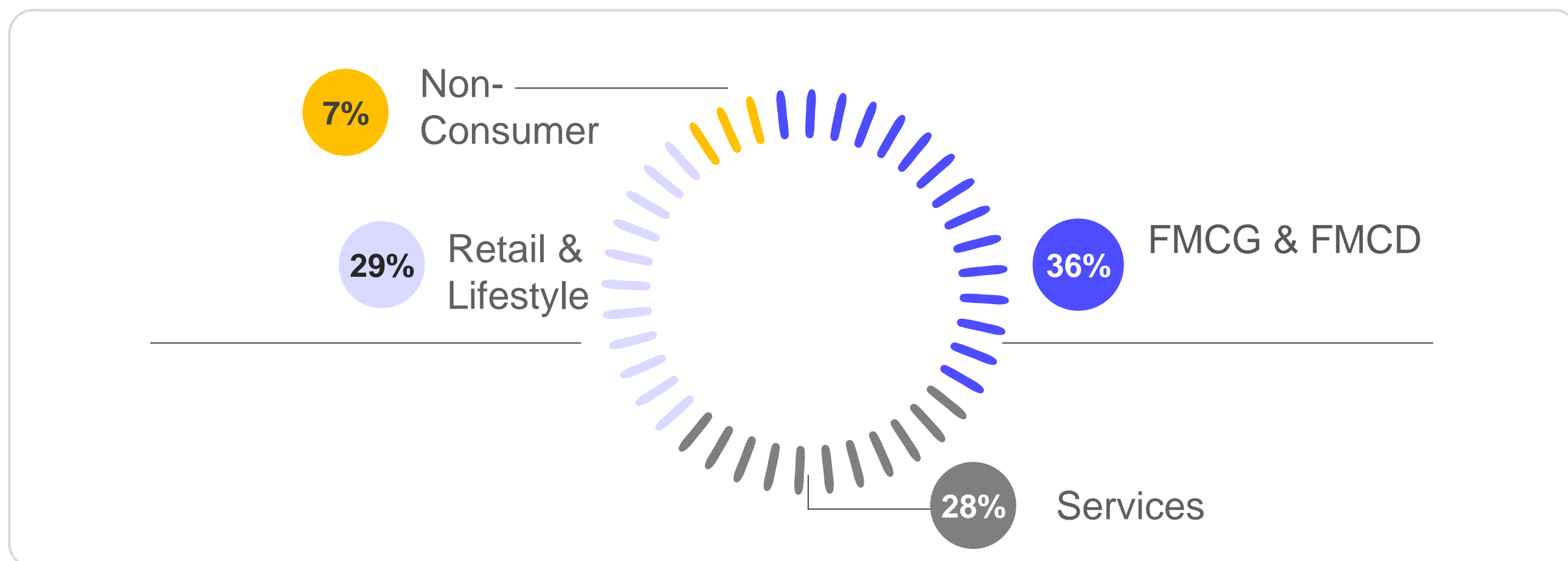
52%

hires at CXO levels in
General Management

49%

diversity moves in
Marketing function

2024



Non-Consumer sector has witnessed significant talent movement, driven by several factors. The post-pandemic recovery, tightened funding avenues and resilience against the global economic slowdown has resulted in muted consumer confidence with companies facing high-margin cost pressures.

This prompted a strong push for overall sales growth, creation of alternative revenue channels, implementation of complex omnichannel strategies, nascent adoption of technology and AI-driven analytics to drive cost efficiencies.

Among the key segments, FMCG (Fast-Moving Consumer Goods), Alco-Bev, and FMCD (Fast-Moving Consumer Durables) are leading the way, with FMCG accounting for 36% of the talent movement in this space. To survive, many companies in these sectors have adopted aggressive sales tactics, a trend that is evident in the following charts.

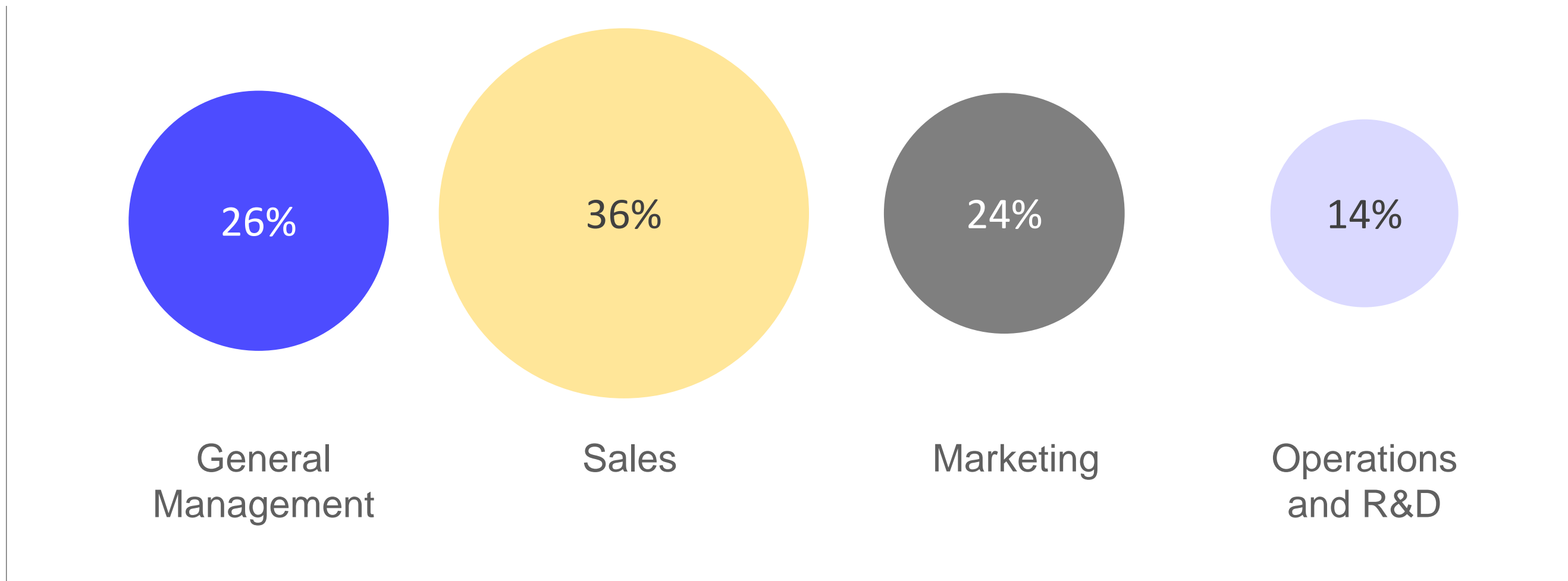
The Services and Retail sectors have also seen considerable talent movement, driven by the need for business development, retail expansion and operational efficiency, alongwith the integration of technology in areas such as digital acquisition, retention and last-mile delivery. Both the sectors closely compete, with Retail accounting for 29% of the market and Services coming in at 28%.

A marginal 7% of movement in the Consumer segment comes from Non-Consumer backgrounds which indicates that there is viability for talent movement agnostic of industry background, albeit to a lesser degree.

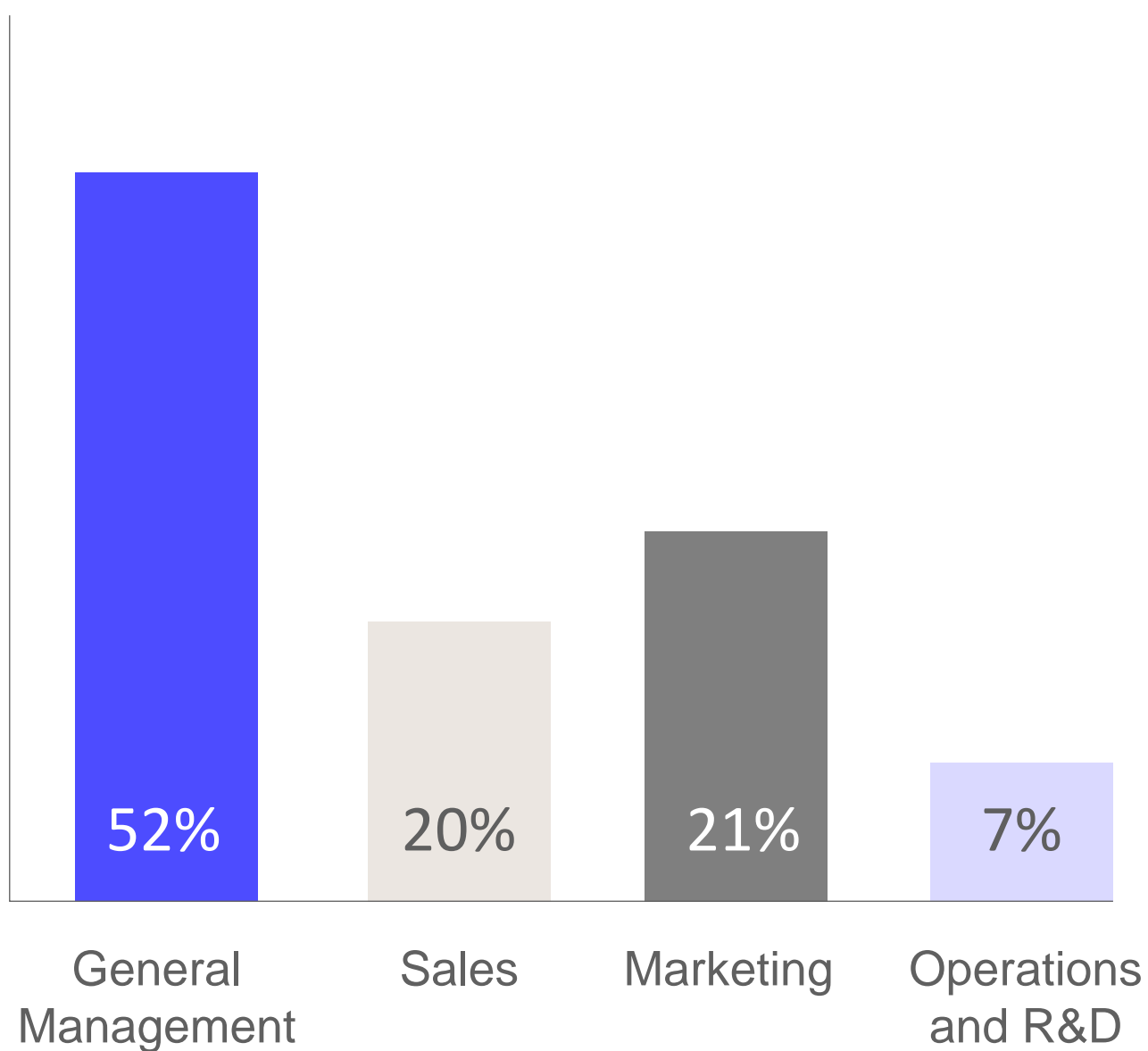
Overall, the talent landscape in the consumer sector remains dynamic, with businesses actively seeking professionals who can drive growth, adapt to evolving consumer behaviors, and leverage technology to stay competitive in a rapidly changing market.

2024

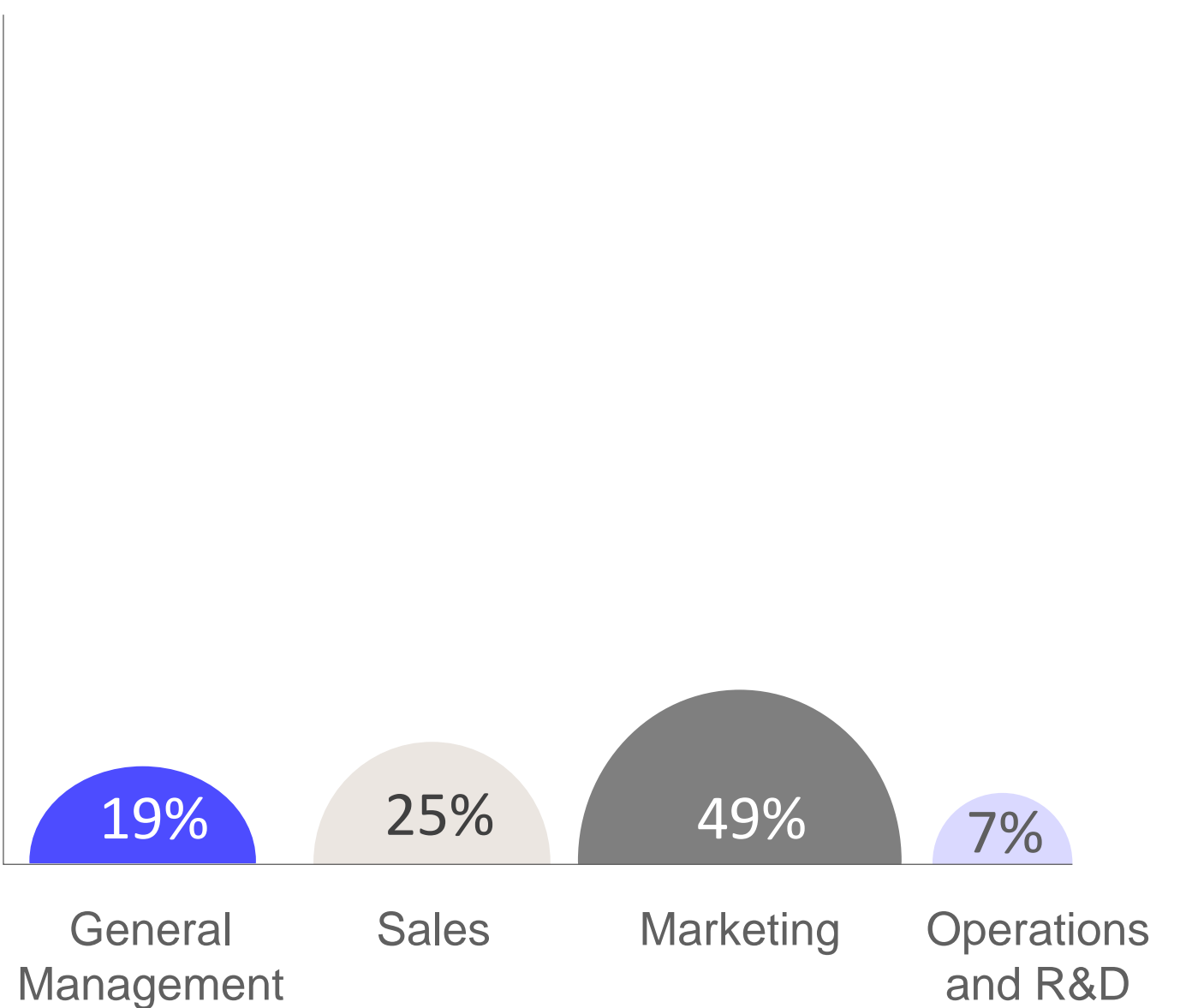
Functional Movements Split



CXO Movements within Consumer

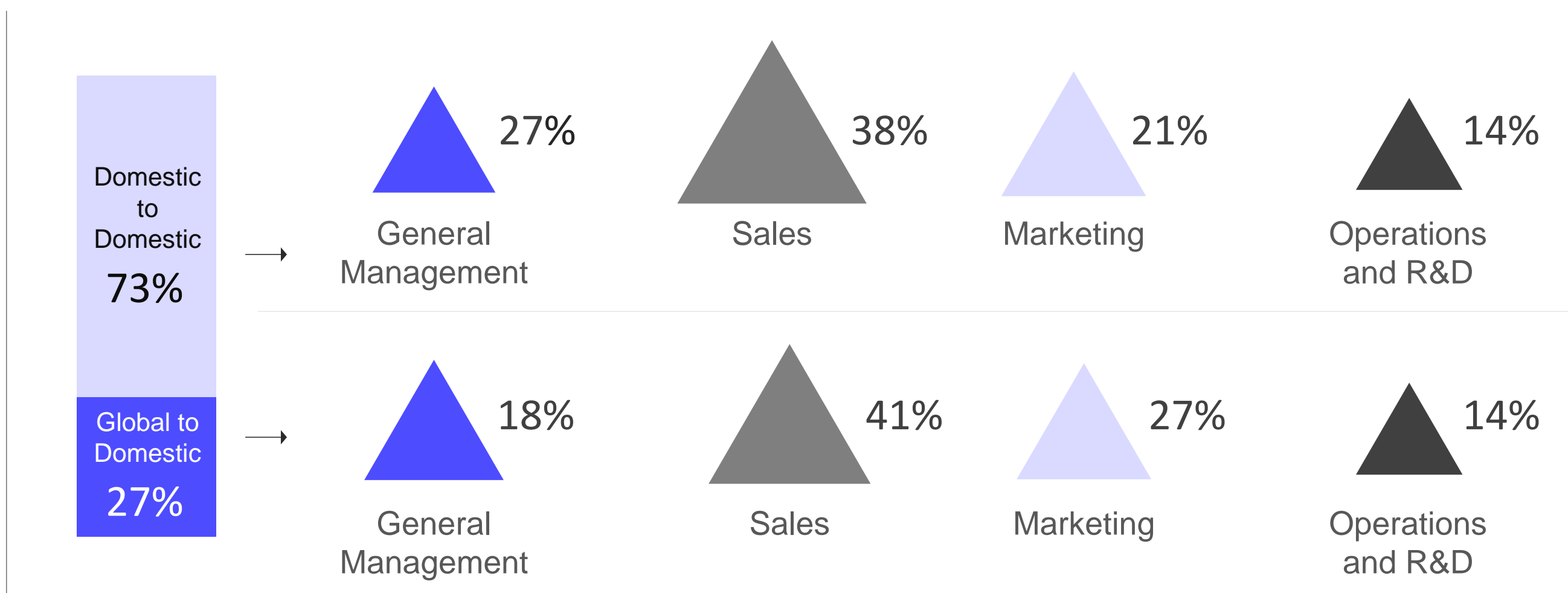


Diversity Movements within Consumer

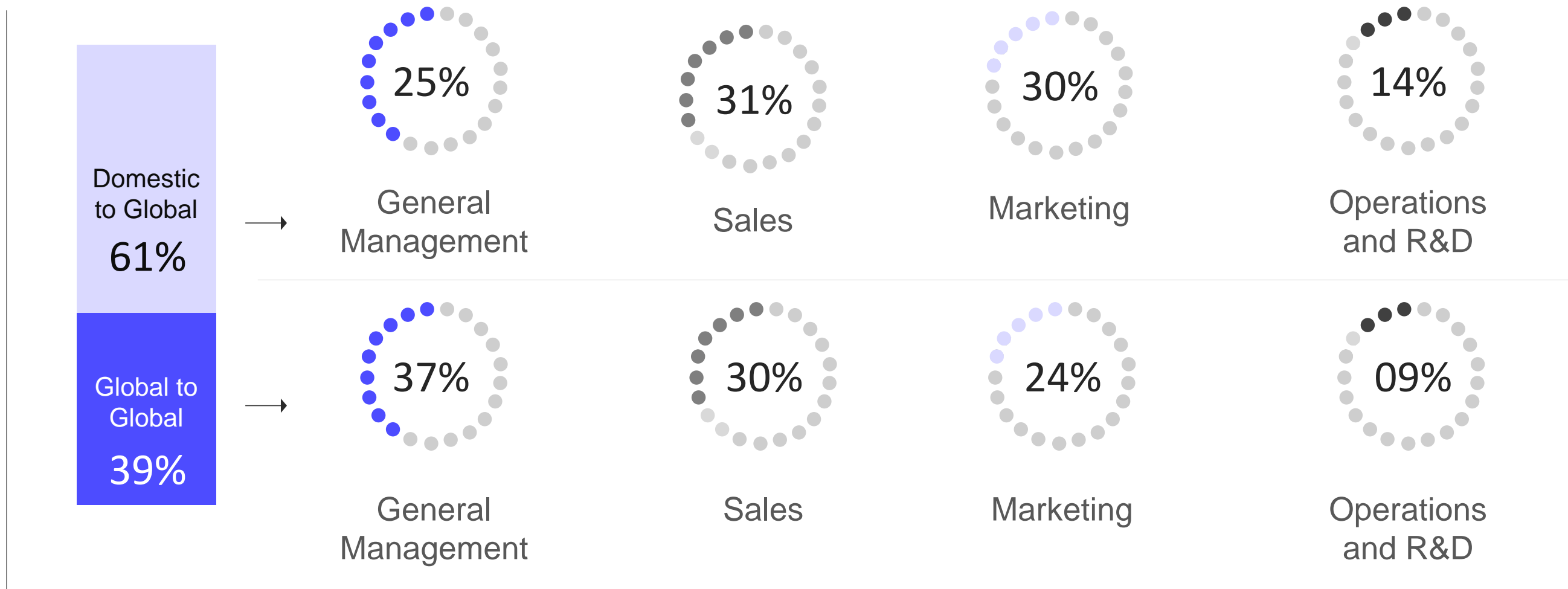


2024

Domestic Consumer Firms – Senior Talent Churn



Global Consumer Firms – Senior Talent Churn



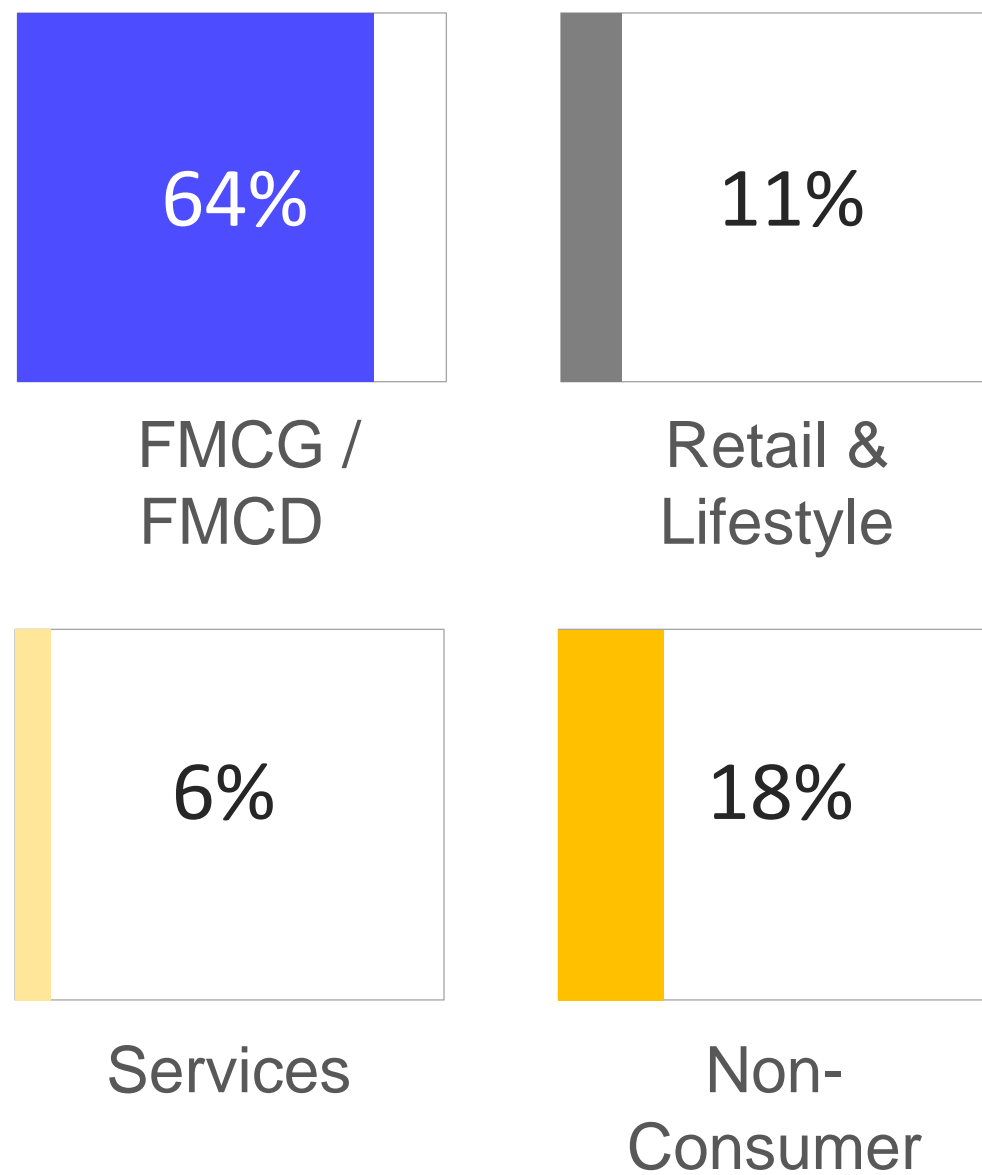
FMCG & FMCD



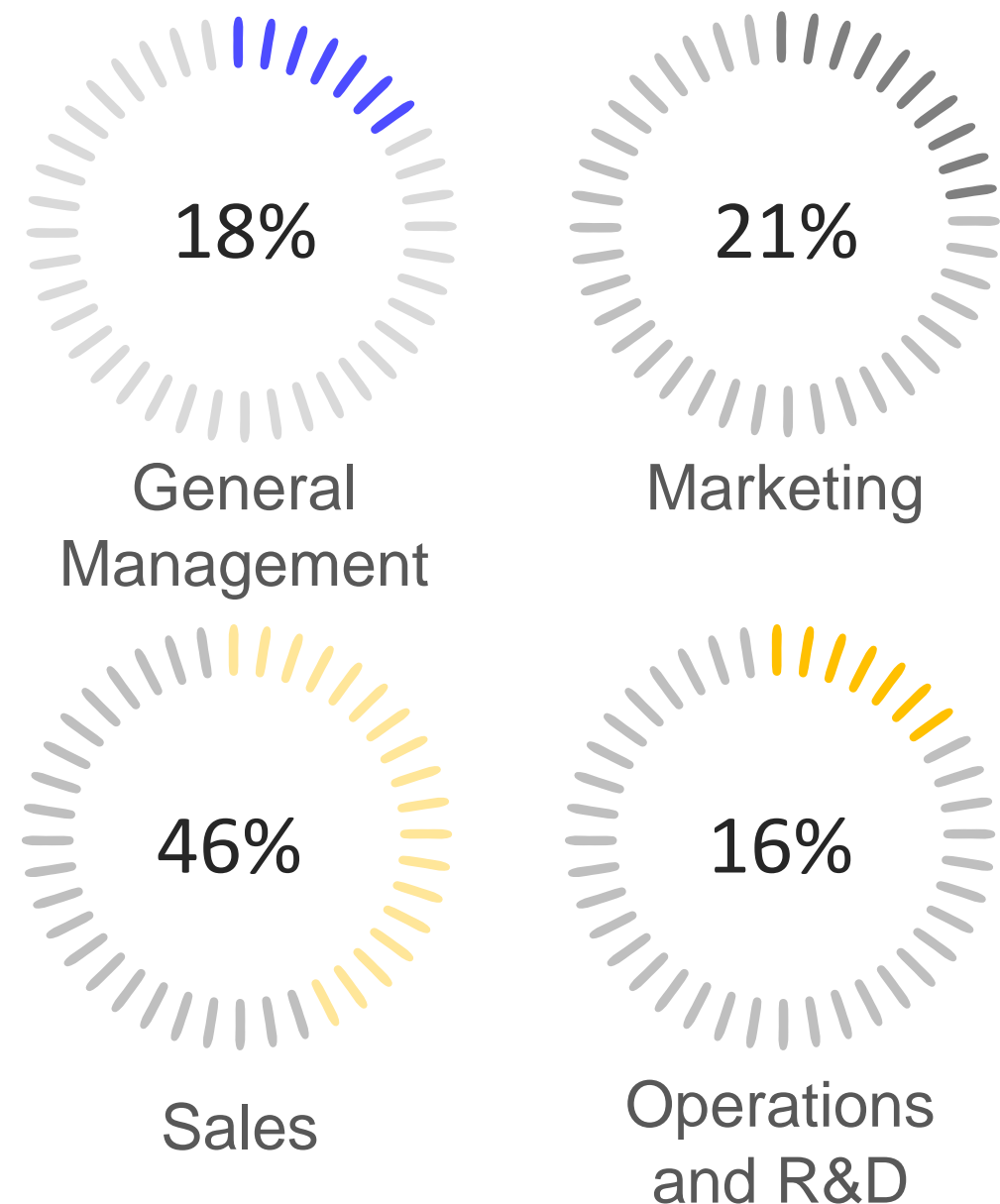
*Fast-Moving represents FMCG & FMCD

Sources of Inbound Talent and Functional Movements

Sector Wise Movement



Functional Hiring Split



OBSERVATIONS

In this cohort, talent mobility in 2024 showed a strong preference for candidates with industry experience, with 64% of hires coming from within the sector. This trend highlights the importance of relevant industry experience, likely driven by the margin pressures and the need to drive topline revenue growth experienced in 2023-2024. As competition remains fierce in India's price-sensitive market, companies favored talent already familiar with the nuances and complexities of the sector.

In terms of functional movement, **Sales** led by a significant margin, accounting for 46% of the talent shifts. This is more than double the movement in Marketing, indicating the immense pressure on companies to boost sales, especially through offline channels. The FMCG sector is increasingly focused on expanding retail presence, with many companies hiring **National Sales Heads, Digital Marketplace Leads, and Quick Commerce Head** to drive growth both in traditional retail and new digital platforms.


The **Marketing** function, accounting for 21% of movement, showed a shift toward roles in **Brand Management, Digital Marketing, Media Planning, and Communications**. This reflects the growing emphasis on integrated marketing strategies, balancing traditional brand-building with digital channels. As Indian consumers rapidly shift towards digital touchpoints, these roles have become critical for engaging with tech-savvy buyers.

Meanwhile, **General Management** (18%) and **Operations and R&D** (16%) saw comparatively lower movements, reflecting a secondary focus in the current talent landscape.

Key Senior Movements


General Management

2024




Vishal Chadha
COO

[Ex-Kohler Co.]




Sandeep Singh
MD

[Ex-Godrej Agrovet]




Surodeep Chaudhuri
MD – Business
Services Organization

[Ex-Cushman &
Wakefield]




Amit Bakde
COO –
Badshah Masala

[Ex-Bajaj Consumer
Care]




Deepak Malhotra
CBO –
Beer

[Ex-Bira 91]




Shashi Ranjan
MD

[Ex-Sebamed]



Abhinav Kapoor
CEO

[Ex-VIP Industries]




Sunil Gupta
CEO

[Ex-adidas]




Mansi Khanna
COO

[Ex-Nestlé]




Manu Sharma
MD

[Ex-Nothing]




Devendra Kumar
CEO

[Ex-BMR Retail]



Sumit Mathur
Country Head –
India & South Asia

[Ex-One97
Communications]




Nitin Jain
COO –
New Business

[Ex-Mars]




Pankaj Agarwal
COO
(Nagpur)

[Ex-Bikano]



Pankaj Rana
CEO –
Hisense Group India

[Ex-LG Electronics]




Rajat Diwaker
CEO –
India

[Ex-Marico]

Key Senior Movements

General Management

2024




Arvind Singhal
Chief Growth Officer

[Ex-Vedantu]




Sadashiv Nayak
CEO

[Ex-Future Retail]




Mainak Dhar
MD

[Ex-Kimberly-Clark]




Saahil Nayar
Co-Founder & MD

[Ex-Swiss Beauty]



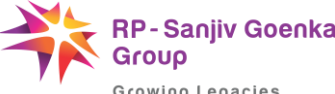
Geetika Mehta
MD, India

[Ex-Hershey]



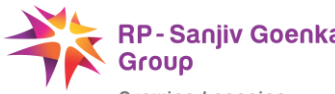
Ravindra Singh Negi
MD & CEO

[Ex-Bajaj Electricals]




Abhishek Malhotra
President – Strategy

[Ex-McKinsey & Company]




Nitin Walia
Business Head – Esquire

[Ex-Nielsen]




Sudhir Langer
CEO

[Ex-ORGANIC INDIA]




Sairam Krishnamurthy
COO – Instamart

[Ex-More Retail]




Sanjiv Gupta
Chief Advisor & Board Member

[Ex-Coca-Cola]




Adil Altaf
MD

[Ex-Whiteland Corporation]



Sanjay Singal
CEO

[Ex-ITC]























Kamayani Sadhwani
CBO

[Ex-Zomato]

Key Senior Movements

Marketing

2024

 Amrita Asrani CMO [Ex-Reckitt]	 Arijit Sengupta CMO [Ex-Reckitt]	 Ravi Makwana Head – Category [Ex-Tim Hortons]	 Mahesh Kanchan Director – Marketing, India & Neighboring Countries [Ex-Del Monte]
 Sanath R. Pulikkal CMO [Ex-Dabur]	 Anagha Bhojane Director – Integrated Brand Experience [Ex-Kenvue]	 Neha Chadha Head – Marketing [Ex-DLF]	 Subhadeep Dasgupta Head – Digital Marketing & D2C Business [Ex-HealthKart]
 Vaibhav Rathi Head – Marketing for Home Care [Ex-Marico]	 Maria Bilkis Global Head – Marketing (Herbolab) [Ex-Mosaic Wellness]	 Amit Midha Head – Digital Marketing & Social for South Asia [Ex-Paytm]	 Anika Malik Wadhwa Group Director – Marketing [Ex-Sirona]
 Ajay Mehta Head – Branded Content & Creative Services [Ex-Mindshare]	 Arindam Panda Head – Marketing [Ex-USHA]	 Avik Sarkar Market Director [Ex-Kellanova]	 Ayesha Huda CMO (Mars Petcare India) [Ex-Prime Video]
 Mohit Kumar Head – Media, Digital & Data Marketing [Ex-Yum! Brands]	 Ankita Srivastava CMO [Ex-KISNA]	 Shweta Dalal Director – Marketing [Ex-Unilever]	 Ankit Kapoor Head – Marketing & International Business [Ex-Ananta Capital]

Key Senior Movements


Marketing

2024




Sandeep Tanwani
CMO

[Ex-Unilever]




Pawan Jagnik
Head – Marketing

[Ex-Britannia]




Kanika Kalra
Regional Director –
Marketing, Health,
South Asia

[Ex-McKinsey &
Company]




Shreela Ghosh
Head –
Regional Insights,
South Asia (Health)

[Ex-Unilever]




Anand Agrawal
CMO

[Ex-Pernod Ricard]




Megha Agarwal
CMO

[Ex-WeWork]



Vikram Chandratrey
VP – Marketing

[Ex-Mondelez
International]























Abhishek Prasad
Head – Marketing

[Ex-Bajaj
Consumer Care]

Key Senior Movements

Sales

2024

 Jatin Panchal Director – Sales	 Rabi Shankar Mishra CEO, North Eastern States & Assam	 Manoj Rai Chief Revenue Officer	 Dipanjan Banerjee Chief Commercial Officer
[Ex-Parle Agro]	[Ex-The Hershey Company]	[Ex-Pernod Ricard]	[Ex-Ecom Express]
 Kumar Vishal Head – Sales & Distribution	 Saurabh Somvanshi Director – Sales	 Shivajyoti Dash Head – Commercial Excellence	 Anish Vachhani National Sales Head
[Ex-Olam Agri]	[Ex-Reckitt]	[Ex-Marico]	[Ex-Haldiram]
 Neha More Head – Business, Modern Trade	 Swagatika Mishra Head – Offline Sales, India & South Asia	 Prashant Aneja Head – Online, South Asia	 Jimmy S. VP – Sales & Marketing
[Ex-Britannia]	[Ex-TWININGS]	[Ex-Dabur]	[Ex-Pidilite]
 Sandeep Tyagi Head – Sales, Air Conditioners	 Arul Krishnan M S Head – Strategy & Business Development, South	 Deepak Suvarna President – Projects	 Kartik Chandrasekhar Chief Commercial Officer
[Ex-Johnson Controls – Hitachi]	[Ex-Reliance Industries]	[Ex-Piramal Realty]	[Ex-Unilever]
 Anant Shukla Director – Business Development, India & UAE	 Nayan Kamat National Business Head	 Sachin Tandon EVP & Chief Sales Officer	 Jayanti S. Head – Ecommerce & Personal Care Business
[Ex-Cushman & Wakefield]	[Ex-GoFirst]	[Ex-Astral]	[Ex-Kaya]

Key Senior Movements

Sales

2024



Always Low Prices

Sreejit Nair
VP & Head –
Business Development

[Ex-Chaayos]



Belgian Chocolate Cafe

Dhawal Shukla
Head –
Business Development

[Ex-The Chocolate Room]



Oranjo engineers

Ravindra Sandeep
CEO –
Commercial & Retail

[Ex-The Phoenix Mills]



Arjun Chauhan
Head –
Commercial & Marketing

[Ex-KAMA AYURVEDA]



Arun Kumar Sen
Country & AD –
Sales, International

[Ex-Johnson &
Johnson]



Sidharth Satpathy
Director –
National Sales, India

[Ex-Swiggy]



Ashish Joshi
VP – Sales

[Ex-NIVEA]























Sandeep Naresh
Head – Sales,
Food Business

[Ex-Stanvac Prime]

Key Senior Movements

Operations and R&D

2024

 <p>Ramandeep Sharma Plant Head</p> <p>[Ex-RPSG (FMCG) – Guilfree Industries]</p>	 <p>Hanmant M Head – Operations (Confectionery)</p> <p>[Ex-Perfetti Van Melle]</p>	 <p>Deepu Sharma VP – Operations</p> <p>[Ex-Bikanervala Foods]</p>	 <p>Alokesh Biswas Head – Operations</p> <p>[Ex-DIAGEO]</p>
 <p>Upendra Singh Chauhan Head – Quality Assurance</p> <p>[Ex-Perfetti Van Melle]</p>	 <p>Pradeep Katiyar VP – Plant Operations</p> <p>[Ex-Field Fresh Foods]</p>	 <p>Mohan Kumar R Head – Quality Assurance</p> <p>[Ex-Amway]</p>	 <p>Dr. Kriti Soni Global Head – R&D</p> <p>[Ex-Kapiva]</p>
 <p>Hasan Mehdi Bhavnagari Head – Operations</p> <p>[Ex-Mainstreet]</p>	 <p>Suresh Babu Head – Quality</p> <p>[Ex-Vallhabha Milk Products]</p>	 <p>Dr. Kaustav Guha VP – Research & Development</p> <p>[Ex-NAT HABIT]</p>	 <p>Avinash Sahani Head – Operations</p> <p>[Ex-ITC]</p>
 <p>Alok Srivastava Associate Director – Plant Head</p> <p>[Ex-Nestlé]</p>	 <p>Gajinder Dhiman Head – Manufacturing</p> <p>[Ex-Johnson & Johnson]</p>	 <p>Abhishek Kumar Head – Operations</p> <p>[Ex-Flipkart]</p>	 <p>Adarsh Achuthan Head – Operations</p> <p>[Ex-Eastern Condiments]</p>
 <p>Preenu Abraham VP – Retail</p> <p>[Ex-Domino's]</p>	 <p>Sandeep Kumar VP – Operations</p> <p>[Ex-Mooij Agro]</p>	 <p>Gaurav Bandawala Head – Operations</p> <p>[Ex-Reliance Retail]</p>	 <p>Siva S. Head – R&D</p> <p>[Ex-L'Oréal]</p>

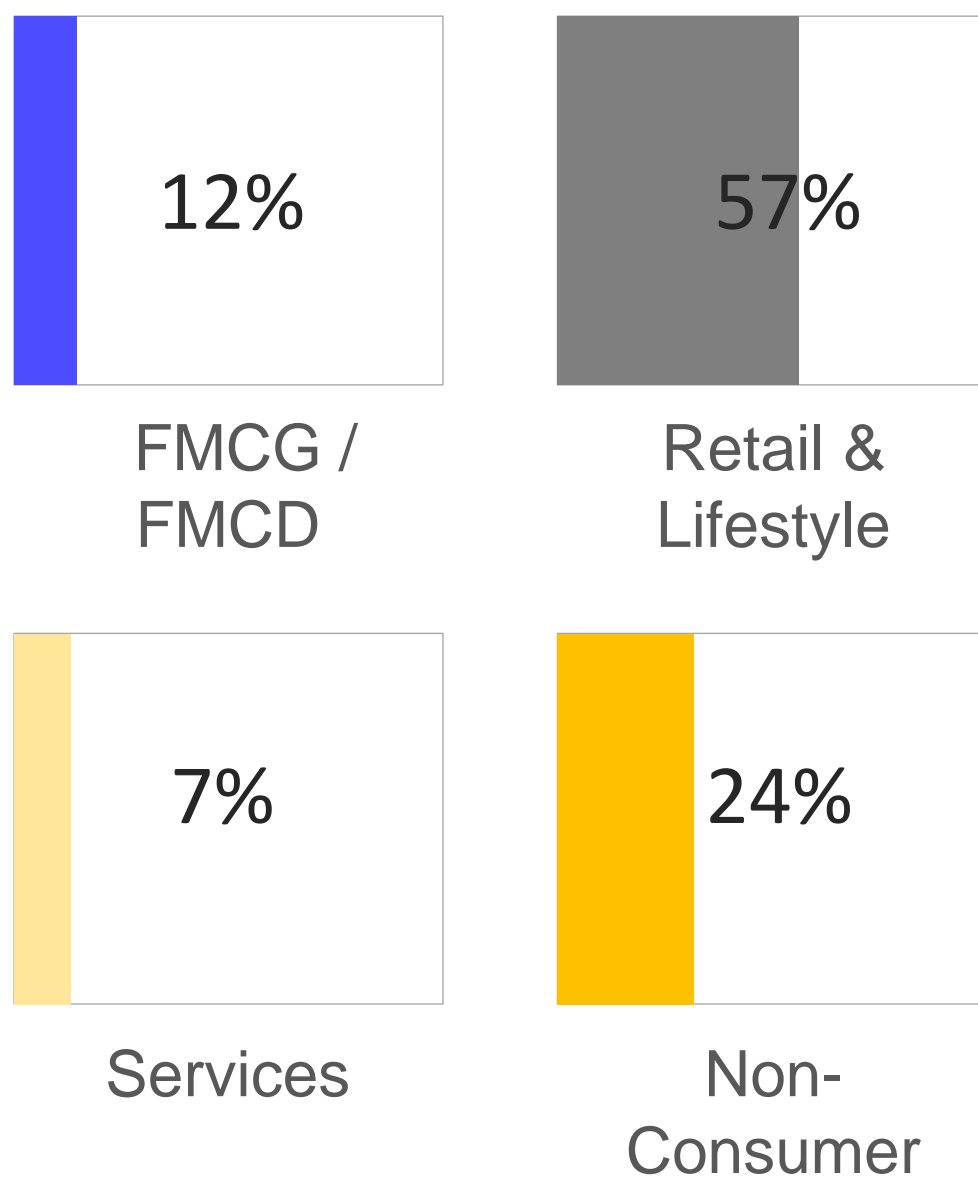
RETAIL & LIFESTYLE



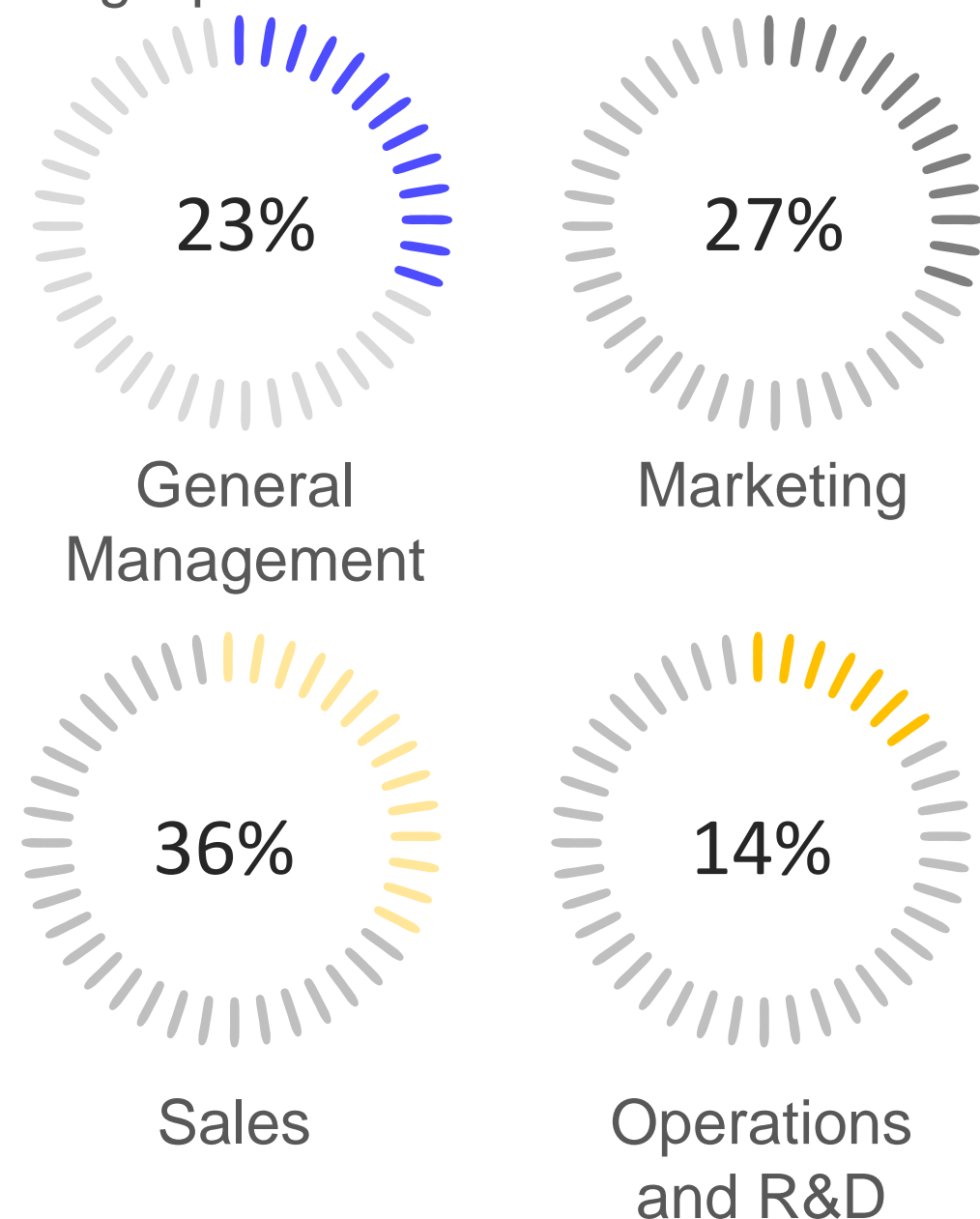
*Retail represents Aggregators, Multi-product Stores, Supermarkets, Fashion, Lifestyle, Furniture, Jewellery, Mobile and Electronic Accessories

Sources of Inbound Talent and Functional Movements

Sector Wise Movements



Function Wise Hiring Split



OBSERVATIONS

The retail sector in India is evolving rapidly, driven by the rise of both organized and unorganized players. Large-format retail and brand-oriented segments like lifestyle, apparel, furniture, and home décor are creating a dynamic ecosystem that embraces innovative and experimental hiring practices.

A key trend is that about **one in every four roles** closed in the retail sector involved a move from a non-consumer background into a retail setup. Among non-retail hires, there is a preference for candidates from FMCG, Banking, Hospitality and D2C sectors. The overlap in skills, especially in managing customer experiences and driving loyalty has made this transition natural, highlighting the increasing focus on personalized services and customer engagement in retail. This reflects the sector's openness to **transferable skills** and **diverse talent**.

Functional movement was relatively balanced across key functions: **Sales (36%), Marketing (27%), and General Management (23%)** reflecting the multifaceted growth of the sector.













Sales roles led the movement, driven by the sector's current hyper-growth phase, including quick commerce integration, marketplace expansion, and a growing emphasis on offline modern trade. **Marketing** roles also remained essential, with brands focusing on digital campaigns, customer engagement, and innovative communication strategies to stay competitive. **General Management** talent was crucial to provide leadership and strategic direction amid the retail sector's rapid expansion and transformation.

Overall, the retail sector is undergoing significant changes, with a clear focus on leadership, customer experience, and sales growth.

Key Senior Movements

General Management

















2024

 ADITYA BIRLA GROUP Sandeep Kohli CEO – Novel Jewels	 Aparna Chopra Executive Director	 Atul Jain MD & CEO	 Manish Sabnis CEO
[Ex-Unilever]	[Ex-Nestlé]	[Ex-Private Equity]	[Ex-Reliance Retail]
 Vishal Gahlaut CBO	KISNA Rajesh Purohit COO	 Gagan Sehgal Deputy CEO	 Ritesh Mishra Deputy CEO – Lifestyle International
[Ex-Curefit – house of cult]	[Ex-Marico]	[Ex-Page Industries]	[Ex-Marks and Spencer Reliance India]
 Mohit Dhanjal COO	OMA Ankit Luthra COO	 Vipul Mathur CBO	 Sashi Gumma CEO & MD
[Ex-Reliance Retail]	[Ex-Reliance Brands]	[Ex-Luminatiq]	[Ex-METRO Wholesale India]
 Vivek Mehta CEO	 Krishnan Sundaram CEO		
[Ex-Netmeds.com]	[Ex-Independent Consultant]		

Key Senior Movements

Marketing




















2024

 Sneha Mahant Mehta Head – Marketing [Ex-Apparel Group]	 Deepika Deepti Head – Marketing & Consumer Experience [Ex-Metro Brands]	 Jasleen Kaur G Head – Category Marketing & PR [Ex-Indiawood Global]	 Rejoy Rajan Head – Marketing [Ex-Arvind Fashions]
 Priyanka Biisht Director – Marketing [Ex-adidas]	 Ullas Vijay CMO [Ex-Bata]	 Meenakshi Samantaray Head – Marketing [Ex-ZEE]	 Dean Gomes Director – Marketing [Ex-Reliance Brands]
 Altamash Khan Head – Digital Marketing [Ex-Kellanova]	 Vinayak Singh Head – Digital Marketing [Ex-Bajaj Consumer Care]	 Preeti Shetty Head – Marketing [Ex-Aditya Birla Group]	 Jiten Mahendra CMO & Customer Care Associate [Ex-Ample]
 Vidushi Goyal CMO [Ex-Mamaearth]	 Urvashi Jain Head – Marketing, Skinn Perfumes [Ex-Mars]	 Shweta Kumar Head – Marketing [Ex-Revlon]	 Kunal Dubey CMO [Ex-Cleartrip]

Key Senior Movements

Sales












2024

 <p>Sauhard Saran Chief Sales & Marketing Officer</p> <p>[Ex-Relaxo Footwears]</p>	 <p>Dharmendra Arya President – Sales Operation & New Ventures</p> <p>[Ex-Divine Cosmetics]</p>	<p>BEAUTY CONCEPTS</p> <p>Subir Gorey Head – Business Development</p> <p>[Ex-Enrich]</p>	 <p>Vinay Ahuja Associate Director – Offline Retail</p> <p>[Ex-The Man Company]</p>
 <p>Gaurav Sachdeva Chief Retail Officer</p> <p>[Ex-BESTSELLER]</p>	 <p>Piyush Seth Chief Sales Officer</p> <p>[Ex-Reliance Retail]</p>	 <p>Sudhanshu Krishna Chief Sales Officer - Consumer Business</p> <p>[Ex-Eureka Forbes]</p>	 <p>Rohit Mattoo Chief Sales Officer</p> <p>[Ex-V-Mart]</p>
 <p>Abhinav Agarwal Head – Business Development</p> <p>[Ex-Aditya Birla Fashion & Retail]</p>	 <p>Lokesh Mishra Head – Sales & Business Development</p> <p>[Ex-BIBA]</p>	 <p>Sreekanth Chetlur Chief Ecommerce and Marketplace Officer</p> <p>[Ex-Shoppers Stop]</p>	 <p>Nikhil Uttam Director – Corporate & Institutional Business</p> <p>[Ex-Citi]</p>
 <p>Amar Jethithor Chief Sales Officer</p> <p>[Ex-Vini International]</p>	 <p>Mayur Ashtekar Head – Business Development & Offline Expansion</p> <p>[Ex-Rare Rabbit]</p>	 <p>Deepesh Rangwani Sr. Director – Sales & BD</p> <p>[Ex-The Executive Center]</p>	 <p>Jamshed Taraporwala ED – Enterprise Business Development</p> <p>[Ex-Knight Frank]</p>
 <p>Sefali Singh Head – Ecommerce</p> <p>[Ex-The Good Glamm Group]</p>	 <p>Sayan A. Director – Ecommerce</p> <p>[Ex-Mars]</p>	 <p>Peeyush Saxena Head – National Sales, CAPRESE</p> <p>[Ex-Infiiloom]</p>	 <p>Shirish Krishna Handa Head - RBD: Pantaloons and Style Up</p> <p>[Ex-PVR INOX]</p>

Key Senior Movements

Operations and R&D

2024

 Amit Kumar Gupta Manufacturing Head – India [Ex-Havells]	 Arpit Vaish Head – Retail Operations & Training [Ex-SSIPL Retail]	 Ayush Gupta Head – Store Operations [Ex-Reliance Brands]	 Palak S Head – Operations [Ex-FlixStock]
 Sourabh Gongga Head – B2B Business & Retail Store Operations [Ex-Decathlon Sports]	GUESS Kirti Bhushan Head – Retail [Ex-Apparel Group]	 Dr. Subhash Naik Chief Manufacturing Excellence Officer [Ex-Sterling and Wilson Renewable Energy]	 Jagannath Ojha Head – Operations [Ex-Shoppers Stop]
 Gourav Deb Chief – Operations [Ex-BluSalzz Hotels & Resorts]	 Rahhul Gupta Head – Planning [Ex-HOAD]	 Dhruv Kaura VP – Trends Footwear [Ex-Aditya Birla Fashion and Retail]	 Rohit Kumar Head – Retail Sales & Operations [Ex-Huda Beauty]

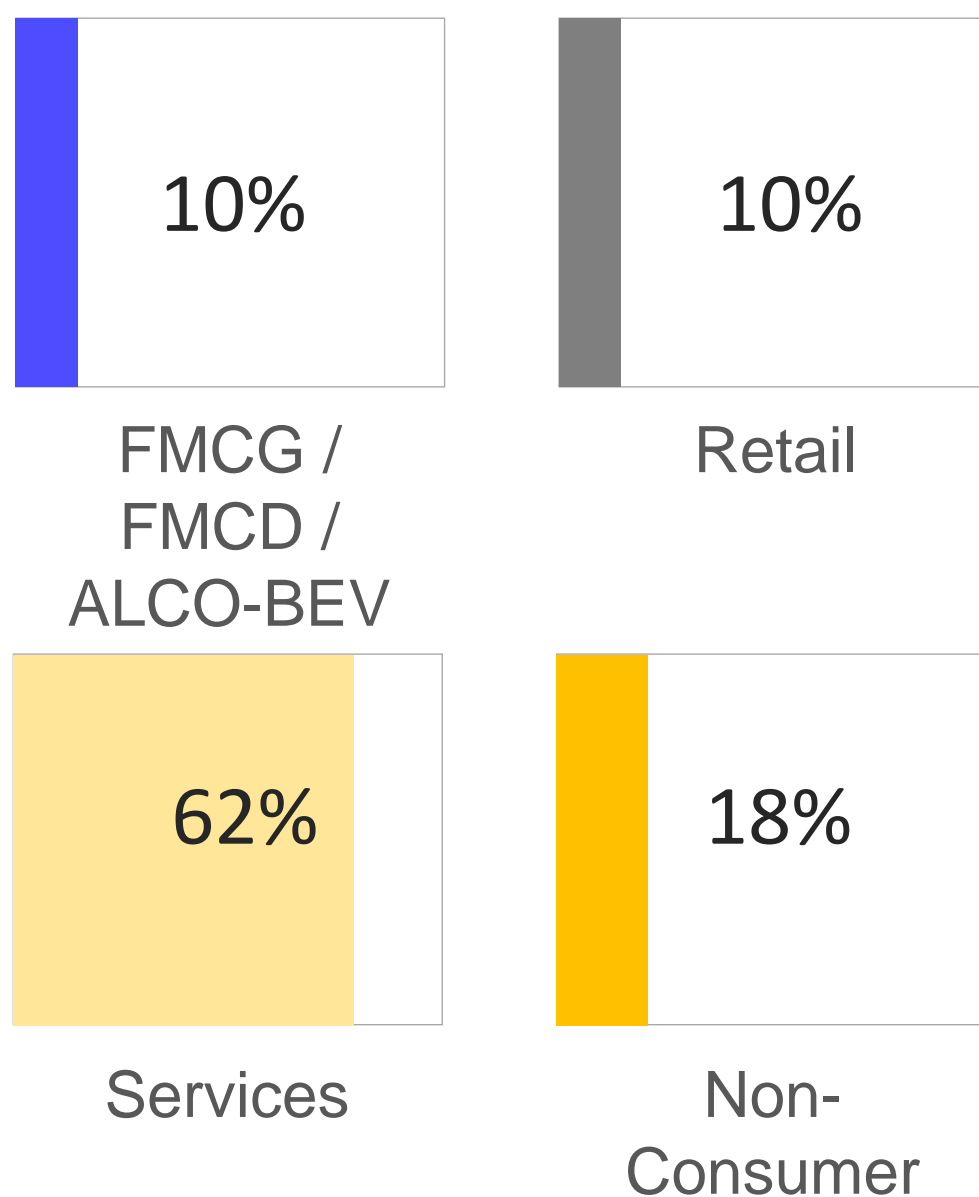
SERVICES



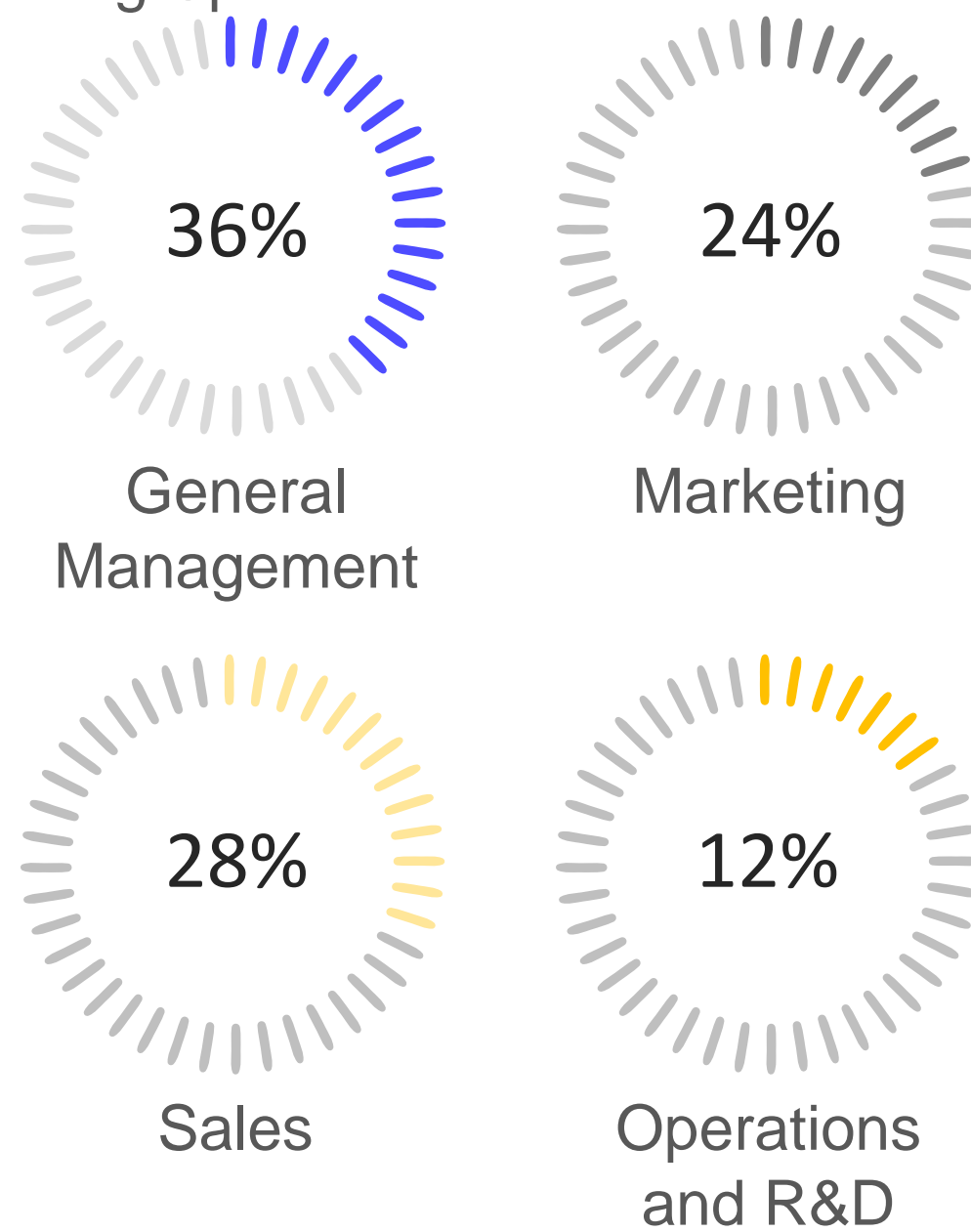
*Services represents QSR, Entertainment, Travel, Tourism, Education, Real-estate, Telecom, Co-Working and other services.

Sources of Inbound Talent and Functional Movements

Sector Wise Movements



Functional Hiring Split



OBSERVATIONS

In the **Services** sector, which includes **QSR, Education, Tourism, and Entertainment**, **62%** of talent movement came from within the sector itself, highlighting the importance of industry-specific expertise. Interestingly, **18%** talent came in from Non-Consumer backgrounds, which indicates a preference of a different perspective for strategic leadership hiring. At a **10%**, there are still companies that did favor talent from **FMCG**, likely reflecting a need for more structured/established processes, strategy and systems.

Functional movement was primarily driven by **General Management** roles, which accounted for **36%** of shifts. This trend reflects the sector's need for strong leadership and strategic decision-making. This trend continues in the start of 2025 as well. The overlap with **FMCG** talent is particularly notable, as these professionals bring valuable experience in **P&L management, scaling operations, and expansion expertise**—key areas for growth in the Services sector.

Sales roles (**28%**) followed closely, driven by a continued push for retail expansion, particularly in **QSR**, where growth in operations management and retail footprint is crucial. **Marketing** (**24%**) also saw significant movement as brands prioritized improving customer engagement through digital strategies and personalized services to cater to an increasingly tech-savvy consumer base.


While **Operations** and **R&D** (**12%**) saw comparatively smaller shifts, they remain essential for maintaining efficiency and competitiveness within the sector.

Overall, the **Services** sector has seen a strong focus on leadership, strategic growth, sales expansion, and operational excellence to navigate its rapid transformation in a competitive market landscape.

Key Senior Movements

General Management

2024




Aparna Purohit
CEO

[Ex-Prime Video & Amazon Studios]




Rukaiya (Kanchwala) Rangwala
Founder

[Ex-Marico]




Mahesh S Aiyer
CBO
(Mahindra Hospitality)

[Ex-Lemon Tree Hotels]




Ishan Chatterjee
CBO –
Sports Revenue,
SMB & Creators

[Ex-YouTube]



Kevin Vaz
CEO –
Entertainment Business

[Ex-The Walt Disney Company]




Sanjog Gupta
CEO – Sports

[Ex-Disney Star]




Mohandeeep Singh
CEO & MD

[Ex-Samsung]




Ashwani Gandhi
CEO

[Ex-Believe Pte]



Lalatendu Das
CEO

[Ex-Performics, India]




Gaurav Banerjee
CEO

[Ex-Star]




Sreenivasulu Vudayagiri
President & Head –
Brand Capital

[Ex-Murugappa Group]



Rajat Luthra
CEO

[Ex-Devyani International]


















Lalit Saini
VP Business

[Ex-Arrivae]

Key Senior Movements

Sales

2024

 ACCOR Deepak Bansal Director – National Sales, India & South Asia	 AIR INDIA Gagan Gupta VP	 chai point Suvrojeet Chakraborty Sr. Director	 COFFEE ISLAND Saurabh Kulshreshth President - Alternate Sales
[Ex-Marriott International]	[Ex-Tata Motors]	[Ex-Xerox]	[Ex-spencer's]
 DEVYANI INTERNATIONAL LIMITED Gaurav Parasher Head - Business Development, The Food Street	 espire HOSPITALITY GROUP Ketaki Kulkarni Director - Sales, India	 Jagran New Media Anuj Bhasin Chief Revenue Officer	 R. REPUBLIC MEDIA NETWORK Sanjeev Choudhary Chief Revenue Officer - Digital
[Ex-METRO]	[Ex-Radisson Blu]	[Ex-ESPN]	[Ex-Digit]
 RPSG Media Jabir Merchant Chief Revenue Officer	 THE LEELA PALACES HOTELS RESORTS Shweta Jain Chief Marketing & Sales Officer	 Tim Hortons. Abhijeet Damle Head of Business Development - PAN India	 ZEEMEDIA Rajesh Sareen Chief Revenue Officer
[Ex-Condé Nast]	[Ex-Nao Spirits & Beverages]	[Ex-DMart - Avenue Supermarts]	[Ex-Network18]
 JUBILANT FOODWORKS Sandeep Kharakia Head of Business Development - South	 CALIFORNIA BURRITO Prakash Bisht Head of Business Development	 Cream Bell Arunava Banerjee Head of Sales	
[Ex-Jockey International]	[Ex-SSB Retail]	[Ex-Parle Agro]	

Key Senior Movements


Marketing

2024




Aabha Sachdev
Head – Brand, Times of India Supplements

[Ex-Sony Pictures Networks]




Shagun Sharma
Head – Marketing

[Ex-Colorbar Cosmetics Pvt. Ltd]




Suchismita Ganguli
EVP

[Ex-The Good Glamm Group]




Priya Rege Jaggi
Associate Director – Marketing

[Ex-Meta]




Anshumaan Prasad
Head – Marketing

[Ex-Amazon]




Anvesha Poswalia
Head – Digital & OTT Marketing

[Ex-Unilever]



Fatima Sham Mahimwala
Director – Marketing

[Ex-CocoCart]




Sumeet Yadav
Head – Marketing

[Ex-Emami]




Divye Sood
Associate Director – Brand Communications & Experientials

[Ex-DIAGEO]




Damyant Singh Khanoria
CMO – Sports

[Ex-Oppo]



Charuta Ambardekar Saoji
VP & Head – Marketing, Colors

[Ex-L'Oreal]



Sudhir Makkar
Associate Director – Marketing

[Ex-Emami]

Key Senior Movements


Operations and R&D

2024



Charumathi Rajaraman
VP

[Ex-Indigo]




P Venkatraman Rao
Head - Operations

[Ex-Haldiram Foods International]




Sindhu Reddy
Head - Operations

[Ex-ZUCI Chocolates & Cafè]




Rakesh Matai
VP - Factory Operations

[Ex-Lotte Havmor]




Prabal Tomar
Head - Operations

[Ex-Maruti Suzuki Arena]




Sachin Tyagi
Head - Operations

[Ex-ShadowFax]




Ajay Thakur
Head - Operations

[Ex-Devour Hospitality]




Swatantra Gautam
VP - Culinary & R&D

[Ex-Le Meridién Hyderabad]



Saurabh Gautam
VP - Operations

[Ex-Keventers]



Jahid Inamdar
Head - Operations

[Ex-The Indian Hotels Company Limited]

TRENDS AND ROLES IN DEMAND



- Skill fungibility-based hiring is gaining traction, with certain categories seeing more emphasis than others. For instance, in Sales roles, attributes such as catalogue command, influencing capabilities, and personality halo are becoming increasingly important and hence prompting increased industry agnostic/experimentative hires.
- New-age BEI (Behavioral Event Interviewing) tools, including leadership assessments, reference drawings, image selections, and daily-life choice models, are gaining popularity in Leadership Hiring.
- Additionally, organizations are fostering a culture where employee feedback plays a crucial role in hiring decisions, especially within senior-level roles. Hence, interview processes are evolving to incorporate cross-team interviews for a more holistic assessment.
- Reference networks across industries are becoming more in demand, prompting Talent Acquisition (TA) to ensure candidate landscape coverage through Search Partners.
- In certain roles, self-branding via social profiles is taking precedence over traditional methods like CV reviewing. It's increasingly about how many people vouch for you and what you share on platforms like LinkedIn. In many cases, reference checks are being requested during the interview rounds, rather than only at the end of negotiations.
- In offer proposals, companies are introducing guaranteed bonuses paid out in phases over 18-24 months, particularly for mid-to-senior level roles, to promote long-term retention and sustained growth.

Sales (Influence of the Omni Era)

With the onset of the Omni era, traditional sales channels such as General Trade (GT) and Modern Trade (MT) have regained importance, shifting the focus from the rising trend of e-commerce and D2C dominance during and post COVID. As a result, the demand for offline specialists who can navigate both traditional and modern retail channels (such as quick commerce) is growing. Key skills in this space include sales expertise, relationship management, and enhancing product availability across diverse channels. Many consumer brands are also exploring new distribution avenues beyond their traditional setups.

CEOs Emerging from Marketing Spheres

Marketing CEOs are increasingly essential in leading organizations through the complexities of modern business. They excel at building strong brands, using data to guide decisions, and leading cross-functional teams to implement integrated marketing strategies that drive business success. This trend highlights the growing importance of marketing expertise in leadership.

Retention Head

Alongside digital acquisition, marketing and customer retention are key to sustained growth in the omni space. With intense competition, brands must focus on retaining existing customers, as it's cheaper than acquiring new ones. Leveraging data to understand consumer needs, create targeted campaigns, and nurture relationships is essential for maximizing customer lifetime value and delivering personalized, authentic experiences.

Brand & Marketing Roles

The consumer sector has evolved significantly, with a rise in both organized and unorganized players in India. This has made branding and marketing roles crucial, but also more fragmented, making effective communication key to breaking through the clutter. Roles like Brand Event Leads, AI Creative Heads, Media Planners, and Communication Specialists are gaining traction, alongside more traditional Brand Head roles.

Retail Operations

For successful organizational expansion, implementing procedures for sales plans, cost control, and audit compliance is crucial. As a result, Retail Operations, particularly in the QSR and Large format retail sector, is increasingly focused on leveraging AI and Analytics for efficiency.

Integrated Brand Experience / Omni Channel Manager

As brands create an omni-channel presence, the role of the Project Head has evolved to encompass responsibilities traditionally held by Architects, Project Managers, and Brand Communication specialists. This expanded role focuses on delivering a seamless, tactile experience across both online and offline brand collateral, ensuring consistent messaging and design from communication briefs.

Loyalty & After Sales / CRM Manager

Retail leaders are driving digital transformation initiatives, such as implementing omnichannel strategies and leveraging data-driven insights. The idea for most retailers is to retain the existing buyers by means of CRM, market research, data analytics, etc.



Ayesha D'Souza
Managing Partner



Deepa Malhotra
Associate Director
North



Sakshi Padwal
Principal
West



Simran Arora
Principal
South

Mumbai

AWFIS, Adani Inspire,
3rd Floor, Unit No.4,
Bandra Kurla Complex,
Bandra East,
Mumbai 400 051

Gurgaon

Office No GRA135,
WeWork Platina Tower,
Bristol Chowk, MG Road,
Near Sikandarpur Metro
Station, Sector 28,
Gurugram 122001

Bangalore

Indiqube Park, HAL Old
Airport Road Domlur 1
Stage, 1st Stage,
Domlur Bengaluru,
Karnataka 560071



We back instincts with data, create perspective with context, and let experience guide the unexplored. We align purpose, ambition and values with an eye on the future. We call this our Informed Intuition. And we use it to seek that rare and powerful place where people and organizations grow, like it is the most natural thing to do.

We are **Native**

Native