

## Godrej Consumer Products Limited announces CEO succession plan

*Sudhir Sitapati to join GCPL as Managing Director and Chief Executive Officer;  
Nisaba Godrej to continue serving as Executive Chairperson*

**Mumbai, India – May 11, 2021:** Godrej Consumer Products Limited (GCPL) today announced changes to its leadership team, effective October 18, 2021. Sudhir Sitapati will join GCPL as Managing Director and Chief Executive Officer. Nisaba Godrej, currently the Chairperson and Managing Director of the company, will continue to serve as Executive Chairperson. Sudhir's appointment will enable GCPL to leverage his significant experience in building sustainable and profitable businesses to guide the growth strategy going forward.

Sudhir has spent 22 years at Hindustan Unilever Limited (HUL), where he led teams across categories and functions in India, Europe, South East Asia and Africa to create significant value for the business. He was appointed to the HUL Management Committee as an Executive Director in 2016, making him one of its youngest ever members. Under Sudhir's leadership, HUL built up its Foods and Refreshments business as one of the largest in India. This included the USD 5 billion merger and integration of GlaxoSmithKline Consumer Healthcare with HUL, the largest deal of its kind in the FMCG sector in India.

Sudhir is currently the Co-Chair of the CII National Committee of Food Processing and is a past Co-Chair of the FMCG Committee. He has an MBA from the Indian Institute of Management, Ahmedabad and a B.Sc in Math with Economics Honours from St. Xavier's College, Mumbai.

Commenting on Sudhir's appointment, Nisaba Godrej said:

*"I am delighted to be welcoming Sudhir to Godrej. His significant experience and passion for building sustainable and profitable brands and businesses aligns very strongly with our purpose at GCPL. Sudhir's values-based leadership style also makes him a great fit with the Godrej culture. I look forward to his partnership in unlocking the amazing potential of our company and leading its next phase of growth."*

Sudhir Sitapati added:

*"It is an honour to have the opportunity to lead a company like GCPL and I am thankful to the Board for the confidence that they have reposed in me. I am very inspired by the legacy of the Godrej Group, and GCPL's purpose of bringing the goodness of health and beauty to consumers across emerging markets. I am excited about working closely with the talented GCPL team to build on the incredible work they are doing and create sustainable, long-term value for our company."*

## **Profile: Sudhir Sitapati**

Sudhir Sitapati is Executive Director - Foods and Refreshments at Hindustan Unilever Limited (HUL). In his 22 years at HUL, he has led teams across several categories and functions in India, Europe, South East Asia and Africa to create significant value for the business. Sudhir was appointed to the HUL Management Committee as an Executive Director in 2016, making him one of its youngest ever members.

Under Sudhir's leadership, HUL built up its Foods and Refreshments business as one of the largest in India. This included the USD 5 billion merger and integration of GlaxoSmithKline Consumer Healthcare with HUL, the largest deal of its kind in the FMCG sector in India.

In his previous roles, Sudhir was instrumental in creating a world-class Tea business for HUL in India and leading HUL's Soaps business in the country.

A passionate marketer, he has worked closely on internationally acclaimed purpose-led marketing campaigns for some of HUL's most iconic brands, including Surf Excel's 'Dirt is Good', Lifebuoy's 'Have you washed your hands with Lifebuoy?' on rotis at the Kumbh Mela, and Brooke Bond's 'Taste of Togetherness'.

He is currently the Co-Chair of the CII National Committee of Food Processing and is a past Co-Chair of the FMCG Committee. He was also a member of the advisory board of Flipkart in 2015.

Sudhir is the author of the best-selling book 'The CEO Factory: Management lessons from Hindustan Unilever'. The book is already in its sixth edition and was recommended by the Harvard Business Review as one of the best reads of 2020.

Sudhir has an MBA from the Indian Institute of Management, Ahmedabad and a B.Sc in Math with Economics Honours from St. Xavier's College, Mumbai.

## **Godrej Consumer Products Limited**

Godrej Consumer Products is a leading emerging markets company. As part of the over 123-year young Godrej Group, we are fortunate to have a proud legacy built on the strong values of trust, integrity and respect for others. At the same time, we are growing fast and have exciting, ambitious aspirations.

Today, our Group enjoys the patronage of 1.15 billion consumers globally, across different businesses. In line with our 3 by 3 approach to international expansion at Godrej Consumer Products, we are building a presence in 3 emerging markets (Asia, Africa, Latin America) across 3 categories (home care, personal care, hair care). We rank among the largest household insecticide and hair care players in emerging markets. In household insecticides, we are the leader in India and Indonesia and are expanding our footprint in Africa. We are the leader in serving the hair care needs of women of African descent, the number one player in hair colour in India and Sub-Saharan Africa, and among the leading players in Latin America. We rank number two in soaps in India, are the number one player in air fresheners in India and Indonesia, and a leader in wet tissues in Indonesia.

But for us, it is very important that besides our strong financial performance and innovative, much-loved products, we remain a good company. Approximately 23 per cent of the promoter holding in the Godrej Group is held in trusts that invest in the environment, health and education. We are also bringing together our passion and purpose to make a difference through our 'Good & Green' approach to create a more inclusive and greener India.

At the heart of all of this, is our talented team. We take much pride in fostering an inspiring workplace, with an agile and high-performance culture. We are also deeply committed to recognising and valuing diversity across our teams.

[www.godrejcp.com](http://www.godrejcp.com)

---

### **Press Enquiries**

Vandana Scolt  
Head - Communication Design,  
Godrej Consumer Products Limited  
+91 9769747884  
[vandana.scolt@godrejcp.com](mailto:vandana.scolt@godrejcp.com)