

News monitored for: Frito Lay - Corporate

Ex-Nokia exec Shivakumar to head PepsiCo India

TIMES NEWS NETWORK

New Delhi: To fortify its operations here, snack-and-beverage giant PepsiCo on Monday named former Nokia senior executive D Shivakumar as its new chairman and CEO for the India region.

He will now be responsible for the strategic deployment of the Rs 33,000-crore investment in the country announced by the company last month.

Shivakumar, also known as Shiv in business circles, succeeds Manu Anand, who quit as PepsiCo India president in June this year and joined Cadbury India as managing director. For six months, PepsiCo India has been functioning without an India head and Sanjeev Chadha, CEO - PepsiCo Asia, Middle East and Africa (AMEA), has been overseeing its operations here. PepsiCo India's recent losses in market share to its rival Coca-Cola have often been blamed on the absence of an India-specific head.

"Shiv is one of India's most respected business leaders. He has a proven ability to take billion-dollar businesses



NEW INNINGS: D Shivakumar

to the next level by maximizing innovation, execution and collaboration," said Indra Nooyi, chairman and CEO, PepsiCo.

In his new role, Shivakumar will oversee all aspects of PepsiCo's India business, which includes food and beverage brands such as Pepsi, Frito Lay's potato chips, Slice mango beverage, Kurkure snacks, Tropicana juices and Quaker oats, as well as the NourishCo joint venture with Tata Global Beverages and franchise businesses in Bangladesh, Nepal, Bhutan, Sri Lanka and the Maldives.

Shivakumar is an engineer from IIT-Chennai and an MBA from IIM-Calcutta and has worked at Hindustan Uni-

lever, Philips and Nokia. He quit Nokia in March this year after the Finnish handset maker significantly lost market share to its Korean rival Samsung. He headed Nokia's businesses in India, Africa and West Africa. When contacted by TOI, Shivakumar refused to comment on his appointment.

The other contender for the top job at PepsiCo India, Gautham Mukkavilli, who has been heading its beverages division here, has been elevated to senior vice-president - business transformation, AMEA, effective March 1, 2014. Both Shivakumar and Mukkavilli will report directly to Chadha. "Gautham is one of our most respected senior leaders," said Chadha. "The AMEA sector will benefit greatly from his strategic skill sets since he leads key transformational projects across our priority markets, including India." PepsiCo is yet to name Mukkavilli's successor. However, a PepsiCo India spokesperson confirmed that he would be overseeing the company's beverage business here until a new candidate is appointed.