

News monitored for: Pepsi - Corporate

FIZZY MOVE

Ex-Nokia India chief Shivakumar named Pepsi South Asia CEO

HT Correspondent

■ letters@hindustantimes.com

NEW DELHI: Global beverages major PepsiCo on Monday announced the appointment of D "Shiv" Shivakumar, formerly Nokia's head for emerging markets, as its chairman and CEO for the India Region.

Shiv, a management veteran with strong specialisation in rural markets, had quit Nokia in March this year, citing health reasons.

He had worked previously for Hindustan Unilever and Philips Electronics.

"Shivakumar will oversee all aspects of PepsiCo's India Region....(and)will be responsible for deploying the ₹33,000 crore investments in India that PepsiCo announced last month," the company said. Shivakumar

RURAL MURAL: ELECTRONICS, TEA, COLA



- D Shivakumar was head of Nokia's operations across India, Middle East and Africa, and quit this year for health reasons
- Before that he was with Hindustan Unilever, and was instrumental in growing the Lipton tea brand
- For three years before that, Shivakumar was with Philips Consumer Electronics India.

takes charge immediately.

Shiv would also be responsible for NourishCo—PepsiCo's joint venture with Tata Global Beverages — and the company's franchise businesses in Bangladesh, Nepal, Bhutan, Sri Lanka and the Maldives. He would report to Sanjeev Chaddha,

PepsiCo's CEO for Asia, Middle East and Africa (AMEA).

"Shiv is one of India's most respected business leaders. He has a proven ability to take billion-dollar businesses to the next level by maximising innovation, execution and collaboration," said PepsiCo CEO Indra Nooyi.