

## LT Foods' Appoints Mr. K. Ganapathy Subramaniam as Head of Marketing



**New Delhi, 20 January, 2022:** LT Foods, a 70-year-old Consumer Food Company announced the appointment of Mr. K. Ganapathy Subramaniam as Head of Marketing. Mr. Subramaniam's key responsibilities will focus on developing and implementing branding and marketing strategy to strengthen LT Foods' brands in India.

Mr. Subramaniam brings with him a rich & diverse experience of over 17 years across FMCG categories. He has a Master's in Business Administration from IMT Ghaziabad. In his last role as DGM – Innovation at Dabur India Ltd., he was responsible for spearheading Innovations, ensuring a steady pipeline of new products for Dabur's business growth across categories of interest. Significantly he led the launch of Dabur Sanitize Range of personal and household sanitizing products, the foray of Dabur into staples and launch of Dabur Vatika Face wash in this tenure.

At LT Foods he will anchor the marketing function by providing strategic leadership across all aspects of marketing- brand equity & portfolio management, innovation & new product development, media & communication along with route to market programs. His key ability lies in handling portfolios of increasing complexity and scale, successfully launching new products with sharp focus on consumers, processes to deliver marketing excellence.

**Commenting on his Appointment, Mr. Ashwani Kumar Arora, Managing Director & CEO LT Foods' said,** "We are happy to have on board Mr. Subramaniam as Head of Marketing. As LT Foods continues to strengthen & diversify its food products offerings in the Indian market, we look forward to gaining immensely from his rich experience in the FMCG domain. His addition to the LT Foods family shall be valuable in taking forward our growth & innovation mind-set & help set new benchmarks in delighting our consumers."



**On his Appointment, Mr. Subramaniam said, “I am thrilled to join LT Foods team at this exciting time when the organization is scaling up its Innovation & Brand Marketing initiatives. I look forward to adding further momentum & resilience to the Marketing function at LT Foods.”**

**About LT Foods Limited:**

**LT Foods Ltd. [NSE: DAAWAT, BSE: 532783],** LT Foods is a 70-year-old Consumer Food Company that is a leading player in the specialty rice and rice products business across the globe, delivering the finest quality and taste experiences in more than 60 countries. The Company portfolio includes a range of power brands that include Daawat- one of India’s most loved and consumed Basmati brands, Royal- North America’s no. 1 Basmati player and other regional leading brands. The Company is also proudly expanding its organic play by supplying organic food ingredients to leading businesses as well as offering organic staples to consumers in markets across the globe. The Company has consolidated revenue of around Rs. 4,773 crore as on FY21. The Company has an integrated “Farm to Fork” approach with well-entrenched Distribution Network with Global Supply Chain Hubs backed by Automated state-of-the art and strategically located Processing Units in India, the US and Europe, and a robust distribution network with 900+ distributors across globe.

**For further information, please contact:**

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**Additional information on LT Foods Limited:**





Press Release

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