



## **Sudhanshu Vats to join Pidilite as Deputy Managing Director**

Mumbai, India – July 15 2021: Pidilite Industries Limited today announced that Sudhanshu Vats will join the company as Deputy Managing Director, effective September 1, 2021.

Sudhanshu Vats, an alumnus of IIM-Ahmedabad and NIT Kurukshetra, has a rich career of 30 years spanning diverse organizations like Unilever, Castrol, Viacom18 and more recently, EPL (formerly known as Essel Propack). Sudhanshu is Member CII National Manufacturing Council. He was the Chairman - National Media and Entertainment Committee of CII from April 2014 to March 2020 and Director & Vice President of Indian Broadcasting Foundation from September 2012 to April 2020.

Commenting on the announcement Shri. M.B. Parekh, Executive Chairman of Pidilite said “Sudhanshu is a welcome addition to Pidilite’s leadership team. His talent and experience will be of great value to Pidilite”.

Mr. Bharat Puri, Managing Director of Pidilite said “I am delighted to welcome Sudhanshu to Pidilite. His varied experience and passion and energy for building a sustainable growth business will be an important asset in building the Pidilite of the future”.

Sudhanshu Vats added "I am deeply honoured to partner Mr. Madhukar Parekh and Bharat in the next phase of Pidilite’s journey. I would like to thank the Board for giving me this opportunity. Pidilite is an outstanding organization and an exemplary corporate citizen helping people from all walks of life add magic to their world with its iconic brands and pioneering technology. I am excited about working closely with the talented Pidilite team to create sustainable long-term value for all our stakeholders."

### **About Sudhanshu Vats**

Sudhanshu Vats in his recent assignment as the Managing Director and CEO of EPL Limited (Formerly known as Essel Propack Limited), guided EPL, a global leader in Speciality Packaging, manufacturing, to a double-digit growth in FY 21 despite Covid19 headwinds. His clearly articulated strategy of “Leading the Pack” with sustainability at its core and well-defined five “must win” battles will help EPL maintain its strong run in the years ahead.

Earlier, as Managing Director and Group CEO of Viacom18 Media Private Limited, Sudhanshu steered Viacom18 for 8 years and transformed a TV company with six channels to the fastest growing full play media organization with presence across screens and platforms.

Sudhanshu Vats started his career with Hindustan Unilever and spent about 20 years in various Sales & Marketing and General Management roles serving as VP for Laundry Business (South Asia) and Global Head for Radiant.



### **About Pidilite**

Pidilite is a consumer centric Company committed to quality and innovation. For decades, it has been pioneering products for small to large applications, at home and industry, which have forged strong bonds with people from all walks of life.

From adhesives, sealants, waterproofing solutions and construction chemicals to arts & crafts, industrial resins, polymers and more, the Company's product portfolio is as diverse as it is ever evolving. Today, its brands like Fevicol, Fevikwik, Dr. Fixit are trusted household and industrial names, and it is the market leader in adhesives.

A robust and growing network makes Pidilite products accessible across demographics and geographies. The Company has an annual turnover of ~Rs. 7300 Crore and employs over 6,000 people as part of its workforce.

For more information, please visit: <https://www.pidilite.com/>



## **SUDHANSHU VATS**

**Managing Director & Chief Executive Officer, EPL Limited (Formerly known as Essel Propack Limited)**

PGDM, IIM Ahmedabad and B.Tech. (Mechanical), NIT Kurukshetra

Sudhanshu Vats is the Managing Director and CEO of EPL Limited (Formerly known as Essel Propack Limited). EPL is a global leader in Speciality Packaging, manufacturing ~8 billion tubes in 10 countries across 4 continents. Under his leadership the company grew in double digits in FY 21 despite Covid19 headwinds. His clearly articulated strategy of “Leading the Pack” with Sustainability at its core and well defined five must win battles will help EPL maintain its strong run in the years ahead.

As Managing Director and Group CEO of Viacom18 Media Private Limited, he steered Viacom18 for 8 years and transformed a TV company with 6 channels to the fastest growing full play media organization with presence across screens and platforms. Viacom18 grew from 6 to over 54 channels in TV Business, built a very successful film studio and added 3 more lines of business. By building a strong portfolio of Direct to Consumer Digital offerings under VOOT brand and strengthening Data Science and analytics capability, he has future proofed the media company that is admired for its culture, quality of talent and progressive people policies.

Sudhanshu Vats started his career with Hindustan Unilever and spent about 20 years in various Sales & Marketing and General Management roles across categories. He joined HUL as a Management Trainee in 1991 from the Indian Institute of Management – Ahmedabad and worked with them in various roles across Home & Personal Care, and Foods categories in India and abroad. During his tenure, he has shaped many popular household brands, most notably Lipton, Vim, Wheel, Surf, Rin, Dove, Pears, Lifebuoy and Lux. He launched Domex, Lipton Ice Tea and Comfort in India. In his last assignment with Unilever as Vice President – Laundry, South Asia and Global Vice President (Radiant), he grew the South Asia Laundry business in strong double digits crossing the Euro 1 B turnover milestone in 2011 and made Radiant the fastest growing Laundry brand in the world crossing Euro 500 M turnover milestone. In his earlier assignment as Vice President - Skin Cleansing and Laundry & Household Care, HUL India, he aggressively grew market share, revenue and profitability of this very large segment.

During 2004-2005, Sudhanshu worked with bp in India (Castrol India Limited) as Vice President Marketing. During this period he successfully re-launched Castrol Master Brand. With the popular tagline – “It’s more than just oil, it’s liquid engineering “, this re-launch had many firsts in Communication, Creative Development and Design adaptation.

Sudhanshu Vats is Member CII National Manufacturing Council. He was the Chairman - National Media and Entertainment Committee of CII from April 2014 to March 2020 and Director & Vice-President of Indian Broadcasting Foundation from September 2012 to April 2020.

Sudhanshu is married. His wife is the Group Chief Sustainability Officer at the Aditya Birla group. He is a Sub 4 hours marathon runner. Education is his Giving Space. He is on the Advisory Board of Akanksha (Excellence in Primary Education for the Underprivileged) and Katalyst (STEM Education and Mentoring for Underprivileged Girls). He is on the South Asia Global Advisory Board of Columbia University in the City of New York. He is the Co-founder of RaiSe Good Grads Foundation