

REJIG IN PROGRESS

HUL Promotes Two Top Executives to Its Mgmt Committee

Our Bureau

Mumbai: Hindustan Unilever (HUL), the country's largest consumer products company, on Wednesday rejigged its top management, elevating two senior executives to its management committee. Madhusudhan Rao will replace Priya Nair as executive director, beauty & wellbeing and personal care, and Deepak Subramanian will take over as executive director, home care, from Prabha Narasimhan.

Nair is joining the leadership team of parent Unilever as its move beauty & wellbeing chief marketing officer while Narasimhan has decided to leave the company to pursue an external opportunity.

"Madhusudhan (Rao) has a successful track record in a variety of operational and strategic roles," Sanjiv Mehta, chairman of HUL, said. "He has brought in a strong performance edge in his teams and has pioneered several innovations that uphold Unilever's high science and tech credentials."

Rao, who joined HUL in 1991, is currently executive vice-president, home and hygiene, Unilever. Subramanian, currently vice-president, home care, southeast Asia/Australia & New Zealand (ANZ), joined HUL in 1995 as a management trainee.

"Deepak has championed innovation and sustainable strategies to significantly improve brand equity and deliver growth," Mehta said. "He has demonstrated superior business acumen in building new categories, primarily in startup business verticals."

The maker of Rin and Dove said Nair has been an active champion for building future skills and experimentation and has led several path-breaking marketing initiatives such as the Kan Khajura Te-

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Madhusudhan Rao and Deepak Subramanian made executive directors

san. "Under her leadership, the business witnessed high growth in key categories driven by consumer-centric innovations and award-winning, purpose-driven communication," company said.

Earlier this year, Unilever said it will create 5 businesses — beauty and wellbeing, personal care, home care, nutrition, and ice cream — each one responsible for their growth.