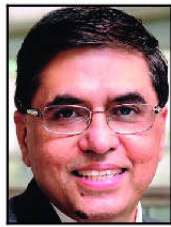


HUL charts digital path to remain future-fit

TIMES NEWS NETWORK

New Delhi: Consumer goods company Hindustan Unilever (HUL) has created a full-fledged, end-to-end digital transformation programme for business that will redefine the ways of working in the future, the company's chairman and MD **Sanjiv Mehta** has said.



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The maker of Surf, Lifebuoy and Pepsodent has set up a Digital Council, comprising a cross-functional team of leaders who are designing and landing the agenda of 'Reimagining HUL'. Currently, over 80 experiments are under way in the business to accelerate HUL's journey toward digital transformation.

"With the world changing at a furious pace, HUL is continuously adapting to remain future-fit. The company will continue to leverage Unilever's global knowledge and HUL's deep local understanding to serve Indian consumers better — be it through path-breaking innovations or expertise in new channels," said Mehta.

He, however, outlined several challenges that lie ahead for companies that want to tap the digital ecosystem — central to India's next growth trajectory. "While 60% of the connected population use internet for content and communication, only 25% use it for product transactions. A big barrier to this is the lack of trust," he said. But consumer goods companies have a lot to look forward to. "Despite being one of the fastest growing markets, the per capita FMCG consumption spend in India is among the lowest in the world, giving the sector a long runway for growth," said Mehta.