



Future Consumer Ltd Names FMCG Veteran Rajnikant Sabnavis as Chief Executive Officer

Future Consumer Ltd, one of the fastest growing FMCG companies in the country has named industry veteran Rajnikant Sabnavis as the new Chief Executive Officer with effect from January 1, 2020.

Sabnavis' appointment as the new CEO underscores the **company's focus on driving sustainable profitable growth** by leveraging deep expertise of the management team. Sabnavis brings in over 30 years of experience in creating and leading dynamic FMCG brands across India.

He has worked with Hindustan Unilever Ltd (HUL) for 23 years and held major leadership positions across food and home and personal care categories.

He most recently served as the Chief Operating Officer at Jyothi Laboratories. He has helped set up the company's research and development and quality team, created innovation pipelines, go-to-market strategies and an efficient distribution management system that led to significant EBIDTA growth, gain in market share and gross margins in competitive segments including fabric care.

Commenting on the appointment of Sabnavis, **Ashni Biyani, Managing Director of Future Consumer Ltd said**, "Rajnikant is one of the respected FMCG professionals in the country. He joins us at an exciting time in the Future Consumer's growth journey. Future Consumer's ambition is to expand the distribution network of its brands across food, home care, personal care and beauty in general trade over the coming years. Rajnikant brings in deep wisdom in FMCG that will accelerate our journey towards creating a new generation of brands for the Fast Moving Consumer Generation."

Sabnavis is a Mechanical Engineering graduate from National Institute of Technology, Surathkal with an MBA degree from SP Jain Institute of Management, Mumbai.

About Future Consumer Ltd (FCL)

Future Consumer is a leading data and tech driven FMCG company, building brands for India's Fast Moving Consumer Generation. As an FMCG 2.0 company, Future Consumer is using real-time data to gain deep insights on the Indian consumers, their food habits, and beliefs. There is a new restless generation of consumers out there that seeks the next. Constantly, instantly and fearlessly. It is for this breed of aspirers that Future Consumer has created a whole new world of innovative products from across multiple categories in food, home care and personal care and beauty space and built successful brands like **Tasty Treat** for snacks, **Voom** for fabric care, **Dreamery** for dairy, **Karmiq** for dry fruits, **Mother Earth** for organic staples, **Kara** for personal care, among several others.

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