

Indian leaders on global track

Increasingly expanding into the emerging markets, global consumer product companies are looking for dynamic leaders having emerging market experience. They have begun to look to India for leadership talent. Nitin Paranjpe, Rakesh Kapoor, Atul Singh and Manu Anand, all leaders in consumer product companies in India, have now assumed global leadership positions in one or the other multinational company. Paranjpe was named the global head of Unilever's homecare business. Kapoor is the chief executive of Reckitt-Benckiser Plc., Atul Singh is the deputy president in-charge of pacific region and Anand leads the South Asian operations of Mondelez International, the owner of Cadbury India Ltd.

These corporate leaders have rich experience of a diverse and challenging Indian market which comes in handy for the multinationals as they venture into emerging markets and try to expand sales amidst the global slowdown. These firms are looking for 'out of the box' thinking and expertise of emerging markets in their leadership. Indian managers have the right fit on both these counts. Professor Kavil Ramachandran, the Thomas Schmidheiny Chair of Family Business and Wealth Management at the Indian School of Business, Hyderabad opines, *"The Indian market is a cradle of learning. We have a mini world with many different combinations simultaneously operating. Only a person with a remarkable combination of analytical and intuitive sense can succeed here and if this person proves to be so over several years, it is a certificate for a global voyage."* Explaining the value of the India experience, he further adds, *"One needs a lot of creativity in business decision-making. One needs to understand the complex mix of economics, caste and politics that influence decision making. This basket of complex managerial resources is not easy to find in the global talent market."*

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