



RETAIL TALE: Coca-Cola group president (Eurasia-Africa) Ahmet Bozer greets ISB dean Ajit Rangnekar after announcing an MoU to set up Coca-Cola ISB retail academy on the campus. Also seen are deputy dean Deepak Chandra (extreme left) and Coca Cola India and South West Asia president and CEO Atul Singh (extreme right)

ISB joins hands with Coca-Cola

The Indian School of Business (ISB) has joined hands with beverage giant Coca Cola India to set up the Coca-Cola ISB retail academy at the ISB campus in Hyderabad to fulfill the need for trained managers for a sector that is tipped to grow to a whopping \$637 billion by 2015.

The retail academy, which will start off with an initial batch of 50 students and will kick off in June 2011, will provide a tailor-made certificate programme in retail management and is targeted at working mid-level managers with an experience of around six years. The academy will train people

in general management skills as well as retail specific knowledge, ISB officials said here on Monday. The retail sector in India is undergoing a rapid transformation and the next phase of growth will require well-trained professionals capable of amalgamating global best practices with the unique characteristics of the Indian consumer. ISB will provide cutting edge pedagogy that will help them drive the capability of the retail sector in India to world-class competency levels and benchmarking against the best globally, ISB dean Ajit Rangnekar said. **TNN**