

**Ms. Sukanya Kripalu**  
**Independent Director, CEAT Limited**

Ms. Sukanya Kripalu (63) is graduate in Mathematics from St Xavier's College, Mumbai and a post graduate from the Indian Institute of Management, Calcutta with a robust skill set that includes consultant specializing in the area of marketing, strategy, advertising and market research.

Her experience includes working with leading corporates like Nestle India Limited, Cadbury India Limited and Kellogg's India. She was also the CEO of Quadra Advisory – a WPP group company. Ms. Kripalu began her career at Nestle India, where she spent eight years across both marketing and sales. During her tenure, she managed a number of well-known brands including Maggi, Every day and Nescafé. Her last assignment at Nestle was Group Product Manager for Culinary Products.

Thereafter, Ms. Kripalu spent 8 years at Cadbury India Ltd as General Manager – Marketing, responsible for the entire range of Cadbury products in India where she was in-charge of the highly successful re-launch and turnaround of two of Cadbury's iconic brands viz. Cadbury Dairy Milk and Bournvita. Ms. Kripalu also orchestrated the launch of Perk in India and also has led the development of several memorable campaigns – including the Cadbury Dairy Milk dancing girl – which was awarded the advertisement of the century.

Her consulting experience comprised business strategy, marketing, brand building and training for clients ranging from MNCs to Indian companies to PSUs. Ms. Kripalu has worked across sectors including consumer electronics, FMCG, media, financial services, oil & gas etc. Ms. Kripalu has also been a member of the CII FMCG committee.