



PAFI
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REVIVING THE ECONOMY
REIMAGINE. REBOOT. REFORM
21st & 22nd October, 2021



Partner State:
Telangana

Presented by

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Session 5 - Reviving the Creative Economy

Thursday, October 21, 2021

1800 – 1855 Hrs

Welcome



Bhaskar Sharma

Chief Executive Officer
Red Bull India Private Limited

Bhaskar is an Asian business leader and marketing expert with a passion for accelerating business growth in companies, particularly in emerging markets across Asia Pacific, Africa and Middle East. His depth of experience in the region includes general management expertise, holistic market development and building high performance teams.

His background includes over 30 years with FMCG companies such as Red Bull, Unilever Bestfoods and JV with Ajinomoto, in Marketing, Sales and General Management in three highly competitive geographies of India, Greater China and South East Asia, leading diverse multi-cultural, multi-functional teams.

Throughout his career, Bhaskar has applied his strategic and analytical thinking to redefine category source of growth and translating insights into financially viable multi-million-dollar businesses. He has taken several stagnant and nascent brands and transformed the growth curves by introducing relevant innovations such as building the energy drink market ground up, in India, 'scratch conversion' micro-marketing in SEA and breakthrough in innovative cooking products in China, robustly growing the portfolios even bucking the macro economic trends.

In his current role as Director and Chief Executive Officer of Red Bull India, he is building a global brand and a new category in India. In past ten years, Bhaskar has

built a high calibre team; brought brand's iconic global marketing mix to India and developed strong local marketing assets to make business profitable and grown it almost tenfold, both in availability footprint & consumer reach building key brand indices among Indian youth. He has led the complete set-up of company's own Sales and Distribution network in the complex yet rewarding environment in India.

Bhaskar strongly believes in the social impact of the business for a sustainable growth. In his current role, as part of the brand credo of Giving Wings to people and their ideas, he has spearheaded promoting healthy lifestyle through building sports, both global, like football and cricket, and local ones like kabaddi and human pyramiding, at the very grass root level.

An Indian, Bhaskar is educated in India completing double post-graduation degrees and currently based in Mumbai, India with his wife. His two daughters are pursuing their careers in United States of America.