Remaking Cadbury India

The cascading effect of a global takeover has effectively turned this 100-year-old Indian company into a startup with new shareholders, new product categories and brands, new leaders, a new identity and culture. New CEO Manu Anand has the unenviable mandate of managing such unsettling change without taking his eyes off growth, writes Kala Gajraj

“Within 24 months, we moved from Cadbury to Kraft to Mondelez, moving from one to a different focus."

Change

Mondelez India is a regular handle of everyday items like chocolate from Cadbury Dairy Milk and Oreo biscuits from Kraft. The company has found its way into the hearts and pockets of consumers as a result.

Anand needs to steer Mondelez on the growth trajectory. While he is managing the transition, he is also dealing with the newness of the company. He is dealing with the transition from Cadbury to Kraft and then to Mondelez. The company is looking to expand its portfolio into new categories, building a strong brand portfolio and driving growth in new, fiercely competitive categories.

Anand’s second big challenge is driving leadership change. He is dealing with the transformation, persuading them to take the message down the line. He is dealing with the transition from Cadbury to Kraft to Mondelez.

Growth Amidst Unsettling

Despite economic challenges in many emerging markets, our business continues to grow. The new brand name India is a strong double-digit growth.

The New Team at Mondelez India

The five people in charge at Mondelez India are a part of the old board and new recruits

Manu Anand

President, India and South Asia

Manu Anand joined Cadbury India in 2005 and is now at the helm of India and South Asia business. He graduated from Symbiosis Institute of Management Studies, Pune, and completed his MBA from Kellogg Graduate School of Management. He was the Managing Director and CEO of Cadbury Dairy Milk India Limited from November 2013 to September 2016. He was the Managing Director and CEO of Cadbury Dairy Milk India Limited from November 2013 to September 2016.

Siddhartha ‘Sid’ Mukherjee

CEO Director, Chocolate, Category & Media

Siddhartha ‘Sid’ Mukherjee is the Category & Media Director at Mondelez International. Prior to joining Mondelez, he served as the Chief Operating Officer of India’s largest startup, Mondelez International. He has a deep understanding of the ‘why’ of the change, rather than the ‘what’ of the change.

Rajesh Ramaswami

COO Director, Chocolate

Rajesh Ramaswami is the COO Director of Chocolate at Mondelez International. Prior to joining Mondelez, Rajesh held the position of Senior Vice President of Category & Media at Procter & Gamble. He has a deep understanding of the ‘why’ of the change, rather than the ‘what’ of the change.

Anuradha Aggarwal

Director, Chocolate

Anuradha Aggarwal is the Director of Chocolate at Mondelez International. Prior to joining Mondelez, Anuradha held the position of Managing Director and CEO of Cadbury Dairy Milk India Limited. She has a deep understanding of the ‘why’ of the change, rather than the ‘what’ of the change.

Prashant Peres

Director, Beverages & CVM

Prashant Peres is the Director of Beverages & CVM at Mondelez International. Prior to joining Mondelez, Prashant held the position of Managing Director and CEO of Cadbury Dairy Milk India Limited. He has a deep understanding of the ‘why’ of the change, rather than the ‘what’ of the change.