NEWS | PEOPLE

Sundip Shah appointed Amway India’s marketing head

Amway India has appointed Sundip Shah as its country marketing head. Shah will replace Naveen Anand, who has been elevated to a global role at Amway Corporations in Michigan.Prior to joining Amway, Shah was with Heinz India, where he was responsible for t

By **Guest** | February 20, 2014



sundip-shah-appointed-amway-indias-marketing-head

> WordPress post #5205

Amway India has appointed Sundip Shah as its country marketing head. Shah will replace Naveen Anand, who has been elevated to a global role at Amway Corporations in Michigan.

Prior to joining Amway, Shah was with Heinz India, where he was responsible for the marketing of the brand and its product and accelerating business.

Shah will be based in Amway India’s headquarters in Gurgaon and will lead the entire marketing operations of the company in the role of chief marketing officer.

William S Pinckney, managing director and CEO, Amway India, says, "The success of a company often rests on a solid reputation and it is the marketing function that helps build this reputation. Sundip Shah is an accomplished manager, communicator and marketing specialist with a proven track record of enhancing the company’s performance." Since Shah has expertise in various marketing strategies, he was an apt choice, Pinckney adds.

Shah brings more than 23 years of experience in sales, marketing, advertising and new product development. He is an alumnus of IIT and IIM, Ahmedabad.

Amway India has invest over Rs 151 crore in India and has 152 offices and 69 warehouses in cities across the country. Close to 97% of its 142 products sold in India are manufactured in the country. The company portfolio comprises Personal Care, Home Care, Nutrition & Wellness, Cosmetics and great value products.

Read online: https://nuffoodsspectrum.in/news/22/10331/sundip-shah-appointed-amway-indias-marketing-head.html
© 2026 NUFFOODS Spectrum. All rights reserved.