NEWS | BEVERAGES

Tata Consumer Products announces new President of Packaged Beverages division

Tata Consumer Products (TCP), the consumer products company uniting the principal food and beverage interests of the Tata Group under one umbrella, announced the promotion of Puneet Das as the Company’s new President - Packaged Beverages, India & South As

By **Pooja Yadav** | April 19, 2021



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> WordPress post #12175

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Puneet Das was earlier Senior Vice President- Marketing for the India beverages business. He has been associated with Tata Consumer Products since 2017. In his tenure, he has played a key role in strengthening the core Tata Tea brand and sub-brands. He was instrumental in creating a hyper-local brand positioning for Tata Tea’s diverse brand portfolio and formulating the marketing strategy for Tata Coffee Grand.

Puneet comes with about 20 years of experience in the FMCG industry having worked in India, Africa and other international markets. Prior to joining Tata Consumer Products, he has held senior marketing roles across leading FMCG companies like Marico, PepsiCo, GSK Consumer and has worked on iconic brands such as 7Up, Boost, Horlicks among others.

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