

P&G sees new options for growth, innovation

India In Top 10 Markets For P&G Globally, Continues To Grow In Size: COO Jejurikar

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Mumbai: India is at the point of inflection that is generating new opportunities for growth and product innovation, The Procter & Gamble Company (P&G) COO Shailesh Jejurikar has said. He further added that India was more than just a flavour of the world.

In his first exclusive interaction since he became COO of the \$80-billion American consumer products multinational on October 1, 2021, Jejurikar told **TOI** India figures in the top 10 markets for P&G globally, and it continues to grow in size.

P&G's India business — at a turnover of roughly \$1.9 billion, or Rs 15,000-crore-plus — contributes less than 2% to the global revenues. The 'India Middle East Africa' geography accounted for 6% of P&G's net sales in 2022. "India is already a very important market for us and I think it will only grow in importance as the business grows," said Jejurikar, who is the first India-born COO at P&G.

Over the past decade, P&G has invested \$1.5 billion in India, Jejurikar said in a virtual

interaction with **TOI** from the company's headquarters in Cincinnati. P&G's India business has grown at 10% a year over the last five years.

"The key is how good are we at identifying those consumer opportunities. There is plenty of growth. The key is balanced top and bottom line growth. That is important for

've tried to be balanced in both top and bottom lines."

Since the economy is doing well and the consumer is progressing, the expectation from India, said Jejurikar, is to be one of the leading growth markets for P&G.

"I believe India is at the point of inflection. There are a few fundamental reasons for

'WOMEN TO UNLOCK MORE GROWTH'

“ Pretty much every category in which we play in India, either it is big or it has got a large potential for growth. That continues to be a driver of ensuring that we're putting what it takes to grow in India

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“ Most exciting for me is growth of women in the workforce...It is still very low, but growing and probably needs to grow more rapidly, and that will probably unlock economic growth at a much higher level

— **Shailesh Jejurikar** | COO, P&G

the long term. I would feel more disappointed if we missed a consumer opportunity. But is it possible to grow more? Yes. Most people who work with me know that when we get one number, the question is why not more? So, should we be getting more growth? And is it possible to get more growth in India? The answer is yes. But the important thing is we-

that. First, the investments the country is making in physical infrastructure, which are very significant and they are at a scale much bigger than in the past. The second is digital infrastructure, and the third is investment in human capital. Most exciting for me is the growth of women in the workforce, particularly in the formal sector," he said.