

Kapil Pillai joins True North-backed Sesa Care as CEO

~ Ex-CMO of Godrej Consumer Products will spearhead Sesa's multi product portfolio ~

Mumbai, December 16, 2018: Sesa Care, an investee company of homegrown private equity firm True North today announced the appointment of Kapil Pillai as the CEO of the company. In his new role as CEO of Sesa Care Pvt. Ltd, Kapil will be responsible for driving growth and expansion of the company.

Kapil began his career in 1996 as a Regional Sales Manager for Reckitt & Colman (now Reckitt Benckiser). He spent his initial 10 years in sales roles; he then transitioned successfully to marketing roles in the next phase. He has worked with Balsara Home Products and Kurt Salmon Associates. He comes to us from Godrej Consumer Products Limited where he spent almost 15 years in multiple Sales, Marketing and Business leadership roles, the last of which was Chief Marketing Officer of India Business. He brings 22 years of high-quality sales, marketing and business leadership experience from the FMCG industry.

Ashish Bhargava, Partner of True North said, "We are delighted to have Kapil on board as part of the True North family. We are looking forward to using his entrepreneurial, innovation and leadership skills to build Sesa Care. We are committed to growing the Sesa Care platform organically as well as inorganically into a multi-product consumer brand."

On this new role, Pillai commented, "This appointment is an exciting new chapter in my career. I look forward to using my knowledge and skills to help build SESA Care as a significant Player in the beauty and wellness sector. Partnering with True North is a privilege, as they have a sterling track record of building some of India's biggest brands across categories."

Kapil has completed his post-graduation from IIM Kolkata. At GCPL, as marketing lead of the Home care business he has been instrumental in building the Goodnight, Hit and Ezee brand franchises. He also led marketing for the Hair care category, before leading marketing for the whole Domestic Business. His primary focus has always been category and franchise creation, and powerful market share are an inevitable consequence.



Notes to Editors:

About True North:

True North (formerly known as India Value Fund Advisors – IVFA) was established in 1999 with a focus on investing in and transforming mid-sized profitable businesses into world-class industry leaders, built on the strong foundation of True North Values which are embodied within the principles of 'The Right Way'. True North has built deep knowledge and skills in the Indian markets and has successfully launched six separate investment funds with a combined corpus of over US\$ 2.8 billion including co-investments. True North's insights and understanding of India has been sharpened over the last 19 years by investing in more than 40 Indian businesses. It has successfully guided these companies in making the transition into well-established and large businesses that are valuable, enduring and socially responsible.

The True North team has been structured with a balanced mix of 7 Investment and 18 Business Managers, who bring with them several hundred man-years of industry experience to achieve the above objective. For more details, visit: <http://www.truenorthco.in/>

About Sesa

Sesa is a hair care brand that has enjoyed consumer confidence for over 30 years. It has harnessed the goodness of Ayurveda and has many products promising to do good along with look good benefits. Leading in the range is Sesa hair oil; a front runner in hair fall category. This Ayurvedic oil is focused on a Hair care regime fighting against hair fall & other hair disorders. Sesa is a trusted choice of prescription in various hair problems by millions of doctors. Lately, owing to the popularity of the product, the distribution has been expanded to cover general trade and international markets. Word of mouth generated by satisfied consumers has been the biggest growth driver in the local as well as the international markets. Sesa is the only product which is processed by ancient Kshirpak vidhi, mentioned years ago in text books of ayurveda. Kshirpak vidhi is process of making hair oil combining 18 herbs, 5 hair nourishing & milk by this way product is very much effective in Hair fall, Dandruff, Dull & Dry hair, Alopecia & Split ends. Today Sesa is a trusted brand among millions of customers across nations.

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