

Ms. Sukanya Kripalu
Independent Director, CEAT Limited

Ms. Sukanya Kripalu, age 64, graduate in Mathematics from St. Xavier's College and a post graduate from the Indian Institute of Management, Calcutta, is a marketing consultant and an independent director across several boards. Her experience includes working with leading corporates like Nestle India Limited, Cadbury India Limited and Kellogg's India. She was also the CEO of Quadra Advisory – a WPP group company. During her career, she worked on the launch of several new brands which included Maggi Ketchup, Cadbury Perk and Kellogg Frosties. She also led the development of several memorable advertising campaigns like the Cadbury Dairy Milk dancing girl - which was awarded the advertisement of the century. Her consulting at Quadra and thereafter, comprised business strategy, marketing, brand building and training for clients ranging from MNCs to Indian companies to PSUs.

Ms. Kripalu is on the Board of Directors at UltraTech Cement Ltd, Colgate India Ltd, Aditya Birla Fashion & Retail Ltd, Aditya Birla Health Insurance Company Ltd. and Entertainment Network India Ltd (Radio Mirchi).