

Publicis Groupe Appoints Leadership Team to Lead Indian Market

April 25, 2018 – Loris Nold, CEO Publicis Groupe APAC, today announced the appointment of a Groupe Leadership Team (GLT) to strengthen and accelerate the Groupe’s capabilities at a national level across India & Sri Lanka.

The team is comprised of executive leaders in India & Sri Lanka, including: Anupriya Acharya, CEO of Publicis Media India; Saurabh Varma, CEO of Publicis Communications South Asia; Surbhi Gupta, in the newly created role of Chief Talent Officer, Publicis Groupe South Asia; along with Pankaj Vasani, who is joining to take the new role of Chief Financial Officer, Publicis Groupe South Asia.

Pankaj joins Publicis Groupe from Vodafone where he served for around five and half years and was holding various pivotal positions of responsibilities in Finance and Tax.

Driving greater integration across Publicis Groupe’s range of services, the Global Leadership Team’s focus is targeted on helping brands to accelerate their transformation, enhance collaboration, and achieve cumulative growth for clients.

The Solution hub leaders who make up the Global Leadership Team in the Indian market will maintain their existing responsibilities and continue to cultivate collaborative opportunities and new business initiatives.

Appointed CEO of Publicis Groupe APAC in February 2018, Loris Nold will work closely with the Global Leadership Team, supporting Publicis Groupe as it strengthens its relationship with existing clients, wins the trust of new ones, in addition to cultivating and attracting the brightest talent across its agencies and disciplines in the South Asia region.

Loris Nold added: *“South Asia is a critical region of utmost strategic importance to us. With the appointment of such a strong leadership team, we are in a unique position to continue driving The Power of One philosophy at the country level in this key market. Together with our recent appointments in Australia, this is a very important move as it allows us to continue driving and accelerating the exciting potential for transforming the way we work with our clients, as well as the opportunity it presents for developing and challenging our own talents. Having partnered with Anupriya, Saurabh, Surbhi and Pankaj, I am convinced that they’re uniquely positioned to successfully drive the Groupe forward on our behalf.”*



About Publicis Groupe – The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in marketing, communication, and digital transformation, driven through the alchemy of creativity and technology. Publicis Groupe offers its clients seamless access to its tools and expertise through modular offering. Publicis Groupe is organized across four Solutions hubs: Publicis Communications (Publicis Worldwide, Saatchi & Saatchi, Leo Burnett, BBH, Marcel, Fallon, MSL, Prodigious), Publicis Media (Starcom, Zenith, Spark Foundry, Blue 449, Performics, Digitas), Publicis.Sapient (SapientRazorfish & Sapient Consulting) and Publicis Health. These 4 Solution hubs operate across principal markets, and are carried across all others by Publicis One, a fully integrated service offering bringing together the Groupe's expertise under one roof. Present in over 100 countries, Publicis Groupe employs nearly 80,000 professionals.

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