



Distinguished Alumnus Award 2021

*We take immense pleasure in honouring **Shri Sunil Alagh**, an alumnus of the 3rd batch of IIM Calcutta, for his phenomenal contribution to corporate leadership.*

Sunil has outstanding achievements to his credit in multiple domains – Corporate Management, Consulting, Government Bodies, Professional Associations, Environmental, and Social issues. A recognized thought provocateur, he enables teams to realize their full potential and run successful businesses. His work spans a period of 40 Years across four Industries – FMCG, private equity, pharma and corporate security - helping to build brands and sustaining profitable business.

He rose to be MD & CEO of Britannia Industries at the early age of 40. He developed leading brands like Tiger and successfully diversified into Dairy. Under him, the company was for three years on the Forbes List of 300 Best Companies. After his successful stint as MD & CEO of Britannia Industries, Sunil began to lead a small and effective team at SKA Advisors in 2003. His current work is centered around creating strategic business and marketing plans for Challenger Brands operating in competitive environments. He has helped many clients with Turnaround, New Products, Growth, and Sustainable Profitability in the domain of marketing and management consultancy.

He has assisted the Government in building the India Brand. He has been on the Boards of several Companies and Quasi-Government institutions such as Prasar Bharati and the National Institute of Design. He was President of the All India Management Association, a statutory body and the apex organization for Indian managers. For his outstanding contribution to the Food Processing Industry, he was honoured with the Gold Medal Kashalkar Memorial Award 2000.

It was under his stewardship that Britannia became the No. 1 Food Brand in India in 2002 and figured in the Forbes Magazine List of 300 Best Small Companies in the World for three years- 1999, 2000 and 2002. It was the only food brand from India on the list. He was a Finalist for the “Entrepreneur of the Year” Award of Ernst & Young, in 2002.

Besides his lifetime contributions as a successful Managerial Leader and Consultant, Sunil has also been serving valuable social causes. In the context of the Climate Crisis, including Biodiversity, he is actively involved in the “Save the Tiger” campaign. He also promotes Hindustani Shastriya Sangeet among youth in Mumbai to help preserve and sustain this great national cultural heritage.

We acknowledge Sunil’s accomplishments as an exemplary professional in the corporate arena with enormous pride and bestow upon him the Institute’s highest honour for its alumni, ‘The Distinguished Alumnus Award’.

Given this 14th day of November, 2021