

'Nagaraj as president at Café Coffee Day'

Bidisha Nagaraj (40) is President, Marketing at Café Coffee Day, India's pioneer and largest retail café chain that provides a youthful and refreshing experience to millions of coffee lovers from over 550 cafes in 96 cities everyday.

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Bidisha's chief responsibility at Café Coffee Day is to enhance the clear leadership position of the brand and increase its consumer loyalty through various innovative channels.

A postgraduate in Mass Communication, Bidisha has rich experience in Consumer and Retail Marketing, Advertising, Product and Segment Development.

Bidisha started out her career in advertising at Lowe Lintas Advertising, rising up quickly to Group Account Manager within 5 years, before applying her entrepreneurial skills to start her own handicraft exports company. Her experience in these two arenas gave her international exposure in creative marketing and communication, which she took into Compaq (HP) Computers and then onto an illustrious seven-year career with Intel Corporation (India).

Her fast track growth at Intel Corporation from 1999 to 2006, took her through three key positions of Consumer Marketing Manager (India), Retail Marketing Manager (Asia Pacific), Director, Strategic Marketing, Emerging Product Group (India). Her significant contribution to various growth initiatives at Intel ranged from developing modules for increasing acceptance and penetration of the PC market, through leading a team to define retail marketing strategies and development of marketing programs for 13 diverse countries in Asia Pacific. She was also given the additional responsibility of rolling out a new suite of products relevant for emerging markets, with a goal to increasing revenue opportunities as well as position Intel as a 'Thought Leader' in the emerging market segment.

After Intel, Bidisha took upon a new challenging role at Google India as Head of Consumer Marketing, responsible for marketing Google search related products, with special focus in the mobile category.

At 40, the dynamic and forward thinking Bidisha has set in motion her philosophy to be 'results oriented' and have a passion and enjoy both the process and the end result. Her mantra is to revolve around challenging the status quo, making a difference to self and the organization.

Bidisha Nagaraj enjoys cooking. She lives in Bangalore with her husband and a two-year-old daughter.

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About Amalgamated Bean Coffee Trading Company Ltd. (ABCTCL):

ABCTCL is an ISO 9002 certified company. With over 10000 acres of owned and managed estates, the Company has a rich heritage of over 135 years in the coffee business. Asia's largest integrated coffee conglomerate, ABCTCL is present in the entire value chain of coffee consumption in India through different business that are vertically integrated under an established mother brand name

'Coffee Day'. These business groups are: Café Coffee Day (pioneer and largest Indian retail coffee café chain), Coffee Day Xpress (retail fast food and beverage outlets), Coffee Day Beverages (coffee vending) and Coffee Day Fresh 'n Ground (coffee powder), Coffee Day Exports and Coffee Day FMCG (packaged filter coffee).

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