

LT Foods appoints Ritesh Sud as Chief Marketing Officer – India & Far East to Drive Next Phase of Brand-Led Growth



New Delhi (India), 16th April 2026: LT Foods Ltd, a leading billion-dollar global FMCG company in the consumer food space, today announced the appointment of Mr. Ritesh Sud as Chief Marketing Officer – India & Far East, reinforcing its strategic focus on furthering strengthening the brand-led growth, deepening consumer relevance and further advancing its transformation into a future-ready, consumer-centric organization.

In his new role, Mr. Sud will provide strategic leadership in reinforcing LT Foods' market leadership, expanding its footprint in high-growth categories, and translating brand strategy into measurable business outcomes, across India and Far East. He will be working on a mandate to build

strong, differentiated, and scalable brands, further strengthening of brand equity, driving premiumisation and unlocking new growth opportunities across categories and consumer segments. His role will encompass innovation-led go-to-market strategies, and enhancing marketing effectiveness across touchpoints. Working closely with the India and Far East leadership teams and cross-functional stakeholders, Mr. Sud will report to Mr. Ritesh Arora, CEO – India & Far East, LT Foods.

An MBA graduate from the Institute of Management Technology, Ghaziabad, Ritesh is a seasoned Marketer with more than 20 years of deep and diverse FMCG experience, having successfully led some of India's most loved and purposeful brands, such as Tata Tea, Himalayan, Happydent, Centre Fruit, and Alpenliebe Juzt Jelly.

In his previous employment, he served as Vice President (Marketing) - National Brands, Packaged Beverages with Tata Consumer Products Limited, where he played a pivotal role in driving portfolio growth and championed award-winning, industry-first Artificial Intelligence (AI)-led campaigns. Prior to that, he served as Associate Director – Marketing with Perfetti Van Melle, where he was instrumental in managing and scaling several iconic confectionery brands. His most notable contribution was the national launch of Alpenliebe Juzt Jelly, following which he helped create and shape the jelly candy category.

Speaking on the occasion, Mr. Ritesh Arora, CEO – India & Far East, LT Foods Ltd., said, “We are delighted to welcome Mr. Ritesh Sud to the LT Foods family. His appointment comes at a pivotal time in our growth journey as we continue to further sharpen our consumer focus and scale our brands across key markets. His rich experience in building purpose-led brands, coupled with his strong understanding of digital-first and innovative brands, will play a critical role in strengthening our marketing capabilities and accelerating our next phase of growth.”

Sharing his views, Mr. Ritesh Sud, CMO – India & Far East, LT Foods Ltd., said, “I am delighted to join LT Foods, a company that is trusted by millions of consumers globally. My joining comes at a time when LT Foods is well-positioned to capitalise on emerging opportunities across categories and markets. The priority will be to align brand strategy closely with business outcomes, drive execution excellence, and create sustained momentum across key growth drivers.”

About LT Foods Limited

LT Foods Ltd. (NSE: LTFOODS, BSE: 532783) is a leading billion dollar global FMCG company in the consumer food space. It is a leading player globally in the specialty rice and rice-based foods business for more than last 70 years. The company delivers the finest quality and taste experiences in more than 80 countries across India, the U.S., U.K., Europe, the Middle East, the Far East and the Rest of the World. The company’s flagship brands include DAAWAT[®], one of India’s most loved and consumed Basmati brands, Royal[®], which is North America’s most loved brand and many more. The company is proudly expanding into the future food preferences of millennials by offering organic food in global markets and supplying organic food-ingredients to leading businesses. The company is committed to nurturing the goodness of food for people, the community and the planet.

It has a consolidated revenue of around Rs. 8,773 crores as of FY’25. It is growing at a 5-year Revenue CAGR of 16% and PAT CAGR of 21%. LT Foods has an integrated “Farm to Fork” approach with a well-entrenched Distribution Network and Global Supply Chain Hubs backed by automated state-of-the-art and strategically located Processing Units in India, the U.S. and Europe, and a robust distribution network with 2,000+ distributors across the globe.

For further information, please contact:

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