

Kedar Apte takes over as Vice President Marketing at Castrol India

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Castrol India Limited, one of the leading automotive and industrial lubricant manufacturing and marketing companies in India, has announced the appointment of Kedar Apte as its new Vice President Marketing, effective 1 September 2016. Kedar joined Castrol India in September 2011 as General Manager for the Motorcycle engine oils category. During the last five years, he has managed multiple product categories and his last position prior to his new role, was as Head - Brand and Communications. According to Shyam Balasubramanian, Regional Marketing Director, Asia & Pacific Region, "Kedar has been responsible for successfully leading the launches of several pioneering brands like Castrol VECTON, Castrol CRB Mini-Truck and Castrol GTX ECO. His other significant contribution includes building a strong presence for the brand in the digital space through innovative on line campaigns." In his new role as Vice President Marketing, Kedar will lead the marketing function which includes Brand Communication and Content, Sponsorships, digital marketing and consumer and customer engagement programmes. He will spearhead the on-going marketing strategy and continue to strengthen the Castrol brand through distinctive and exciting brand campaigns. Commenting on the appointment, Omer Dorman, Managing Director, Castrol India Limited said, "I am delighted to welcome Kedar as the new Vice President Marketing for the India business. Kedar is an experienced and dynamic leader and I am sure he will continue to strengthen the Castrol brand equity which has been built over the last hundred years in India. I am also looking forward to his valuable contribution to the overall business as a member of the Castrol India Country Leadership Team." Kedar Apte - Vice President Marketing, Castrol India said, "Castrol has been an integral part of the evolution of the lubricant industry in India and I am delighted to be part of the journey going forward. Castrol is acknowledged for its innovative marketing approach and I am eagerly looking forward to contributing towards the organization as it moves towards an exciting future." Prior to joining Castrol, Kedar spent almost a decade with Hindustan Unilever in sales and marketing roles. Kedar is a mechanical engineer with a management degree in marketing from Jamnalal Bajaj Institute of Management Studies, Mumbai.

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