



## Just Buy Live appoints Sangeeta Talwar and Theron Carmine de Sousa to its Advisory Board

**National, 10 October, 2016:** Just Buy Live, the world's first e-distributor, today announced its advisory board appointing two industry stalwarts, Ms. Sangeeta Talwar and Mr. Theron Carmine de Sousa as independent members. The new advisory board will play a pivotal role in mentoring Just Buy Live's team, strengthening its strategic vision, streamlining operations as well as improve overall brand presence to accelerate expansion.

With vast experience and knowledge of the FMCG & retail ecosystem combined with deep understanding of its stakeholders - retailers, customers and brands, Sangeeta Talwar and TC will strategically counsel the company as it charts its next chapter of growth.

Commenting on its advisory board, **Sahil Sani, Chairman & CEO, Just Buy Live** said, "We are delighted and welcome two industry icons, Sangeeta and TC, on our advisory board. We believe, Sangeeta's vast domain experience and TC's contemporary & international perspective will strengthen Just Buy's positioning as an e-distributor and further enhance our ability to execute our large scale projects."

Commenting on her association with Just Buy Live, **Sangeeta Talwar, Advisory Board Member, Just Buy Live** said, "I am happy to support Just Buy Live as an advisor. By applying established principles of retail trade interspersed with new age technologies, they are disintermediating distribution and revolutionizing the traditional retail industry. Just Buy Live is striving to accelerate adoption by retailers, empowering them with direct access to unlimited brands and with higher profitability."

Commenting on becoming an independent director, **Theron Carmine (TC) de Sousa, Advisory Board Member, Just Buy Live** said, "I am very pleased to be associated with Just Buy Live. It is incredible to be a part of an enterprise that has leveraged its depth of experience with best in class technology, to build a platform that has had a transformational effect on India's retail distribution sector. Given the size of the opportunity ahead, I do believe that the best is yet to come for Just Buy Live; as the company continues to pioneer innovative, cost effective and thereby incisive ways to give Indian retail the growth opportunities and recognition it deserves."

**Sangeeta Talwar** is a well-known business leader with a remarkable career spanning over 30 years. Being one of the first ladies to enter the FMCG industry in India; she has successfully set up businesses, built iconic brands and managed companies across diverse verticals. She has served on the Board of Directors of Tata Tea Ltd., Tata Coffee Ltd., Eight O'clock Coffee (USA), Oriental Hotels and Mother Dairy Fruit & Vegetable Pvt. Ltd. Sangeeta was instrumental in creating the 'Maggi' phenomenon, the first instant food product in the country and also launching the 'Jaago Re' campaign for Tata Tea winning her several awards and accolades over the years.

Sangeeta started her career in Nestlé and has held leadership positions across sectors including Mattel India- Executive Director for Tata Tea Limited, President-South Asia for the Tata Beverages Group and Managing Director of NDDB Dairy Services. During her tenure at NDDB Dairy Services, Sangeeta spearheaded the establishment of an innovative business model for creating sustainable livelihoods for dairy farmers in rural India.

**Theron Carmine de Sousa (TC)** is Consulting Director, Business and Brand Strategy at Ferry Wharf Communications. With a presence in Mumbai, India and Santa Clara CA, USA; FWC is a strategy, design & advertising firm that offers strategic solutions in the design space and has a unique



consulting model for business and funding strategy for start-ups. TC is also director at B.T.A. Singapore, a newly formed political consulting & advocacy firm that combines multi-vertical expertise where recent work has delivered exceptional results. He has worked as an Independent Creative Strategist and Advisor to international companies like DDB Needham Mid-West, Camden Lehman Joint Venture Media & Advertising Fund, Bridgewater PLC, ALB & Company and The Brand Advisory Council.

Just Buy currently distributes over 500,000 products from 2600 national and international brands to over 60,000 retailers through a disruptive, cutting-edge mobile application. Backed by its advisory board, Just Buy Live will fulfil its ambitious plans build and scale its capabilities in the e-distribution arena.

#### **About Just Buy Live:**

Just Buy Live is the world's first and largest e-distributor. Launched in 2016, Just Buy Live has a Brand to Retail business model (B2R) that is unique in its efficiency, innovations and scale. The app empowers retailers by enabling them to buy goods directly from brands, while saving more through schemes and deals offered in real time. The app's user-friendly interface maximises convenience, democratises product access and unlocks higher profits for retailers. For brands & manufacturers, it offers wider reach, unlimited scale and relevant data.

Just Buy's app can be used by dukandaars of all kinds - from paanwallas and kiranas to supermarkets, chemists, mobile stores, electronic shops and many more. The app hosts over 500,000 products from 2,500 brands across categories like Foods, Drinks, Personal Care, Auto, Mobile, Tech, Home, Fashion, Toys, Sports, Stationery and others.

For more information, please visit [www.justbuylive.com](http://www.justbuylive.com)

#### **Media Relations:**

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