



PRATHMESH MISHRA NAMED CHAIRMAN OF ROYAL CHALLENGERS BANGALORE

Thursday, July 1, 2021: Royal Challengers Sports Pvt Ltd. announced the appointment of Prathmesh Mishra as the new Chairman of RCB team. Prathmesh is currently the Chief Commercial Officer of Diageo India and will take on this additional responsibility effective July 1, 2021.

Prathmesh takes over the role of RCB Chairman from Anand Kripalu, who ended his tenure as Managing Director & CEO of Diageo India on June 30, 2021.

Commenting on his expanded role, **Prathmesh Mishra, Chief Commercial Officer, Diageo India** said, *“Royal Challengers Bangalore is an integral part of Diageo India, and all of us share a profound passion for the team. I am excited about adding my shoulder to Virat Kohli, Mike Hesson and Simon Katich and playing bold in everything we do, on and off, the field. I would also like to thank Anand for his tremendous contribution to RCB.”*

Prathmesh leads the Commercial function at Diageo India and is part of its Executive Committee. Prathmesh joined Diageo India in 2014 as the Chief Operations Officer responsible for the Western region. In a short span of time, he also took on the additional national responsibility of the CSD (Canteen Stores Department) business. An industry veteran, Prathmesh has over two decades of experience. Prior to joining Diageo India, he has held positions across sales, marketing, key accounts and customer marketing with Inertia Industries, Mohan Meakins and Pernod Ricard.

ABOUT ROYAL CHALLENGERS BANGALORE

The Royal Challengers Bangalore (RCB) is owned by Royal Challengers Sports Private Limited, a subsidiary of Diageo India. The Royal Challengers Bangalore (often abbreviated as RCB) are a franchise cricket team based in Bangalore, Karnataka, that plays in the Indian Premier League (IPL). One of the original eight teams, the team has made three final appearances in the IPL (in 2009 to the Deccan Chargers, in 2011 to the Chennai Super Kings and in 2016 to the Sunrisers Hyderabad) for which they finished runners-up in all. It is one of the most followed and loved T-20 teams and has tremendous international star power. Download RCB Mobile Application to know more.

ABOUT DIAGEO INDIA

Diageo India is the country's leading beverage alcohol company and a subsidiary of global leader Diageo plc. The company manufactures, sells, and distributes an outstanding portfolio of premium brands such as Johnnie Walker, Black Dog, Black & White, VAT 69, Antiquity, Signature, Royal Challenge, McDowell's No.1, Smirnoff and Captain Morgan.

Headquartered in Bengaluru, our wide footprint is supported by a committed team of over 3500 employees, 49 manufacturing facilities across states and union territories in India, a strong distribution network and a state-of-the-art Technical Centre.

Incorporated in India as United Spirits Limited (USL), the company is listed on both the National Stock Exchange (NSE) and Bombay Stock Exchange (BSE) in India. For more information about Diageo India, our people, our brands, and performance, visit us at www.diageoindia.com. Promoting responsible consumption of alcohol is at the core of our business.

Visit Diageo's global responsible drinking resource, <http://www.DRINKiQ.com>, for information, initiatives, and ways to share best practices.

For any further details:

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