

## Sandeep Kataria

Chief Marketing Officer  
Yum Restaurants- Indian Subcontinent



Sandeep Kataria works as the Chief Marketing Officer, Yum! Restaurants- Indian Subcontinent. Sandeep is responsible for all marketing, branding and brand public relations activities for Yum! in the Indian subcontinent.

Three of the company's restaurant brands present in India - KFC, Pizza Hut and Taco Bell, are the global leaders of the chicken, pizza and Mexican-style food categories, respectively. Yum! India is the largest and fastest growing restaurant company in India (with approx. 280 units)

Each of the brands has seen tremendous growth. KFC is the fastest growing QSR (quick service restaurant) chain in India and has been voted as one of Top 5 "Most Trusted Food Service Brands 2010" and "Most Admired Food Service Retailer 2010". Pizza Hut has been voted "Most Trusted Food Service Brand in India" for sixth year and is the only restaurant company to be placed in Top 20 Service Brands list (The Economic Times' annual survey).

He joined Yum! in April this year and brings with him over sixteen years of experience in Unilever in India and abroad where he undertook roles across general management, global brand management and strategy. Sandeep is a Chemical Engineer from IIT Delhi. After completing his MBA from XLRI, Jamshedpur, he joined Unilever in 1993.