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34th
ANNIVERSARY
SPECIAL
SUPERWOMEN
ROCK THE HOUSE!

FRIENDS
RUINING YOUR
RELATIONSHIP?!

UNION MINISTER
MANEKA
GANDHI'S
STORMY
IN-LAW TALE

"SIDDHARTH
LETS ME BE MY
OWN PERSON
AND THAT, I THINK,
IS VERY RARE
IN RELATIONSHIPS!"

VIDYA
BALAN
ON HER
EMPOWERING
MARITAL &
FILM CHOICES



Breaking BARRIERS

As a Director at Emami Ltd, **Priti A Sureka** continues to prove that glass ceilings are meant to be broken.

By *Kakoli Poddar*

Priti A Sureka was born into a business family but that didn't mean she didn't have to fight to carve her own place in the business world. Her hard work and drive to succeed are what have established her as one of the country's most renowned corporate leaders in the FMCG industry.

A Director of the ₹ 60,000 crore Emami Group, Priti handles the crucial marketing division of the business, and heads the company's Research & Development and Market Research Divisions. She has an insightful understanding of the evolving need of the consumers and the need for various product lines across the globe. She uses this insight to passionately guide the research teams to "innovate with purpose."

"I strongly believe that if you think you can do it, you can; and if you think you will do it, you will. It's important to recognise that the learning never stops."

Driven and focused, this super woman continues to thrive and power her business forward.

MY TOUGHEST CHALLENGE:

"Coming from a conservative Marwari family, one of the biggest challenges was breaking the shackles of traditional societal norms that did not encourage a woman to join a business, especially after marriage. But discipline and perseverance helped me negotiate every hurdle.

"Dissidence towards a woman boss from male colleagues was also a major obstacle. Initially, when I went on market visits, many retailers and distributors were dismissive in their approach because I was a woman. Many questioned my understanding of sales and marketing, which they considered typically a man's domain. A few even went to the point of urging me to send across my male colleagues to better gauge the market feedback."

WHAT MAKES ME A SUPER WOMAN:

"Knowledge, strong instinct and time management have helped me achieve a successful work-life balance."

MY SUCCESS MANTRAS:

"I strongly believe that if you think you can do it, you can; and if you think you will do it, you will. It's important to recognise that the learning never stops. We should also be able to have faith in ourselves and work as 'we'."

