Meet the Board

Mr. Anand Kumar Kedia

Managing Director

With over four decades of industry experience and a postgraduate qualification, he brings exceptional expertise in business promotion and brand development at Associated Kedia Group. Renowned for his strategic vision and seasoned leadership, he has played a key role in mentoring teams, guiding strategic initiatives, driving product diversification, and supporting expansion into new markets. His expertise in brand establishment and distribution network development has contributed significantly to the Group's growth and market presence.

Mr. Vedant Kedia

Whole-time Director

He holds a Bachelor's degree in Chemical Engineering from the University of California, Berkeley and brings over six years of industry experience. His key contributions include driving automation in manufacturing processes, integrating technology into sales and distribution networks, and improving operational efficiencies to meet the evolving demands of the beer and alco beverages industry. He is also actively engaged in developing marketing strategies, enhancing brand visibility and strengthening customer engagement initiatives.

Mr. Sanjay Kumar Tibrewal

Whole-time Director

He brings over 30 years of experience in alco beverages industry. He possesses strong expertise in managing large-scale procurement and supply chain operations. Earlier, he served as President (Commercial) at Associated Alcohols & Breweries Limited, where he was responsible for financial planning, risk management, cost optimization, and commercial negotiations.

Mr. Kurian Pallathuseril Chandy

Independent Director

He is a Chartered Accountant and has served as Chief Financial Officer with a listed Indian company. He brings over 35 years of extensive experience, including more than 30 years in leadership roles. His expertise spans strategic planning, establishment and monitoring of systems & processes, financial management and corporate accounting. He has worked with reputed organizations such as Kamat Hotels, Senator Hotels, The Leela Hotels & Resorts, Lou' Lou'a Beach Resort and other renowned corporate groups. He is also an Independent Director on the Boards of Paramount Speciality Forgings Limited, Creative Newtech Limited and Kataline Limited.

Mr. John George

Independent Director

He holds the Bachelor's degree in Civil Engineering and a Master's degree in Business Administration. He is also a certified Chartered Engineer. He brings over thirty years of professional experience in the FMCG and CPG sectors, having worked with leading multinational companies such as Mondelez International, Diageo and Tata Consumer Products (Tetley) across Asia Pacific, the Middle East and Africa. His expertise spans end-to-end supply chain management, health, safety and environment (HSE), strategy and business development, procurement, capital projects, and mergers & acquisitions across multi-country and multi-location operations.

Ms. Shatbhi Basu

Independent Director

She holds Bachelor's degree in Arts and a diploma in Hotel Management. She is a renowned Master Mixologist & Beverage Consultant and a Partner at Creative Consultants, Mumbai, with a career spanning over four decades. She pioneered her first ever platform & competition for bartenders in India i.e. STIR, the first academic institution for professional bartending. She is the author of "The Can't Go Wrong Book of Cocktails" and "The Can't Go Wrong Book of Mocktails". In 2018, she was awarded by the Ministry of Women and Child Development, Government of India for outstanding contribution in the field of Bartending. She was also inducted as keeper of the Quaich in 2022 in Scotland for outstanding contributions towards everything scotch whisky.

Mr. Pravin Kumar Gupta

Independent Director

He is a Chartered Accountant and a fellow member of Institute of Chartered Accountants of India, New Delhi. He has been associated as Senior Partner at K. S. Gupta & Co., Chartered Accountants, New Delhi since 1986. He has 40 years of rich experience of catering to SME's in the manufacturing and service industry with diversified experience in the field of audit, personal and corporate taxation and representation before appellate authorities, project evaluation and due diligence.