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Leads Brand Connect Appoints Puneet Chhabra as Business Head for Amazonika Mundi India

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Consumer brands company Leads Brand Connect has appointed a veteran food industry professional, Puneet Chhabra, as Business Head for Amazonika Mundi India. In his new role, he will be responsible for driving the brandâ??s overall revenue growth and business operations in the Indian market. Leads Brand Connect holds the exclusive sales, marketing, and distribution rights for Amazonika Mundi India, a leading Brazilian 100 per cent plant-based food brand, in the country.

Chhabra comes with three decades of experience in building national brands in the food and beverage industries and creating a distribution base. At Leads Brand Connect, he will spearhead Amazonika Mundi Indiaâ??s Sales and Marketing Communications across HoReCa, Food Service, B2B, Modern Trade, and Online channels, and lead product innovation (Ready to Cook, Ready to Eat, Ready to Drink).

Commenting on the appointment, Richa Khandelwal, Founder and Managing Director, Leads Brand Connect, said, â??We are extremely delighted to have Puneet on board as Business Head for Amazonika Mundi India. Puneet will be using his rich experience of 30 years to drive the Sales & Marcom for the entire range in local HoReCa, Food Service, B2B, MT & Online markets and will handle the topline. Puneetâ??s experience in channel depth and commercial leadership is the ideal combination that is needed to fuel Amazonika Mundiâ??s growth in India strategy. His experience across institutional, retail and digital channels will be instrumental in making our range a staple for discerning kitchens and food businesses across the country.â•