

Kouzina Food Tech Appoints Geetika Anand Gupta as Group Chief Marketing Officer

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Kouzina Food Tech Pvt. Ltd., one of India's fastest-growing food-tech and cloud kitchen platforms, has announced the appointment of Geetika Anand Gupta as the Group Chief Marketing Officer (CMO).

Geetika will continue in her role as the CEO & Co-founder of MOPP Foods, which is a Kouzina Food Tech Company, while taking on the additional responsibility of leading brand strategy, consumer marketing, product innovation, customer experience, innovation-led growth, and business excellence initiatives across Kouzina's portfolio of brands and partner network.

The appointment comes at a strategic phase of growth for Kouzina as it continues to strengthen its portfolio of digital-first food brands and accelerate its vision of building India's most scalable technology-led food services platform.

Commenting on the appointment, Gautam Balijepalli, Founder & CEO, Kouzina Food Tech, said: "Geetika brings a rare combination of entrepreneurial grit, deep consumer understanding, operational excellence, and brand-building capability. Over the years, she has demonstrated an exceptional ability to create customer love while building scalable food businesses. As Kouzina enters its next phase of growth, her leadership will play a pivotal role in strengthening our brands, driving innovation, and building a world-class consumer experience across our portfolio."

He further added, "Kouzina has always believed that technology, data, and strong consumer brands together create sustainable competitive advantage. Geetika's proven track record of building differentiated food brands and her passion for

excellence make her the ideal leader to help us scale the next generation of food brands across India."

Speaking about her expanded role, Geetika Anand Gupta said: "I am excited to take on the responsibility of Group CMO at Kouzina while continuing my entrepreneurial journey with MOPP Foods. Kouzina has built one of the most exciting food-tech platforms in India, combining technology, operations, and consumer insight at scale. I look forward to working closely with Gautam and the leadership team to strengthen our brands, deepen customer engagement, drive innovation, and contribute towards building category-defining food brands for the future."