

**C I T A T I O N**

For the Conferment of the  
Distinguished Alumni Award  
on

**Mr. Sanjay Khosla**

Mr. Sanjay Khosla received his Bachelor's Degree in Electrical Engineering from IIT Delhi in 1973. He completed the Advanced Management Program at Harvard University in 1998.

Mr. Sanjay Khosla is presently President, Kraft International of Kraft Foods, Inc., based in Chicago.

Shortly after graduation, Mr. Khosla started his career in sales with Philips India, paving his way to a successful track record in running global businesses and building brands. Mr. Khosla joined Kraft from a successful career at Fonterra Co-operative Group, one of the world's largest dairy companies and New Zealand's largest multinational company. At Fonterra, Mr. Khosla was Managing Director and led the company's USD 3 billion consumer and foodservice business where, in 3 years, he orchestrated a business turnaround. Prior to Kraft and Fonterra, Mr. Khosla enjoyed a successful international career with Unilever for 27 years. There, he served in positions of increasing responsibility culminating in his role as Senior Vice President, Global Beverages and Chairman of Unilever's USD 4 billion beverages category based in Holland. He orchestrated the excellent growth of Lipton worldwide through the "Paint the World Yellow with Lipton" business program.

Mr. Khosla is a global professional with an impressive track record of business performance across Asia, Europe, Australasia and the Americas. He is responsible for leading Kraft's USD 11 billion business outside North America and its presence in over 150 countries around the world. In India, Mr. Khosla was on the Board of Hindustan Lever Ltd for many years. He spearheaded the launch of Wheel detergents, which has become one of Hindustan Lever's largest and most successful businesses in India.

Described as a visionary, a change agent, an institution builder and a global professional, Mr. Khosla has taught courses at IMD Business School in Lausanne, Switzerland and Columbia University in New York on managing international brands and business. In 1998, he was named "Marketing Superstar" by the prominent US marketing industry publication *Advertising Age*. He serves on the Board of Directors of NIIT, India's leader in IT enabled education.

In honouring Mr. Sanjay Khosla, IIT Delhi recognizes the outstanding contributions made by him as a Corporate Leader. Through his achievements, Mr. Sanjay Khosla has brought glory to the name of the Institute.