

CORPORATE BRIEF: MR. KR VENKATADRI



KR Venkatadri is the Chief - IT, Digital & Innovation for Tata Chemicals Limited and its subsidiaries since April 2019. Prior to taking over this post, he was the Chief Operating Officer of Rallis. He also has held the positions of Vice President Domestic Business and Vice President - International Business in Rallis.

Venkatadri moved to Rallis in October 2006 prior to which he was handling the Strategy & Business Development function for the Innovation Centre in Tata Chemicals Limited (TCL).

Venkatadri began his career with Hindustan Lever Limited in 1991 as a Management Trainee and had a 13-year stint with Unilever India. In Unilever India, he has worked in various wide-ranging assignments ranging from heading the Factory Commercial Operations to Management Accounting to Planning & Distribution. He was part of the Unilever Corporate Audit Team. In 2000, he moved to head the sourcing function in HLCL – Fertilizer & Chemicals business handling a procurement value of over 200 Million USD. He moved into Tata Chemicals following the merger with Tata Chemicals in 2004.

Venkatadri holds a Mechanical Engineering Degree from VJTI (Mumbai University) and went on to do his PG in Business Management from IIM Lucknow, where he graduated as the topper of the batch and securing the Institute's Gold Medal.

Venkatadri was honoured as one of the '25 Most Talented Rural Marketing Professionals of India' in 2014 and as one of '50 Most Influential Rural Marketing Professionals of India' in 2016 by CMO Asia Council. He was also awarded the "Leadership Award for Rural Marketing in 2018" by Rural Marketing Association of India (RMAI).

Venkatadri is an Executive Committee Member and Advisory Council Member of Yashwantrao Chavan School of Rural Development, Shivaji University. He has also been involved in updating the ABM curriculum of IIM Lucknow in 2017 and the Course Visioning workshop of WeSchool, Mumbai. He has also delivered a number of sessions on Rural and Agribusiness to the students of IIM Lucknow, WeSchool, NARM, NIAM and IIPM.

In his 13-year stint in Unilever, he has attended a number of national/international training programs and workshops and also attended a number of international audit workshops. Within the Tata Group, he attended the Tata Group Senior Leadership Seminar in January 2006 and NYU – Stern – Long Term Firm Value Creation in 2010. He has attended the Leadership at the Peak Program at CCL, Singapore in 2015. He has attended the Food and Agri Management Program in Cornell University in July 2017. He is also a Certified Coach under ICF as PCC - ACTP.

Venkatadri is passionate about Customer Centricity, Agriculture and Digital.