



Samara Capital announced the appointment of M Vasanth Kumar as Senior Advisor

Samara Capital announced that Vasanth Kumar had joined them as a Senior Advisor as part of the Entrepreneur-in-residence (EIR) program in January, 2021. In his role as a Senior Advisor, Vasanth Kumar shall be advising multiple portfolio companies in the consumer domain. Vasanth's career spans over three decades across strong consumer retail companies like Lifestyle International, Max Fashions India, Madura Garments, HUL and TTK Prestige where he has been instrumental in building iconic brands and businesses as a Business Leader.

Vasanth was Managing Director of Lifestyle International till Jun'20, and headed the Lifestyle and Home Center formats in India. Prior to that at Max Fashions, he was Executive Director and oversaw Max's expansion and conceptualization of Easybuy retail format.

Vasanth was recognized amongst the "TOP 100 Retail Icons over the past 25 years" by IMAGES in 2019. He had also been awarded "Retail Professional of the year" by CMAI in 2015 for his contribution to the outstanding growth of Max Fashion India and also got "Retail Leadership" award at Indian Retail Congress in April 2016.

"We are very excited to have Vasanth joining Samara Capital. Vasanth has had an excellent track record in conceptualizing businesses from the scratch and then building them at scale. His rich experience and knowledge of the Indian consumer which he has gained while leading best-in-class businesses like Lifestyle and Max Fashions would be very helpful for our companies in the Consumer portfolio. Further, his ability to build at scale from a concept would be handy, and we look forward to him closely working with some of our companies," says Sumeet Narang, Founder and Managing Director, Samara Capital. "Vasanth and Samara share the passion of Building Businesses, and it should be an exciting journey for both of us."

"I am very excited to join Samara Capital which is one of the most active consumer focused funds with investments which have a great potential. Their passion in working like a Business Owner is something which is unique, and I believe that my knowledge and experience of making large profitable businesses can further the growth and profitability of the relevant companies. Towards this, I would be working closely with the leadership teams of the relevant companies in my EIR role," says Vasanth Kumar.

Samara Capital is an entrepreneurially run, India focussed private equity firm. Samara invests in Emerging Indian Companies (EICs), businesses that have the potential for rapid growth and transformation. Partnering with entrepreneurially minded CEOs with outstanding management teams is something they have done repeatedly. Samara values the importance of building trust in all their business relationships and emphasizes medium to long term value creation, nimbleness, agility while running the businesses they invest in.