

GLOBAL FASHION GROUP APPOINTS NEW CEO FOR ITS INDIA BUSINESS, JABONG

Fashion industry veteran Sanjeev Mohanty to steer next growth phase of India's leading online fashion marketplace

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Global Fashion Group (“GFG”) has announced that it has appointed **Mr. Sanjeev Mohanty as Chief Executive Officer (CEO) and Managing Director of GFG’s India business, Jabong**, effective early December 2015. Global Fashion Group has emerged as the world’s leading fashion group for emerging markets covering Latin America, Middle East, Russia & CIS, India, South East Asia and Australia. Having raised approximately €1.4 billion in capital since 2011, GFG is backed by a number of large and long-term oriented shareholders.

Mr. Mohanty has over 20 years of leadership experience in the fashion industry, primarily at Benetton India where he worked for over 11 years including 8 years as Managing Director. Prior to his role at Benetton India, Mr. Mohanty worked at Madura Garments as General Manager and Brand Head for SF Jeans and at Levi Strauss as Product Manager for the topwear category. He studied at India’s National Institute of Fashion Technology, where he pursued a Masters degree in Apparel Marketing & Merchandising, Fashion & Retail Marketing.

Commenting on the appointment, **Mr. Romain Voog, CEO of Global Fashion Group (GFG)**, the parent company of Jabong, said, “We are delighted to have Sanjeev spearhead the development of Jabong as CEO. His strong leadership skills and deep understanding of fashion and the Indian consumer, coupled with the continued commitment from GFG’s shareholders, will allow Jabong to further strengthen its position as the leading online fashion destination in India.”

Mr. Mohanty said, “I am excited to enter the rapidly growing online commerce sector, and there could be no better opportunity than Jabong given its scale and consumer brand recognition. The company is uniquely positioned as India’s only large and independent online fashion marketplace, and we have identified a number of growth drivers that will allow us to deliver an unparalleled experience to delight our customers and suppliers.”

Mr. Lorenzo Grabau, Chairman of GFG and CEO of Investment AB Kinnevik, the largest shareholder of GFG, said, “India is a hugely exciting market and GFG’s shareholders and management remain committed to building Jabong to the benefit of its customers, employees and partners. We look forward to supporting Sanjeev as the company starts a new chapter this

festive season.”

Jabong is India’s leading online fashion marketplace. Earlier this year, Jabong was found to have the leading website awareness among all online fashion stores in India according to a survey by Nielsen, a leading global information and measurement company that provides market research and insights in more than 100 countries.

ABOUT GLOBAL FASHION GROUP

Global Fashion Group (GFG) operates across four continents and 28 countries, employing over 9,500 people. With a focus on emerging markets, GFG targets a EUR 300 billion fashion market and over 2.5 billion people who rapidly continue to move online and purchase via e-commerce. GFG offers a wide assortment of leading international and local fashion brands, as well as a selection of internal brands. GFG invests consistently in delivering the best customer experience, including last mile delivery networks where necessary. Global Fashion Group was founded in 2011 by Swedish Investment AB Kinnevik and German Rocket Internet SE. For further information visit www.global-fashion-group.com

ABOUT JABONG

Jabong is one of the six fashion ecommerce brands within Global Fashion Group (GFG), the world’s leading fashion ecommerce group for emerging markets that operates across 28 countries. As India’s leading online fashion destination, Jabong is a one-stop shop that offers a wide selection of over 350k products across its footwear, apparel, jewellery and accessories categories. From home grown to exclusive international brands to designer labels, Jabong brings to its customers the latest trends across the globe. Jabong, founded in 2011, is based out of Gurgaon and employs around 800 people.

NOTE TO EDITORS

You may download high-resolution photos of Mr. Sanjeev Mohanty from [here](#) and [here](#).



IMAGES





SPOKESPEOPLE



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ABOUT GLOBAL FASHION GROUP

Global Fashion Group (GFG) is dedicated to bringing fashion online in emerging markets and active across 28 countries. We want to become the No. 1 fashion destination in our markets and deliver best-in-class services to our customers and partners



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