

## Payback India elevates Ramakant Khandelwal to Chief Marketing Officer

By [Maverick Martins](#) - 13 September 2017

Payback India, a leading multi-brand loyalty programs has elevated Ramakant Khandelwal to the position of Chief Marketing Officer (CMO). Khandelwal joined the organisation in 2010, as part of the core management team and has served across various roles in the company.



Payback India-Ramakant Khandelwal

He will be leading the company's marketing strategies, including customer engagement, brand visibility, creative, content, digital and product marketing in addition to managing P&L responsibilities for digital and performance marketing verticals.

Speaking on his new role, Khandelwal, in a statement said, "I'm excited to lead Payback into the next frontier in loyalty and multi-channel marketing and help drive growth and innovation for our partners."

Commenting on the new appointment, Gautam Kaushik, CEO, Payback India, said, "I am delighted to have Ramakant take on this new responsibility. As a company veteran, he brings with him a deep understanding of the business having worked across diverse portfolios. He will now be responsible to lead the company's marketing strategies, brand visibility, and customer engagement."

Khandelwal has 18 years of experience in sales and marketing roles across industries. His previous stints were with ICICI Bank & Eveready Industries.

Payback is one of India's largest multi-brand loyalty programs with over 50 million customers. It allows customers to earn points from over 50 leading in-store and online partners with just a single card.

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