Puma appoints Prabhdeep S Bedi to head D2C e-commerce business in India

By Maverick Martins - 20 July 2021

Sports brand Puma has appointed Prabhdeep S Bedi as director and head of its direct-to-consumer (D2C) e-commerce business in India. He will report to Puma India’s managing director Abhishek Ganguly.

Bedi will be responsible for leading Puma’s D2C e-commerce business and the entire value chain of operations, cataloguing, technology, account management and, customer experience.

Commenting on the appointment, Abhishek Ganguly, managing director Puma India, in a statement said: “Prabhdeep brings a strong track record of driving growth-oriented strategies. I am confident that Prabhdeep, with his knowledge and understanding of the ecommerce space coupled with his effective leadership style will significantly contribute to our growth. His digital-first approach towards business will further help build the next phase of Puma’s e-commerce journey in India.”

Talking about his new role Bedi added: “It’s commendable to see how Puma has strengthened its foothold in the Indian market in such a short span. The rate at which e-commerce is growing in the country is unimaginable and I am really looking forward to driving strategic innovation initiatives for the brand, keeping in mind the heightened digital awareness of the new-age consumers of today.”

Bedi had over 13 years of experience in various domains like education technology, FMCG and Consulting. In his previous role, he was the chief operating officer with Toppr Technologies Pvt Ltd for five years.