



Bacardi Taps Vijay Subramaniam to Lead Business in Asia, the Middle East & Africa

Hamilton, Bermuda, January 30, 2018—Family-owned Bacardi Limited, the world’s largest privately held spirits company, today announced the internal promotion of Vijay S. Subramaniam, 49, to Managing Director - Asia, the Middle East & Africa (AMEA). Effective immediately, Subramaniam is responsible for leading commercial operations in the region for the company’s portfolio of premium spirits. In his new role, Subramaniam reports to Bacardi Limited CEO Mahesh Madhavan and joins the Global Leadership Team. Subramaniam will be based in Dubai, pending immigration department approvals.

“As we continue to expand Bacardi’s portfolio of premium brands in these vast and fast-growing markets, Vijay’s keen understanding of the opportunities and complexities unique to this region, and his ability to brilliantly adapt global brands to make them locally relevant, will be vital to our continued global growth,” said Madhavan.

With Bacardi since 2013, Subramaniam served as Managing Director of India, and most recently expanded his role to lead the Middle East. Before joining Bacardi, he spent 12 years in various general management roles within AMEA working in diverse, multi-cultural environments.

“AMEA represents a once-in-a-lifetime growth opportunity for Bacardi, and our team’s mission is to continue to build awareness and esteem for our iconic brands with new consumers throughout the diverse and dynamic markets within our region,” said Subramaniam.

The company also announced Sanjit Randhawa has been promoted to Managing Director of India and Southeast Asia. Randhawa has worked at Bacardi for more than a decade in diverse roles such as Financial Director for India operations, Managing Director for the Philippines, and more recently Managing Director for South East Asia. His deep understanding of the India and South East Asian markets will enable Bacardi to continue with its leadership in these dynamic markets.

In addition, Vikas Mittal, who formerly managed West and North Africa, has been named Managing Director of the Middle East and North Africa, and François Portier, formerly Managing Director of South & East Africa, now serves as Managing Director of South, East, and West Africa.

Subramaniam succeeds Alejandro (Alex) Ouziel who will leave the company to pursue other opportunities.

About Bacardi Limited

Bacardi Limited, the largest privately held spirits company in the world, produces and markets internationally recognized spirits and wines. The Bacardi brand portfolio comprises more than 200 brands and labels, including BACARDÍ® rum, GREY GOOSE® vodka, DEWAR’S® Blended Scotch whisky, BOMBAY SAPPHIRE® gin, MARTINI® vermouth and sparkling wines, CAZADORES® 100% blue agave tequila, and other leading and emerging brands including WILLIAM LAWSON’S®, ERISTOFF® vodka, and ST-GERMAIN® elderflower liqueur.

Founded more than 155 years ago, in Santiago de Cuba on February 4, 1862, family-owned Bacardi sells its brands in more than 170 countries. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited. www.bacardilimited.com

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