

COMMERCE

# L Catterton Asia expands into India through strategic partnership

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*Across luxury, nearly all segments are embracing the wealthy region. Image credit: Luxury Society*

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By LUXURY DAILY NEWS SERVICE

LVMH-backed private equity firm L Catterton is deepening its ties to one of the fastest-growing luxury markets: India.

Through its Asian division, the company is forging a joint-venture partnership with Indian businessman Sanjiv Mehta former CEO of Hindustan Unilever, the country's largest producer of consumer goods to develop a new investment vehicle. Effective April 4, Mr. Mehta will serve as L Catterton Asia's executive chairman of India, overseeing operations for the company as well as broader global development.

"With India now having the world's largest population and generating high GDP growth, there has never been a better time to deepen our commitment to the market and invest in the consumer businesses that will shape the landscape of tomorrow," said Michael Chu, co-CEO of [L Catterton Global](#), in a statement.

"We are thrilled to partner with Sanjiv, and to work together to create a differentiated partnership that leverages his deep understanding of the Indian consumer, in combination with our disciplined and proven category-first and operating-centric approach to investment and value creation."

## **Market leverage**

Mr. Mehta has over 30 years of experience in the region's consumer goods trade that could prove useful for the investment group.

Executives at L Catterton harp on the importance of capitalizing in India while its wealth is still growing, providing a solid foothold for the future. Pairing Mr. Mehta's expertise with L Catterton's portfolio of 275 brands, the collaboration is predicted to help operations in the country while also applying new strategies around the globe.

"I am particularly excited to join and support L Catterton's India and Asia team as the firm deepens its commitment to the region," said Mr. Mehta, in a statement.

"As I have come to know the firm's leadership, I have developed deep respect for the unique way they operate and create value, aided by their strong core values and culture," he said. "With L Catterton's global reach, investing expertise in the consumer sector, and familiarity with the region, all augmented by its strategic partnership with LVMH and the Arnault family office, the firm is very well positioned to succeed."

"I look forward to working closely with the team and helping to capitalize on the significant opportunities ahead."

The move comes as luxury pushes further into the Indian market across sectors, from automotive ([see story](#)) to beauty ([see story](#)), hospitality ([see story](#)) and everything in between ([see story](#)).

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