

## **Salloni Ghodawat Wins BW RetailWorld Award for Revolutionizing Rural Retail**

**National, 12<sup>th</sup> December 2024:** Ms. Salloni Ghodawat, Director & COO, Ghodawat Consumer Limited (GCL), was honored with the BW RetailWorld 40 Under 40 Award 2024 in the category of Rural Convenience & Retail. The award ceremony was held in New Delhi to recognize her remarkable contribution in retail industry and her visionary leadership in transforming rural retail spaces.

The **BW RetailWorld 40 Under 40 Awards** celebrates young leaders who are making significant impact in the retail landscape through innovation, resilience, and forward-thinking strategies. The ceremony was attended by some of the most distinguished industry experts and leaders in the retail and business sectors, with the jury chaired by Dr. Annurag Batra, Chairman & Editor-In-Chief of BW Businessworld & Founder of Exchange4media.

Expressing her gratitude, **Salloni Ghodawat, Director & COO, Ghodawat Consumer Limited (GCL)** said, *“I am honored to be recognized by BW RetailWorld 40 Under 40. This recognition is a testament of our team’s hard work and dedication, who shares the vision of transforming rural convenience and distribution. At GCL, our mission is to enhance lives globally through continuous innovation, expanding product lines, and ensuring that consumers worldwide have access to daily essentials and high-quality products at reasonable prices. This award reinforces our commitment to making a positive impact and improving lives in every community we serve.”*

### **About Ghodawat Consumer Limited (GCL):**

Ghodawat Consumer Limited, the FMCG arm of Sanjay Ghodawat Group, has been a trailblazer in the consumer goods sector since 2003. The company operates under the umbrella brand 'Star', offering a diverse range of products that include refined oils, atta (wheat flour), rice, beverages, and savoury snacks, all catering to various everyday consumer needs. Its portfolio also includes premium, value-added brands like TBH (100% real vegetable snacks brand) and Coolberg (India’s leading non-alcoholic beer brand). GCL’s offerings are available in more than 250,000 outlets across 120 cities and on all e-commerce and quick commerce platforms in India. The company also exports its products to over 17 countries across the globe.

Website- <https://ghodawatconsumer.com/>

### **About Sanjay Ghodawat Group (SGG):**

Sanjay Ghodawat Group (SGG) is a diversified conglomerate with operations spanning various high-value business verticals such as Aviation, Consumer Products, Education, Energy, Realty and Retail. Since its founding in 1993, SGG has witnessed impressive growth under the splendid stewardship of its Founder and Chairman, Mr. Sanjay Ghodawat. It has a strong base of millions of customers globally, with employee strength of over 10,000 and a student base of over 21,000. SGG is moving ahead with great



vigour and bringing significant changes in people's lives with its wide range of high-quality products and services.

**Website-** [www.ghodawat.com](http://www.ghodawat.com)

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