

# CEO SPEAK



**SAUGATA GUPTA** CEO, Marico



I'm confident that demand outlook will continue to gradually improve over the next few quarters. Hopefully there will be a convergence of some level of herd immunity and availability of a vaccine some time in the Jan-March quarter. The gap between the stronger and weaker players will further accentuate while availability in the form of direct distribution, trusted brands, value pricing and digital adaption will be key drivers of growth in the FMCG sector.