

Ramprasad Sridharan Tapped as New MD of PUMA India

Published on 27 Nov 2025 | By IFI Correspondent



Global sportswear giant PUMA has announced the appointment of Ramprasad Sridharan as the new Managing Director (MD) for its India operations. The leadership change will take effect starting December 2025, as part of the brand's plans to strengthen its foothold in one of the world's fastest-growing sportswear markets.

Experienced Retail Leader at the Helm

With over 25 years of experience in brand building, retail leadership, and commercial strategy across the Asia-Pacific region, Sridharan brings a wealth of expertise. He will report directly to PUMA's Chief Commercial Officer, Matthias Bäumer, adding deep retail know-how to PUMA's India leadership.

Before joining PUMA, Sridharan served as CEO and Managing Director at United Colors of Benetton India — where he steered major transformation initiatives to enhance product, retail, and digital performance. His earlier stints include senior roles at Clarks and Reebok India, giving him solid exposure to footwear, apparel, and retail expansion.

This appointment reflects PUMA's intention to leverage Sridharan's broad experience to navigate India's dynamic retail environment and consumer trends.

A Change in Leadership

Sridharan succeeds Karthik Balagopalan, who stepped down earlier in 2025 after a long tenure with PUMA. The leadership transition marks a new chapter for the India operations, with hopes of scaling up growth, expanding retail footprint and strengthening PUMA's market position.

According to Bäumer, Sridharan's appointment will "strengthen operations and support India as one of our key markets," underlining PUMA's commitment to making India a central growth driver in its global strategy.

Sridharan's track record suggests a steady, structured approach — likely a mix of consolidation and innovation tailored for Indian consumers' evolving tastes. As PUMA India transitions to this new leadership phase under Ramprasad Sridharan, the company positions itself for renewed growth at a time when demand for sportswear, athleisure, and digital retail is rising sharply across India. With his proven expertise, Sridharan may well steer PUMA toward stronger market share and deeper consumer connections.

For more style updates & exclusive fashion stories follow indiafashionicon.com