



GODFREY PHILLIPS
— INDIA LIMITED —



Dr. Bina Modi

Chairperson and Managing Director
Godfrey Phillips India Limited

How have you steered a legacy business while driving modernization?

My vision is to build on GPI's strong legacy while preparing the company for a future defined by agility, innovation, and purpose. I believe that growth must be intentional, driven by clarity, discipline, and constant evolution.

In the last five years, we have delivered robust, sustained progress: domestic volumes are up 1.7x, sales income 2.2x, and net profit 2.8x. These numbers reflect a deeper transformation across the organisation. Modernisation has powered this journey. We have upgraded our manufacturing to world-class standards, strengthened supply chain efficiency, and enhanced transparency through digital platforms. Just as importantly, we have focused on empowering people to think boldly and challenge convention. Rooted in our values but driven by a limitless ambition, we continue building a modern, sustainable GPI for the future.

What role does technology play in GPIL's growth story?

From a digitised supply chain and automated manufacturing to AI-led forecasting, technology is woven into every part of our business.

Our sales force automation systems and digital dashboards have made decision-making faster, enabling real-time planning across functions.

Equally transformative has been the redesign of our HR portal. It serves as a central platform for learning, performance insights, and career pathways enabling employees to navigate their own growth. This digital ecosystem has brought greater alignment across teams.

We are building a future-ready organisation where people remain at the centre and technology amplifies their ability to excel.

How do you strike the balance between business growth and environmental responsibility?

Profit and purpose must strengthen each other. Sustainability is embedded across GPIL, from farm-level sourcing to manufacturing and distribution. We have set ambitious targets, improved energy efficiency, strengthened waste and water management, and built award-winning factories that combine world-class technology with responsible practices. Our Dow Jones Sustainability Index score rising from 11 to 64 in just two years reflects this commitment.

Sustainability for us also means empowering people. Our CSR initiatives support farmers, hawkers, and communities through good agricultural practices, health camps, water conservation and afforestation projects, ensuring social progress grows alongside economic progress. We see employees, partners, communities, and the environment as equal stakeholders in our success. We keep evolving, learning from global peers, adopting better technologies, and staying aligned with best practices.

Under your leadership, GPI has seen record-breaking growth. What drives this success?

I believe that companies grow when people grow. We invest in our teams, their well-being, skills, and sense of belonging. This people-first culture is why we've been certified a Great Place to Work for seven consecutive years.

Our business performance reflects this strength, all delivered while upholding the highest standards of ethics. But success for me is about the difference we make in the lives of all our stakeholders. Giving back is a responsibility I take seriously.

Looking ahead, my focus is on building long-term, inclusive value by expanding our portfolio, investing in our people, strengthening communities, and accelerating our sustainability commitments. ■