

## Nepa India expands into Asia-Pacific

**Nepa, a leading Marketing Intelligence company that helps businesses to build long-term brands, is now expanding into the Asia-Pacific (APAC) region with Mumbai as regional HQ. Esha Nagar has been promoted to the newly created position of Head of APAC.**

Nagar has been with Nepa for six years and has run the company's Indian offices for the last four, during which the region has seen annual double-digit growth. She has more than a decade of experience in market research, with stints at Kantar and Nielsen prior to joining Nepa. Over her career Nagar has worked in both advisory and business development roles across various research disciplines and verticals, such as media & entertainment, consumer retail, and consumer tech.

Nepa APAC has taken the first quarter of Q1 2023 to restructure their teams and strategy for this expansion. Southeast Asia and India are the key-focus regions. The APAC client leadership team consists of Tejasvi Nikam and Anand TSV who will focus on different key-focus areas. The product leadership team comprises of Sunjit Saluja and Prakruti Sutaria.

"I am excited to lead the expanded region for Nepa, as this route feels so organic for us. We have been winning in India with a market-focused approach that is more agile and locally relevant than our competitors, and we feel this approach works well in the region's emerging markets, categories, and cohorts. We have already seen some major wins in the last two years for us beyond India in APAC. There is a whitespace for a competitor like us in the region that plays on the cusp of consulting & tech, and helps companies build long-term, lasting brands," says Esha Nagar, Head of APAC.

"I am very excited to take the next step in our journey in APAC. We have shown tremendous growth in India, yet this is just the tip of the iceberg. Since Esha took over in 2019 the region has shown great passion and drive, and this is yet another evolution in Nepa's global growth strategy," says Ulrich Boyer, CEO.

"The rising economic weight of APAC has extensive opportunities for Nepa, notably due to the growing economic importance of the region's consumer markets as drivers of world demand growth. Our India team has been delivering magic on their Asia projects for a few years, so it feels like the right time to leverage their cross-category expertise and rich cultural understanding of emerging markets to unleash the area's potential," says Ferry Wolswinkel, CRO.

**For more information, please contact:**

Edvard Hagman, Investor Relations, [ir@nepa.com](mailto:ir@nepa.com)

### **About Nepa**

Nepa, a leader in Brand Experience and Marketing Optimization, helps some of the world's most reputable brands drive growth through data. This is achieved by combining first-class research, cutting-edge technology, deep expertise, and innovative solutions. Headquartered in Stockholm, Sweden, with offices in Norway, Finland, Denmark, UK, USA and India, the company is listed on the Nasdaq First North Growth Market and has been publicly traded since 2016.

Redeye AB is Nepa's Certified Adviser. Full contact details are available at [nepa.com/investor-relations](https://nepa.com/investor-relations).

### **Attachments**

[Nepa India expands into Asia-Pacific](#)