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# Wingreen's Pawan Sarda to become House of Abhinandan Lodha's CGO

Prior to Wingreens, he was a part of the startup team of Big Bazaar and headed the marketing function for Future Retail. He also led the marketing function at Tata housing.



BE Staff · ETBrandEquity

Updated On Feb 7, 2023 at 03:27 PM IST

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Pawan Sarda

Pawan Sarda is all set to join House of Abhinandan Lodha as chief





growth officer, according to his recent LinkedIn update. He was the group chief marketing officer and head of D2C at Wingreens for eight months.

At Wingreens, Sarda was responsible for building house of brands which captures all consumers' daily, building a strong omni-channel distribution strategy, driving D2C and online platforms that helps to drive targeted growth for the company and creating a purpose-led brand that helps the entire eco-system to flourish.

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Sarda's LinkedIn post read, "All set for the new journey !! Super excited to join The House of Abhinandan Lodha , India's largest branded land developer, a new-age consumer-tech compmay that is transforming land ownership in India through innovation."

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