Raymond Lifestyle Ltd. Appoints Vipul Mathur as Chief Business Officer to Lead New Growth Ventures



In a strategic move to accelerate growth, **Raymond Lifestyle Ltd.**, now a standalone entity after splitting from its parent company, has set its sights on expanding into new business avenues. As part of this ambitious journey, the company has appointed **Mr. Vipul Mathur** as the **Chief Business Officer – New Businesses**. Mr. Mathur will report directly to **Managing Director, Mr. Sunil Kataria**, and will play a key role in shaping the future of Raymond Lifestyle's ventures.

With over 20 years of extensive experience in ecommerce, retail, and branding, Mr. Mathur's appointment marks a significant step towards Raymond Lifestyle's vision of exploring new growth opportunities. His impressive career includes leadership roles as CEO of **Mufti**, as well as positions at **ABOF.com**, **Aditya Birla Fashion and Retail Ltd.**, and **Madura Garments**.

Commenting on his new role, Mr. Mathur shared, “I have joined Raymond Lifestyle to take on the exciting challenge of driving new business initiatives. We are starting with the **HOME** category, which presents a significant opportunity for us to enter new markets and diversify our offerings.”

This strategic appointment reflects Raymond Lifestyle’s serious commitment to innovation and expanding its footprint beyond its core business, signaling a new era of growth and transformation.