

Practo appoints Shoumyan Biswas as Global Chief Strategy & Marketing Officer

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Biswas will lead Practo's global business expansion along with focusing on deepening customer engagement



Practo, India's largest and most trusted health services platform, has announced the appointment of Shoumyan Biswas as its new Global Chief Strategy & Marketing Officer.

Biswas brings over two decades of extensive leadership experience and a proven track record of building customer-centric growth engines across diverse industries. His expertise will be invaluable in advancing Practo's mission to help people live healthier, longer lives through strategic clarity and driving innovation to improve health outcomes.

In his new role, Biswas will lead Practo's global business expansion along with focusing on deepening customer engagement and accelerating profitable growth in India. He will play a key role in shaping the company's global growth strategy plans, with a strong emphasis on category expansion and a sharper consumer focus.

His career includes positions such as CMO & Group Loyalty Head at Tata Digital, CBO at Rebel Foods, and CMO at Flipkart. His nine-year tenure at Unilever further solidified his expertise in building strong brands and driving consumer engagement. In this new role, he will work closely with Shashank ND, Co-founder & CEO at Practo, to drive Practo's growth strategy.