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UP FRONT ON THE MOVE

Ex-Pru Srinivasan to lead Birla's financial ambitions



Ajay Srinivasan

Prudential Asset Management's former Asia CEO, Ajay Srinivasan, has been appointed CEO of financial services and director of corporate strategy and

business development for the Aditya Birla Group in India. He was hired by Kumar Mangalam Birla, group chairman. Birla, with a market cap of \$23 billion and over 50% of revenues from operations outside of India, has businesses in life insurance, asset management, distribution of financial products, corporate finance and retail finance. It has ambitions to tie these together to become a leading firm, not just in India but internationally, and it will be Srinivasan's job to set the strategic direction as well as provide operational leadership for the various financial businesses.--