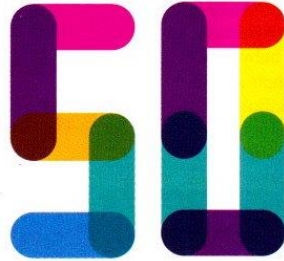


Publication: Fortune India**Edition:** National**Date:** August 2, 2024**Page:** 142**VISHAKHA MULYE**
CEO, Aditya Birla Capital

Turbocharging Aditya Birla Capital

WHEN Vishakha Mulye joined the Aditya Birla Group in 2022, her mandate was to reinvent the “growth engine” within the \$62 billion conglomerate and simplify businesses for better synergies. She seems to have executed both tasks. In her first shareholders’ letter in 2023, Mulye envisioned the ‘One ABC One P&L’ approach for Aditya Birla Capital. She doubled down on “data, digital and technology” to create scale across businesses under Aditya Birla Capital

and turned it into a “full stack” financial services provider. She led the formation of Aditya Birla Capital Digital Ltd. to build ABCD, an omnichannel D2C platform which offers 22 products and services. Aditya Birla Capital reported 30% rise in consolidated revenue to ₹39,050 crore in FY24. Profit surged 41% to ₹2,902 crore, its highest ever. The combined lending portfolio (NBFC and housing finance) grew 31% to ₹1.24 lakh crore.

— **Manoj Sharma**

