



SIR IVAN MENEZES

KEEP WALKING®

Sir Ivan was a man of extraordinary qualities, described by his friends as embodying humility, grace, and above all, kindness. His character was shaped early on during his schooling at St Mary's in Mt Abu, where the Irish Christian Brothers and his classmates instilled in him the values that would guide him throughout his life. Throughout his illustrious career, he was known as a leader who achieved exceptional results while maintaining his integrity. He uplifted sales and shareholder returns without resorting to below-the-belt tactics, earning the admiration and love of everyone in the liquor industry. His goodness and compassion touched the lives of many, making him a beloved figure and a true gentleman.

The news of Sir Ivan's passing on Wednesday marked an incredibly sad day for all who had the privilege of knowing him. Diageo Chairman Javier Ferran expressed his deep sorrow, acknowledging Sir Ivan as a thoughtful and passionate colleague, and an undeniably exceptional leader of his generation.

One proud moment that shone brightly in Sir Ivan's career came in March when he was bestowed with a knighthood at Buckingham Palace. This honor recognized not only his outstanding contributions to the corporate world but also his relentless efforts to empower women and minorities, both within his company and beyond. Sir Ivan's commitment to equality and inclusivity was unwavering, leaving an indelible impact on the lives of countless individuals.

Born into a family of high achievers, Sir Ivan's educational journey laid the foundation for his future success. From St Mary's School in Mount Abu, where his character was molded by the Irish Christian Brothers, to St Columba's School in Delhi, St Stephen's College, and the prestigious Indian Institute of Management in Ahmedabad, he honed his skills and nurtured his exceptional leadership abilities. Further studies at Northwestern University's Kellogg School of Management and his professional experiences at renowned companies like Whirlpool, Booz Allen Hamilton, and Nestle sharpened his strategic acumen.

Joining Diageo in 1997, Sir Ivan played a pivotal role in the company's formation after the merger of Grand Metropolitan and United Distillers. Throughout his tenure, he steered Diageo's evolution into a pure spirits company, elevating brands such as Guinness, Johnnie Walker, Smirnoff vodka, Bailey's Irish Cream, and Gordon's and Tanqueray gin to global prominence. His strategic acumen, marked by smartly-timed acquisitions and a focus on premiumization, propelled Diageo to new heights.

Beyond his professional accomplishments, Sir Ivan cherished his family and held dear the values of gratitude and a positive attitude. He believed in savouring life's journey, cherishing the people he met along the way, and embracing every opportunity with a sense of appreciation.

Let us remember him as a beacon of integrity, compassion, and leadership. His impact on Diageo, the liquor industry, and society at large will forever be cherished. May his soul find eternal peace, and let us keep walking, for in our continued journey, we honor the essence of his being and strive to create a world that reflects the love and compassion he embodied.

