



New Silk Route Adds Senior Operating Advisor

Appoints Financial Services & Consumer Products Industry Veteran William I. Campbell

MUMBAI, BANGALORE and NEW YORK, October 9, 2012 – New Silk Route, a leading Asia-focused private equity and growth capital firm founded in 2006 with \$1.4 billion under management, announced that seasoned professional William I. Campbell will be joining the firm’s Leadership Team as Senior Operating Advisor. Bill has held leadership roles at the many of the world’s largest companies. His new role at New Silk Route will involve identifying global opportunities for the firm’s robust portfolio of investments.

Parag Saxena, Founder and CEO of New Silk Route said, “We are fortunate to have someone of Bill’s stature at NSR. His experience leading global businesses, such as Citicorp’s global retail franchise and Philip Morris’ packaged goods business in Asia, will be helpful to NSR’s portfolio companies.”

“I am pleased to be joining the talented team at New Silk Route,” said Bill Campbell. “Having spent the bulk of my career focused on growing leading businesses on a global scale I can attest to the significant potential of India and the Indian consumer. New Silk Route has a strong portfolio of investments that have the potential to attract international investors and companies looking to take advantage of India’s growth potential.”

Bill is the former Chairman of the Card Services Unit of JPMorgan Chase, where he was most recently a senior advisor to the Chairman and CEO. From 2005 to 2007 he served as Chairman of Visa International, leading the organization to its IPO in 2008. Prior to his executive roles at JPMorgan Chase and its predecessors, Bill oversaw Citigroup’s Global Consumer Business and also spent 28 years at Philip Morris where he served as Chief Executive Officer of Philip Morris USA and President of Philip Morris Asia Pacific. He currently serves as President of Sanoch Management, a consulting and investment firm. He also serves as a Senior Advisor to JPMorgan Chase. Bill earned a Bachelor’s Degree in Economics from the University of Alberta and a Master’s Degree in Business Administration from the University of Western Ontario.

About New Silk Route

New Silk Route is a leading Asia-focused private equity and growth capital firm founded in 2006 with \$1.4 billion under management, focused on the Indian subcontinent, as well as other rapidly growing economies in Asia and the Middle East. New Silk Route’s team of experienced investment professionals has deep relationships in a variety of sectors, while the firm’s geographical focus leverages strong and historical cultural links that bind Asia and the Middle East. New Silk Route is led by Founding General Partner & CEO Parag Saxena. To learn more, please go to www.nsrpartners.com.

New Silk Route Media Contacts

India
Shotorupa Ghosh
Edelman

Office: +91 (22) 4353 0294
Mobile: +91 99206 85824
shotorupa.ghosh@edelman.com

International
Christopher Mittendorf
Edelman
Office: +1 212 704 8134
Mobile: +1 917 344 0673
christopher.mittendorf@edelman.com