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**Headline: L Catterton Announces Senior Hires to Asia Investment Team**

## **L Catterton Announces Senior Hires to Asia Investment Team**

L Catterton, the largest global consumer-focused private equity firm, today announced the appointment of two senior hires to its India and South East Asia investment teams. Yock Siong "Song" Tee will join the firm in the Singapore office on March 1, to oversee South East Asia. Anjana Sasidharan will join in the Mumbai office on February 15, to oversee earlier-stage investments across India and South East Asia.

Mr. Tee joins L Catterton from Affinity Equity Partners, one of Asia's largest private equity firms, where he covered the South East Asian markets, executing a number of notable late-stage growth and buyout transactions across the consumer, healthcare, and education sectors. Prior to joining Affinity, Mr. Tee was an Associate Director at Temasek, where he was part of the CIO office, working on transactions across strategies and sectors. Song started his career as a management consultant in McKinsey & Company's Singapore office, and received an MBA from the Wharton School and undergraduate degrees in business management and economics from Singapore Management University.

Ms. Sasidharan joins L Catterton after nearly a decade at Sequoia Capital, where she led numerous marquee transactions for the firm. She brings deep expertise investing in early-stage, fast-growing, and disruptive companies across a number of consumer categories, with particular experience in the healthcare space. While at Sequoia, she also led the formation of Sequoia Spark, a community platform designed to foster collaboration and engagement among women founders across India and South East Asia. Ms. Sasidharan began her career at McKinsey & Company in India. She received an MBA from IIM Ahmedabad and a bachelor's degree in engineering from the National Institute of Technology in Trichy.

Earlier in 2020, L Catterton welcomed Saurabh Mehta, who joined the firm from CX Partners, where he led several large and successful buyout transactions, and has been driving the firm's later-stage investing in India. L Catterton continues to be led in India and the Middle East by Ketki Paranjpe, who has been with the firm since its inception in Asia in 2009.

"Song and Anjana are both extremely talented and experienced investors, and we are excited to welcome them to L Catterton as we add capabilities to our leadership team in Asia," said Chinta Bhagat and Scott Chen, Managing Partners of L Catterton Asia. "As South East Asia and India continue to play an important role in our broader Asia strategy, we are confident that we now have the right team in place in these regions to execute on our longer-term vision and continue to invest in the companies on the cutting edge of the evolving consumer experience."

### **About L Catterton**

With over \$22 billion of equity capital across its fund strategies and 17 offices around the world, L Catterton is the largest global consumer-focused private equity firm. L Catterton's team of nearly 200 investment and operating professionals partners with management teams around the world to implement strategic plans to foster growth, leveraging deep category insight, operational excellence, and a broad partnership network. Since 1989, the firm has made over 200 investments in leading consumer brands. For more information about L Catterton, please visit [www.lcatterton.com](http://www.lcatterton.com).

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