



TOP 100 DIGITAL MARKETERS 2023



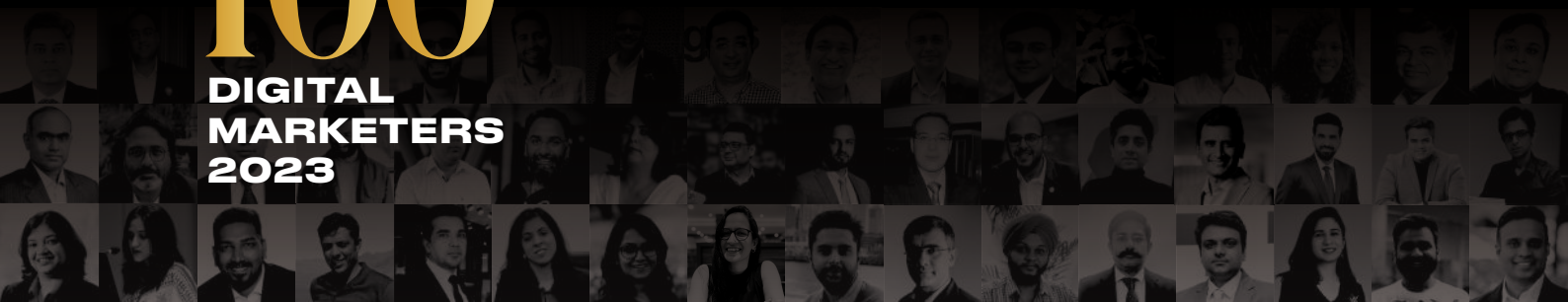


AdLift is proud to present to you the most coveted list of the year – India's Top 100 Digital Marketers! The Who's Who in Digital Marketing, the digital disruptors who are shaking up the industry like never before! The country is seeing a marked shift in marketing strategy with digital marketing no longer seen as a luxury but a mainstream marketing channel. With the widespread adoption of digital platforms and technologies, marketers are required to have a deep understanding of digital channels and tools. This is where India's top digital marketers come in. These are individuals who have not only mastered the art of digital marketing but have also demonstrated exceptional skills in strategic thinking, creativity, and innovation. The selection process for this list was rigorous and thorough. We considered several factors before selecting the final 100 digital marketers. The criteria we used included the individual's contribution to the digital marketing industry by way of speaking engagements, publications, and overall thought leadership. We also followed the career trajectory, significant milestones and achievements, innovations and peer reviews of work done and the overall impact on the industry. Our core team, consisting of seasoned digital marketing experts used these indicators to compile this list of the Top Digital Marketers in the country. In this publication, you'll get a chance to learn about these incredible professionals, their accomplishments, and innovations. So, gear up to get inspired and explore the Who's Who of Digital Marketing in India!

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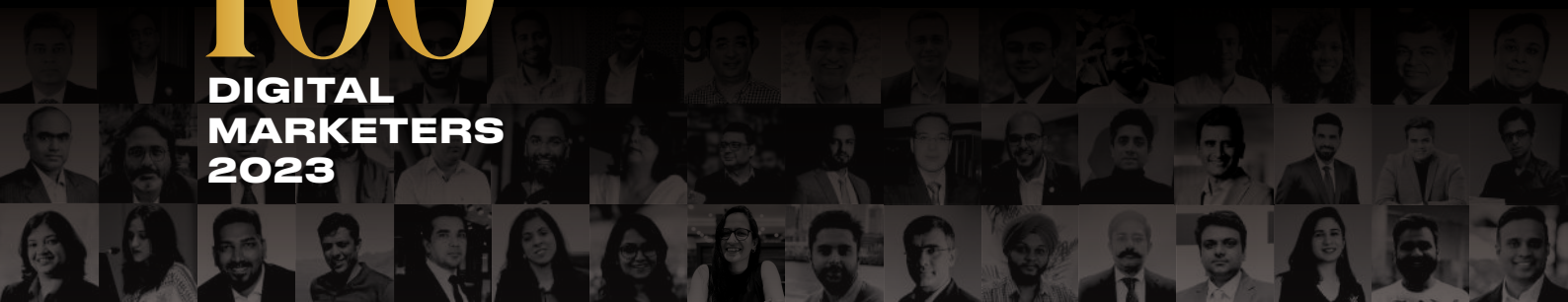
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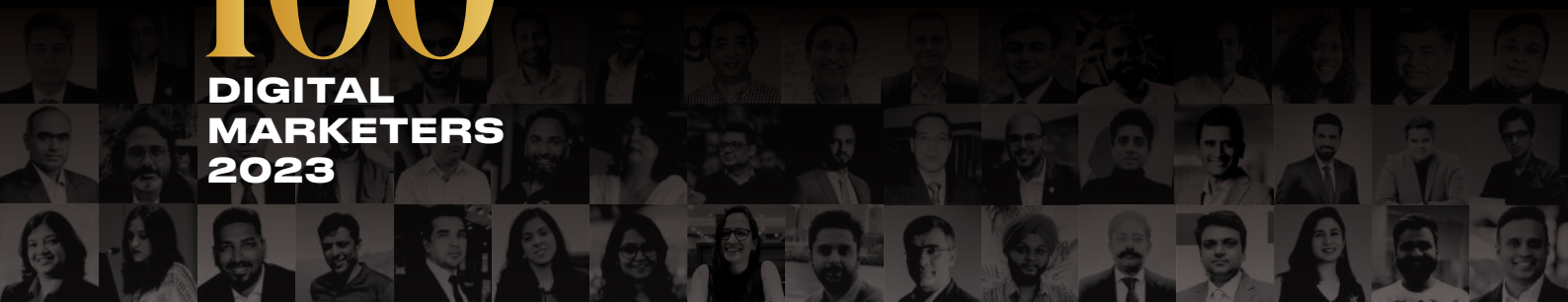
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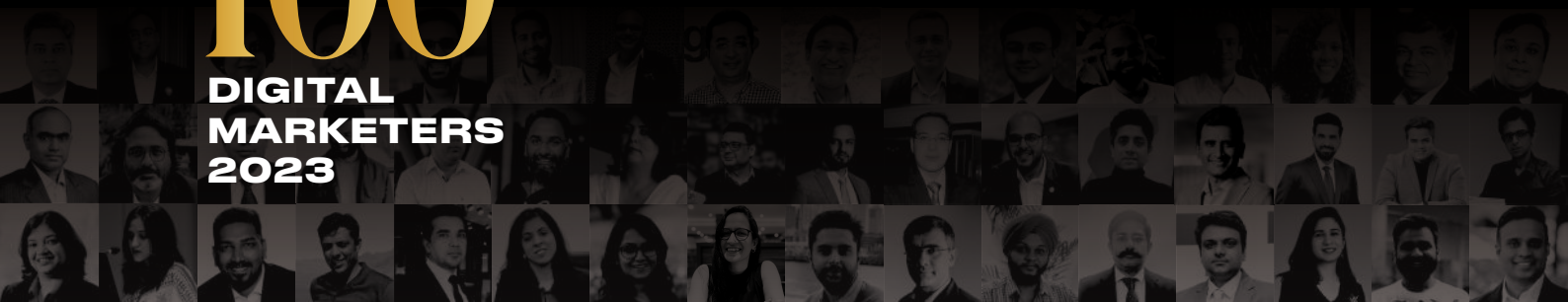


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Abhishek Gupta

Senior Vice President, Online Revenue, Honasa Consumer Ltd.



Abhishek is a master of Growth (D2C) and the Senior Vice President of this domain at Honasa (a digital-first house of brands including Mamaearth, The Derma Co., Aqualogica, Ayuga, BBlunt, Dr Sheth's and Momspresso). With an unwavering passion for innovation and a remarkable ability to drive businesses towards unprecedented success, he has elevated brands like Cuemath and Spinny in the past. An avid speaker and thought leader, Abhishek has been a mentor to several start-ups and founders and has been instrumental in scaling brands.

An IIT, Delhi alum, Abhishek has over a decade of experience in establishing D2C brands across CPG, fin-tech, ed-tech, and automotive categories.

Ajay Maurya

Head of Marketing and Product, Fastrack



Ajay, an alum of IIM, Lucknow, is the Head of Marketing at Fastrack, a leading fashion accessories brand in India. With over 15 years of experience in the industry, Ajay has been instrumental in driving the growth and success of several well-known brands. At Fastrack, he leads a dynamic team responsible for developing and executing innovative marketing strategies that resonate with the brand's target audience. Ajay's expertise lies in leveraging consumer insights to create campaigns that capture the spirit and essence of the brand. He is a leader who inspires his team to push boundaries and achieve excellence in everything they do.

Most recently, Ajay was recognised as one of the best marketing minds in the country and was bestowed the Impact 40 under 40 Award.

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Akash Deep Batra



Executive Director & Head of Marketing, Customer Experience & Analytics, DBS Bank

Akash Deep, an alum of IIM Bangalore and Kurukshetra University, is a digital transformation agent. He has over two decades of industry experience in digitally accelerating brands, in marketing, analytics and customer experience.

A path-breaker, he has been an integral part of award-winning campaigns for Nestlé and DBS Bank and has been instrumental in amplifying the brands that he has worked with, including Infosys and Twitter, where he has held senior positions.

Akash has received numerous accolades for his exceptional work over the years. He was recognized as one of the Top 50 Marketers in 2021 by BusinessWorld Magazine and was featured in the Financial Express (India) Power List 2022. He is also a frequent speaker at various industry conferences and universities worldwide and a commentator on trends & innovations in marketing and technology.

Akash Shrivastava



Head of Growth Marketing, Livspace

As the Head of Growth Marketing at Livspace, Akash has established a proven track record of driving growth and customer acquisition. His insights and strategies have been instrumental in Livspace's success. Years of entrepreneurial experience, coupled with his deep understanding of market trends, has allowed him to create marketing campaigns that forge meaningful connections between Livspace and its customers.

An IIT, Bombay alum, Akash has elevated brands like Mobikon, and Weddings.in in the past.

Akash's leadership style is characterized by a relentless focus on results and a commitment to mentorship and professional development. Akash was recently part of the selection jury for the 14th edition of the Indian Digital Marketing Awards 2023

Alakh Pandey

Founder and CEO, PhysicsWallah (PW)



Alakh, the front face, co-founder and CEO of PhysicsWallah since April 2014, has created an affordable yet easily accessible ed-tech platform. This alum of IIT, Bombay quit being a tuition teacher, became a YouTuber, and then worked his way up to becoming a renowned entrepreneur. Working through barriers with the motto "money should not be an obstacle in the path of achieving one's dreams," Alakh is motivated to change the ed-tech space in the hopes of making PhysicsWallah a one-stop solution for learners. With awards like Entrepreneur India, Ed-Tech CEO Of the Year, Times 40 under 40, Rising Edtech Startup of India, and many more, Alakh is breaking conventional norms to revolutionize the education industry.

Anand Dubey

Head of Marketing, Mahindra & Mahindra Financial Services Ltd.



Anand, the Head of Marketing at Mahindra & Mahindra Financial Services Ltd., comes with over 25 years of experience in the marketing industry. He is a master at crafting compelling campaigns that enhance brand image, awareness and consideration for several MNC and Indian organizations in categories like Banking and Financial Services (BFSI), Consumer Durables, Automobiles and Media sector. He is a veteran who has dipped his hands in various marketing-related sub-functions, including brand and media management, digital and growth marketing, social media and content marketing, campaign management, customer experience, retail marketing, corporate and internal communication, consumer insights and foresight. His particular interest lies towards curating the right mix between traditional and digital marketing mediums to provide new-age consumer engagement. Over the years, Anand has contributed to various marketing and advertising forums as a panellist, guest speaker, jury member, moderator and anchor.

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Anirudh Arun

Co-Founder & COO, Blu Smart



Anirudh, an alum of IIT, Roorkee, is the Co-Founder and COO at Blu-Smart Mobility. His passion for building and growing high-impact products has helped scale companies in the mobility, energy, eCommerce, mobile consumer tech, and wearables space since 2011. In his prior role as Co-founder & CEO at Khelfie, he took the company to new heights in sales through a mix of online e-commerce and offline sales/distribution and shipped their patented wearable device to over 30 countries!

An innovator and a marketer par excellence, Aniruddh is known to take technical deep-dives and decisions to aid scalability for enterprises. Additionally, he is a published author and a crusader for sustainable transport.

Anju Williams

Head of Marketing and PR, STT GDC India



Anju is a marketing leader with expertise that spans key marketing elements like digital marketing, product marketing, vertical marketing, branding, partner marketing, enterprise marketing, demand generation and marketing operation. Her knack for successfully running integrated marketing campaigns has led to sustained revenue and profit generation for brands. With over two decades of industry experience, Anju has created a niche for herself and is recognized as an industry leader specializing in brand building, leading product/services related integrated marketing campaigns, database marketing, segmentation and prospects relationship management. A true innovator, Anju has an eclectic work experience that fuels knock-out marketing campaigns!

Ankit Desai



Head - Media & Digital Marketing, Marico Limited

Ankit is a marketing guru and an industry veteran with 17 years of experience. Currently, he is associated with Marico Limited as the Head of Media & Digital Marketing (India & Global Centre of Excellence). A thought leader, Ankit has created a niche for himself and is recognized as a specialist in digital marketing, strategic media planning, buying and building revenue strategies that convert into profit with high margins. With an inspirational career spanning various domains in media, including publishing, media agencies, broadcasting, and advertising, his wealth of knowledge and expertise is unprecedented.

Ankit serves as a co-chair of the Indian Society of Advertisers (ISA) and works towards fostering greater engagement and creating new learning opportunities for all the constituents of ISA. Before joining Marico Limited, he worked with Hotstar, NDTV Imagine, GroupM-Mindshare Fulcrum and Dainik Jagran.

Aparna Mahesh



Chief Marketing Officer, Great Learning

Aparna is a marketer with a global experience in brand building. She has served as the Chief Marketing Officer at Bank Bazaar, Fresh Menu, and Quikr. She currently holds the same position at Great Learning – a global ed-tech company for professional training and higher education.

Her outstanding career in marketing, spanning almost 25 years, has been validated not only by building successful brands but also the numerous accolades she has received over the years. Aparna has been on the LinkedIn Content 50 – 2018, Campaign India A-List – 2018, and Adobe Content 100 – 2017. She has also been nominated as the Marketer of the Year, IAA Leadership Awards 2014 and has won the Excellence Award, American Association of Advertising Agencies, Philadelphia 2002. Apart from transforming global brands, Aparna is also a published fiction writer.

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Arjun Ahluwalia

Founder & CEO, Jai Kisan



Arjun, an alum of Texas A&M University, is the Founder and CEO of Jai Kisan - a rural focussed Neo Bank whose application 'Bharat Khata' provides a one-stop solution for rural businesses and individual financial needs. A former private equity professional, Arjun quit his job in the US and moved to an Indian village to start Jai Kisan. Using technology and digitization, Arjun is driving financial inclusion and financial access in rural India. On a mission to bridge the massive credit gap in the Indian rural market, Arjun's in-depth consumer understanding is changing the way day-to-day banking is being done in rural India.

Ashish Agrawal

Director of Digital Marketing, Egen



Ashish, a graduate from IIM Indore, is a digital marketing visionary who's mastered the art of transforming global businesses using his expertise in marketing strategies, data and design. As the Director of Digital Marketing at Egen Solutions, his extensive knowledge of data-driven marketing strategies, social media, and customer engagement led the company's digital transformation efforts. He also teaches Digital Marketing courses at institutes like KraftShala and NMIMS.

Ashish's 15+ years of experience allow him to drive significant revenue growth for both startups and enterprise-level organizations. He has been recognized by the World Marketing Congress and CMO Asia as one of the "Top 50 Most Influential Strategy Leaders" and "100 Smartest Digital Marketing Leaders" in 2018, 2019 and 2020. He is a regular speaker at digital marketing conferences and has multiple informative articles in the field of digital marketing.

Ashwin Moorthy

Chief Marketing Officer, Godrej Consumer Products Limited



Ashwin comes with over over two decades of marketing experience in the consumer goods industry. He possesses a remarkable skill set in driving brand growth and establishing meaningful connections with customers.

Under his leadership, Godrej has made significant progress in constructing a robust brand portfolio that resonates with consumers in diverse markets. Ashwin's strategic thinking, innovative approach, and deep understanding of consumer behavior have played an instrumental role in steering the company towards success. He is also an enthusiastic advocate for sustainability and ethical business practices, demonstrating unwavering dedication to positively influencing society and the environment.

Atin Chhabra

VP Global Marketing - Digital Marketing & Media, Schneider Electric



Atin is an experienced digital leader in the areas of digital business, marketing, and transformation. He has a track record of creating strong brands, driving digital transformation, and adding economic value to seasoned and young companies. Currently, Atin serves as the Vice President - Digital Marketing & Media at Schneider Electric, where he leads a dedicated team of professionals in product management, martech, digital marketing, media, and digital business operations across 4 countries. He focuses on driving efficiency, increasing digital satisfaction, and maximizing revenue across the organization. Atin is a renowned industry speaker and panellist on topics related to digital customer experience, martech, and new-age marketing. He has received numerous accolades for his exceptional work in digital marketing, including being recognized among Asia's 100 Power Leaders in Marketing and Communication 2022, Impact 100 Digital 2020 Leader, and 100 Most Innovative Martech Leaders, amongst others.

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**Ayushman
Chiranjewala**



**Chief Marketing Officer,
Dr. Agarwal's Eye Hospital**

Ayushman, an established marketing and sales professional, has over 13 years of industry experience. His expertise lies in designing and implementing sales and marketing strategies for E-commerce businesses across multiple online platforms.

As the Head of eCommerce and Omni at Titan Company Limited, Ayushman has led renowned brands such as Titan, Fastrack, and Sonata to unprecedented success, always at the forefront of innovation. His work has been recognized with various awards from esteemed bodies such as IAMAI and The Economic Times.

Currently serving as the Chief Marketing Officer at Dr Agarwal's, Ayushman is focused on harnessing the power of technology and data to maximize the impact of marketing initiatives. He believes in driving business outcomes with a passion for creating memorable consumer experiences.

**Belson
Coutinho**



**Co-Founder and Chief Marketing
& Experience Officer,
Akasa Air**

With over 24 years of experience and an entrepreneurial mindset, Belson is an award-winning senior management professional with a unique blend of expertise in marketing, eCommerce, and digital transformation. As the Co-Founder and Chief Marketing & Experience Officer at Akasa Air, he has harnessed his passion for innovation and customer-centricity to redefine air travel standards.

Belson's dynamic and enterprising leadership has shaped successful aviation brands throughout his career. His keen understanding of consumer behavior and industry trends has led Akasa Air to sustainable growth and prosperity. The CMO Council at the World Brand Congress 2013 honoured him with the '20 Best Digital Marketing Professionals Award'. He was also invited to join a select group of CMOs for the India Digital Executive Summit by Google in California, USA. He is featured in the A-List 2018 of 'Campaign India's' definitive list of the most influential marketers.

Boniface Noronha



Senior Vice President & Head - Marketing, Digital Business & Fintech, Axis Mutual Fund

Boni Noronha is among the top leaders in the marketing industry. In the dynamic and ever-evolving Indian financial landscape, he has created thriving digital business ecosystems. Presently, he holds the position of Senior Vice President at Axis Mutual Fund.

An industry veteran for more than 22 years, Boni has earned a reputation for excellence through his multiple stints in top-notch organizations, such as Morgan Stanley, JM Financial, and Tata Asset Management.

His prowess in equity and fixed-income markets is complemented by his ability to foster innovation and catalyze growth in the organizations he serves, making him an outstanding marketer.

Chandramohan Mehra



Senior President and Chief Marketing Officer, Bajaj Allianz Life

With over 25 years of experience across diverse industries, including BFSI, media, advertising, automobiles, FMCG, fashion, and eCommerce, Chandramohan, a digital marketing leader, has brought a new perspective to the insurance industry. His passion for innovation and a customer-centric approach have helped brands develop innovative products that cater to the evolving needs of consumers. As the Senior President and CMO of Bajaj Allianz Life, he has transformed the company into one of the country's most recognized and trusted brands. He firmly believes in the power of data-driven insights and has spearheaded several initiatives that have helped brands make data-driven decisions to enhance the customer experience. Under his exemplary leadership, Bajaj Allianz Life has procured numerous accolades for its innovative marketing campaigns, customer engagement, and digital initiatives. Moreover, he has published a multitude of articles in various online publications, including Business World, ET Brand Equity and Indian Express.

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Danish Khan



EVP & Business Head - Sony Entertainment Television, Sony LIV & StudioNext, Sony Pictures

Danish is the Executive Vice President and Business Head of Sony Entertainment Television, Sony LIV, and StudioNext at Sony Pictures. With an impressive career spanning over two decades in the entertainment industry, Danish has established himself as an ace marketer, leader and game-changer with a sharp eye for innovation. Danish has played a pivotal role in redefining the landscape of Indian television. His vision for Sony Entertainment Television, Sony LIV, the leading OTT platform in India, and StudioNext, Sony's in-house production studio is transforming these platforms.

In addition to his impressive professional achievements, Danish is known for his warmth, integrity, and unwavering commitment to his team. He continues to inspire and empower those around him to push boundaries and achieve their full potential with his infectious energy.

Darshana Shah



Head - Marketing & Customer Experience, Aditya Birla Capital

Darshana, the Head of Marketing at Aditya Birla Capital, is a strategist and a master of creative marketing. With over 24 years of experience in marketing and branding, Darshana is a visionary leader with a strong command over customer-centric marketing. Utilizing her growth mindset and 'challenging the norm attitude', she has elevated the group's brand marketing efforts to new heights.

Darshana has received multiple excellence awards for her exceptional performance in digital marketing. Her ability to analyze data and connect with consumers across the digital ecosystem with meaningful and hyper-personalized communication has led to unprecedented growth for the brands she has helmed. With a passion for excellence and a dedication to success, Darshana is an idol for Indian digital marketers.

Deepali Naair

Group Chief Marketing Officer, CK Birla Group



With over 20 years of experience in marketing, Deepali has honed her skills in brand building, digital marketing, and customer experience. She has transformed companies' marketing strategies with her innovative and insightful approach. Her ability to identify new trends and opportunities has earned her a reputation as a thought leader in the industry.

She has been recognized for her contributions to the field with multiple awards that include Business Worlds - Most Influential Women 2023, CMO of the Year award by The Economic Times and Pitch CMO Award - The CMO Transformation Award (2020). She has also been a jury member numerous times for AdClub's EMVIES, EFFIES, ABBYs, IAMA Digital Awards & ECHO awards. Additionally, she is often invited to speak at technology and digital forums nationwide and abroad.

Deepika Warriar

Chief Marketing Officer, Diageo India



Deepika is a powerhouse in the marketing world, with over 25 years of experience. As the Chief Marketing Officer at Diageo India, she has contributed to strengthening the company's bottom line while using innovative and creative strategies. She oversees marketing and innovation for Diageo India's alcohol and beverage portfolio. Prior to joining Diageo, she spent 20 years with PepsiCo, where she was instrumental in driving strategic development, innovation, brand equity enhancement and resource allocation across a range of beverages, and juice-based drinks.

With a passion for brand building, Deepika has marked her footprints in the industry through successful campaigns to draw consumers' attention across India. She has an innovative mindset with a zest to embrace new technologies and adapt to the changing marketing landscape to stay competitive.

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***Deepshikha
Aggarwal***



**AVP Marketing,
Sinch**

Deepshikha, an alum of IIM, Ahmedabad and AVP Marketing at Sinch, loves to weave compelling stories through data analysis. With over a decade of experience, her expertise lies in building effective GTM strategies and marketing frameworks that drive business growth. Her creativity, analytical skills, and strategic mindset make her a force to be reckoned within marketing. She is a master at leading brand alignment across businesses by working closely with key stakeholders. Deepshikha's contributions to the field of marketing technology have been widely recognized. She was awarded the 'Most Influential Marketing Technology Leader' and was listed among the '100 Most Influential Marketing Technology Leaders' in the country by the World Marketing Congress in 2015. To her credit, she has been part of not one, but two NYSE exits in the last 5 years.

***Devarshy R.
Ganguly***



**Head of Marketing,
Magicbricks**

Devarshy's strong hold on the market pulse and consumer-centric approach makes him the 'go-to strategist' when it comes to brand equity, category development, P&L guardianship, stakeholder and project management. Currently working as the Head of Marketing at Magicbricks, he is keen to transform the brand into a market leader. He has 17+ years of experience in brand management, marketing communications, PR, media, digital and social media, influencer marketing, and eCommerce. He has managed some of the large-cap brand portfolios and launched several global brands in India. Noteworthy brands managed include M&M's, Snickers, Galaxy, McDowell's No. 1, Teacher's and Del Monte Foods. His innovative design strategies won him countless accolades and recognition, including a spot in the "40 under 40" list of young achievers by Apparel Magazine in 2018. Apart from this, he was recently awarded 'FE Visionary Leader Award 2022' and featured in the 'Top 50 CMOs' list by Financial Express India.

Dhruv Grover



Ex - Head Marketing & DO Paygrowth, Dineout

An alum of Copenhagen Business School, Dhruv has over 12 years of industry experience. A consumer focused, hands-on leader with experience across eCommerce, omni-retail, food-tech and insurance domains, he has been instrumental in the digital transformation of the organisations he has worked with. Currently Heading Marketing & DO Paygrowth at Dineout, Dhruv has worked with Unilever, Lenskart, Tata AIG General Insurance and Burger King in the past.

From crafting growth strategies to leading performance campaigns, Dhruv has set the bar high with key digital initiatives that have shaped brands.

Recognized as an influencer and mentor within the broader APAC ecosystem, Dhruv has carved a niche for himself as a digital marketer.

Geetanjali Chugh Kothari



Chief Marketing Officer, Future Generali India Life Insurance

Geetanjali is known for innovation and strategic thinking in marketing and communication. She comes with incredible industry experience establishing herself as a prominent thought leader.

Currently, she is the Chief Marketing Officer at Future Generali India Life Insurance. Prior to this, Geetanjali was with Bharti AXA Life Insurance for over 11 years. Under her leadership, the company witnessed exceptional growth and garnered numerous accolades for its marketing campaigns. Her ability to navigate challenges and capitalize on opportunities has earned her a reputation as a result-oriented marketing leader.

Recently, Geetanjali was awarded the 'Futuristic CMO: Retention-First Thinker Award' at the Pitch CMO Awards 2023.

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Gokuldas K

Director - Marketing, Razorpay



Gokuldas is a marketing mastermind with over 12 years of extensive experience in digital marketing across a variety of industries.

These include Food-tech, eCommerce, Advertising, FMCG, IT, and e-Learning. He's a certified digital marketer and an expert in media planning & buying, performance marketing, mobile marketing, brand marketing, social media, and eCommerce.

He has a proven track record of implementing innovative marketing strategies for top brands in India. Gokuldas has collaborated with early-stage start-ups to drive their customer acquisition, market share, engagement, and retention. He has won the ET Brand Equity Top 30 Marketers award in 2020.

Jahid Ahmed

Senior Vice President and Head of Digital Acquisition, Website, Content and Social Media Marketing, HDFC Bank



With over 16 years of experience in the BFSI sector, Jahid is a highly skilled digital marketing professional. He has been crucial in establishing data-driven digital campaigns, MarTech, and transformation setups across various BFSI organizations. Jahid was one of the early adopters of content-led marketing and has effectively used content strategies to enhance brand salience and consideration. He has received several accolades for his remarkable work, including being named as BrandEquity's Top 30 Digital Marketer, Social Samosa's Top 40 under 40, and CMO Asia's 'Top 50 Most Influential Marketing Professionals' in the BFSI category. He is a passionate digital evangelist who frequently speaks at various forums such as IAMA, Google Fireside Chats, Adobe Symposium, and Facebook community.

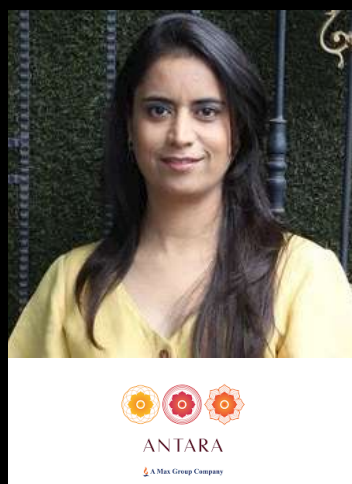
Jasmeet Bedi



Head Digital Marketing, Bharti Financial Services

Jasmeet is a seasoned marketer, currently heading Digital Marketing at Bharti Financial Services. With her exceptional leadership skills and a keen eye for innovation, she has been the driving force behind the company's success in the digital realm. Prior to this, she has been instrumental in scaling up brands like Zomato and Max Life Insurance. Her passion for excellence and commitment to customer satisfaction have made her an invaluable asset to the Bharti Financial Services team. With 11 years of experience and a creative mindset, she has revolutionized the digital marketing approach in the finance sector, setting new standards for the industry. In recognition of this, Jasmeet was awarded the Social Samosa 40 Under 40 Award for exceptional work in the marketing and advertising field.

Jasrita Dhir



Head Marketing & Communications, Antara Senior Care

Jasrita, a marketing and communications leader, is an embodiment of innovation and excellence. With nearly 20 years of experience in the healthcare industry, Jasrita has been a driving force behind the creation and upscaling of the digital footprints of brands like Fortis Healthcare and the Max Group. She currently serves as the Head of Marketing & Communications at Antara Senior Care, where she leads a team of dynamic professionals who aspire to turn Antara into a comprehensive platform for seniors, delivering seamless lifestyle and life-care solutions responding to their needs and desires.

Jasrita was the force behind the award-winning #MoreToGive organ donation campaign. Her forte being strategic Brand-management, Marketing, Digital Marketing, Digital Transformation & Adoption, Corporate Communication & Public Relations, Jasrita has worked in the services sector from hospitality to healthcare with a short stint in media.

She has been listed in Campaign India's A List of Media, Advertising and Marketing professionals in 2011. She was recognised as one of the Six Future Game-changers of Healthcare, in 2014 by Health Biz India Magazine and was nominated as a popular Digital Marketer in IMAI & Moneycontrol's Digital Marketer Awards in 2018.

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Jyoti Kumar Bansal



Chief - Branding, Communications, CSR, Sustainability, TATA Power

Jyoti is a disruptor in branding, communications, CSR, and sustainability and currently serves as the Chief in these domains at TATA Power. With a career spanning over 24 years, she has driven growth and amplified the brands that she has worked with. Prior to her current role, Jyoti has led award-winning campaigns as the CEO of PHD.

With strategic planning, stakeholder engagement, and corporate social responsibility skills in her DNA, she has cemented her reputation as an empowering leader to bring positive change.

In her illustrious over two-decade long career, Jyoti has worked across industries. She has held senior positions at organizations like Omnicom Media Group, MPG Euro and MediaCom. A thought leader, Jyoti is often invited to share her expertise at various events.

Kanupriya Didwania



Head-Brand Building, UltraTech Cement

With an unwavering commitment to excellence, Kanupriya is a visionary whose creativity and strategic expertise have paved the way for UltraTech Cement to scale new heights of success.

With diverse experience spanning over a decade, Kanupriya has constantly proven that she is a master at crafting compelling brand narratives that capture the hearts and minds of her audience.

Her ability to seamlessly blend innovation with tradition, and to create marketing campaigns that are both inspiring and memorable, has earned her the reputation of being a master in her field.

She is often invited as a juror on esteemed panels as well as invited to share her expertise at industry events.

Karan Kumar

Group Chief Marketing & Growth Officer, Art Fertility



Karan has driven strategy and leadership for many businesses - from nascent to mature - across diverse sectors like FMCG, packaged foods, stationery, lifestyle, retail, real estate, and healthcare. Brands under his watch have risen to positions of market eminence and leadership, serving diverse audiences with products and services.

His high success rate is attributed to his customer-centric approach and brand relevance, which ultimately drives revenue and margins. He is a high-performance leader who anticipates stakeholder expectations and has the tenacious capacity to deliver on short-term milestones while nurturing the longer-term strategic imperatives.

Karan regularly shares his knowledge via his blog where he talks about marketing and real estate insights.

Karthik Yathindra

Chief Marketing Officer, Jockey India



Karthik is a marketer who started as AGM & Head - Product Management and Visual Merchandising and is currently serving as the CMO of Jockey India. His passion for marketing is not just about selling products but also about building relationships with customers. With his strategic thinking, he has helped Jockey India establish itself as a leading brand in the innerwear industry.

His extensive marketing experience has helped him develop a unique approach that combines traditional marketing methods with innovative digital strategies.

Karthik has proved his leadership skills and has driven Jockey India's growth and success. He shows an unwavering commitment to excellence which reflects in his work.

TOP
100 DIGITAL
MARKETERS
2023

Kaushik Chakraborty



Head of Marketing and Corporate Communications, Tata Capital

With over 20 years of extensive cross-functional experience, Kaushik specializes in digital transformation, strategizing digital road maps, driving online sales and customer service. An award-winning digital marketer, in the past, he has set up the complete Digital Business for UTI Mutual Fund and has scaled up brands like ICICI Bank, Standard Chartered Bank with his astute marketing.

He has a goal-oriented approach, with a deep knowledge of the digital landscape and BFSI sector. His keen insights, leadership skills, organizational capabilities have spurred the launching of numerous successful campaigns. He was one of the earliest adopters in India of mobile communities to reach and engage new users. A thought leader, Kaushik has written several in-depth articles that have appeared in notable publications. He also shares industry insights in his blog titled Un.wind.

Khyati Shah



EVP-Marketing & Social Governance, Kinara Capital

Khyati, an alum of UC Berkeley, Haas School of Business, is a force to be reckoned within marketing and social governance. As the Executive Vice President at Kinara Capital, she has established herself as a dynamic leader, paving the way for innovative solutions to address social and economic challenges.

With a passion for impact-driven marketing, Khyati has revolutionized how Kinara Capital connects with its customers. Her deep understanding of customer behaviour and market trends has allowed her to create successful marketing campaigns that drive sales and foster positive social impact. In addition to her professional achievements, Khyati is an accomplished public speaker and writer, regularly sharing her insights on marketing, social governance, and entrepreneurship. Her passion for education and mentorship has inspired countless individuals to pursue their dreams and positively impact the world.

Kishore Mardikar

Chief Marketing Officer, TataCLiQ



Kishore is the CMO of TATA CLiQ, an Indian eCommerce brand based in Mumbai. In this role he has been overseeing the planning, development, and execution of the organization's marketing and advertising initiatives since 2017.

Prior to this, he was Vice President, Marketing at Tata SIA Airlines (Vistara) where he played key role in the launch of brand Vistara and building its frequent flyer program - Club Vistara. Kishore has held key positions at Tata Teleservices Ltd. and Roots Corporation Ltd (Ginger Hotels). An astute marketer, Kishore has been at the helm of using innovation and technology to elevate the country's top brands.

Lalatendu Panda

Sr. VP & Chief Marketing Officer, Reliance Retail



Lalatendu Panda is Senior VP and CMO at Reliance Retail. With more than two decades of expertise in the field, he has made a name for himself as a marketing genius with an unmatched capacity for strategic thinking and faultless execution. In his current role, he oversees creating and carrying out strategic Brand Management, Customer Activity Planning, Marketing Communication and PR, Media Planning, Digital Marketing, Customer Acquisition, Growth and Retention, Site Merch & Site Ops, Category Marketing, Customer Research, Pricing and Promotion, Visual Merchandising, Go-To-Market Strategy, BTL Activations, Loyalty, CRM and Analytics. He is credited with launching JioMart across 200+ cities in India on a single day in the peak pandemic phase and rapidly scaling transactions from zero to half a million+ per day in just two months. Additionally, he has received numerous honours and recognitions, including the ET Business Leader of the Year Award and the World Marketing Congress' Most Important Marketing Leader Award.

TOP
100 **DIGITAL**
MARKETERS
2023

Manik Nangia

Digital Transformation, Bajaj Auto Limited

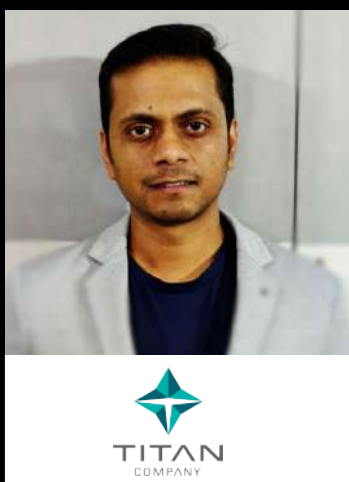


With more than 20 years of experience in banking and life insurance, Manik is adept at shaping organizations through innovative digital strategies. Throughout his career, he has held various positions, including sales, product management, analytics, and strategy, enabling him to gain a comprehensive understanding of the industry and identify ways to create value. His track record of successful business transformations has established him as an astute consumer marketing expert.

He has been instrumental in scaling up brands like Bharati Enterprises, Max Life Insurance, ICICI Prudential Life Insurance and ABN AMRO Bank. He possesses a keen eye for not only growing the traditional aspects of a business but also relentlessly seeking out and pursuing opportunities for incremental growth. His ability to drive change and disrupt the status-quo makes him a game changer in the industry.

Manish Kumar

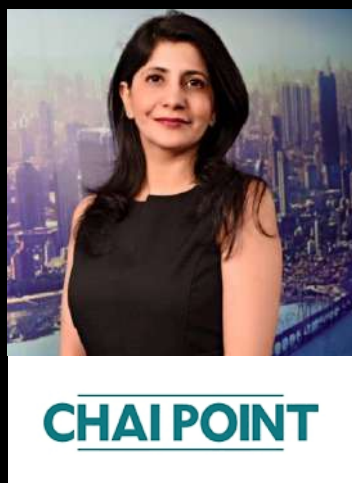
Head-Digital Marketing, Titan Company Limited



Manish is a professional with a wealth of experience in the digital marketing industry. He has held multiple leadership roles, including Head of Digital Marketing at Koovs, Times Group, Goibibo, Fareportal, and iProspect. With a career spanning over a decade, he deeply understands the ever-evolving digital landscape and has helped numerous brands achieve their marketing goals. He is known for his strategic thinking, data-driven approach, and ability to lead cross-functional teams.

Manish is also passionate about mentoring and developing talent and has been instrumental in building high-performing teams in his previous roles. His expertise includes digital strategy, performance marketing, brand management, eCommerce, and mobile marketing.

Manmeet Vohra



Chief Brand & Digital Officer, Chai Point

Manmeet is the Chief Brand & Digital Officer of Chai Point with over two decades of experience in leadership roles. With a razor-sharp strategic mind and a deep understanding of consumer behaviour, she is the driving force behind Chai Point's success and growth.

As a brand strategist and consultant, Manmeet is dedicated to crafting immersive experiences for Chai Point's loyal customers. She has played a key role in building brands like Starbucks and Tag Heuer in India from the early days of their launch.

She has been on the Strategic Marketing Advisory Council of MICA and S. P. Jain Institute of Management and Research (SPJIMR).

She has also been a guest speaker at prestigious B-Schools, including the Indian Institute of Technology (IIT) Bombay, Indian Institute of Management (IIM) Ahmedabad and at IIM Udaipur, Mudra Institute of Communications Ahmedabad (MICA), SPJIMR Mumbai, Centre for Management and Human Resource Development Symbiosis Pune (SCMHRD). She has also served as a jury member with the Festival of Media, Asia 2014 (Singapore).

Manoj Jain



Sr. Vice President and Head - Digital Business, Canara HSBC Oriental Bank of Commerce Life Insurance Company

Manoj comes with over two decades of industry experience. He is currently serving as the Sr. VP and Head- Digital Business at Canara HSBC Oriental Bank of Commerce Life Insurance Company and has been associated with the company for over 13 years.

An astute marketer, Manoj has been the driving force behind some innovative campaigns surrounding financial preparedness, financial planning and life insurance. His keen understanding of audiences coupled with his in-depth industry knowledge has led to the launching of knock-out campaigns that hit the mark every time.

Prior to his current role, Manoj has been associated with Aviva Life Insurance, IBM and TI Automotive.

**TOP
100 DIGITAL
MARKETERS
2023**

Manu Kumar

Head Of Marketing & Corporate Communication, Hero Electric



With over 25 years of experience of working with marketing agencies and corporate clients, Manu is a marketing professional who has worked with well-known brands like Coca-Cola, Shell, Motorola, Channel V, MTV, Intel, Microsoft, Standard Chartered Bank, Gillette, Oxfam, Save the Children, Sony, ESPN, Yamaha amongst others. Manu has implemented integrated marketing plans for blue-chip brands across various industries, including eCommerce, Hospitality, IT & Telecom, Oil & Gas, FMCG, Automobile, BFSI, NGOs, Education, and Entertainment. Throughout his career, he has created and implemented 360-degree marketing programs, which have resulted in increased brand visibility, customer engagement, and revenue growth. A mentor, Manu is often called upon to share his vast experience and insights with budding marketers and students. Currently, Manu heads Marketing and Corporate Communications for Hero Electric Vehicles, responsible for developing and executing marketing strategies to support the company's growth objectives.

Manu Monga

Executive Director, Ventura Securities Ltd.



Manu is a renowned marketer in the Indian financial services industry. He has over two decades of extensive experience and expertise in finance, digital strategy, marketing, and start-ups. He currently serves as the Executive Director at Ventura Securities Ltd., one of India's leading financial services companies. He has been associated with Ventura Securities for over a year and has played a pivotal role in the company's growth and success. His sharp business acumen and strategic vision helped the company expand its footprint nationwide and diversify its product offerings. Previously he was associated with leading companies such as Axis Bank, Musafir.com, Reliance Brands Ltd., ICICI Prudential Life Insurance Company Limited and Idea Cellular Ltd.

Mayur Pathak

Head of Product and User Experience, Titan Company Limited



Mayur is the Head of Product and User Experience at Titan Company Limited and is instrumental in building an omnichannel ecosystem at Titan for traditional retail business. A speaker and coach on SEO, Digital Marketing, and Omnichannel Retailing, he has also co-created Incubatize, a simple tool for building an innovation culture in organisations. His professional experience includes Omnichannel Retail Marketing, Content Marketing, Lean Startup Development, User Experience Design, SaaS, and Growth Marketing.

A seasoned leader, Mayur is a problem solver with a knack to dissect business problems and devise detailed growth strategies. He sets an example with his work ethic and leads with integrity, patience and honesty, making him one of India's Top Digital Marketers!

Meghna Chettri

Chief Manager, ICICI Bank



Meghna is the Chief Manager of Digital Marketing and Digital Transformation for ICICI Bank. Her passion for delivering the right experiences for the end user has led to several successful digital marketing campaigns.

In her previous roles, she drove the digital marketing function for SBI, played a key role in pushing the recall of Yono, #GharSeBanking, #GoVocalForLocal campaigns among others. With over twelve years of experience, she has also worked with Accenture and Cognizant. During her career, she has won several awards and was most recently awarded the Social Samosa Superwomen 2023 Award and the Digital Marketer of the Year at the National Awards for Marketing Excellence. A regular speaker at multiple forums, Meghna is a thought leader with several publications to her name.

TOP
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MARKETERS
2023

Mohan Wilson

Director - Marketing, Product & Customer Experience, Nissan Motor Corporation



Mohan is an accomplished marketer with a remarkable career spanning over 20 years across several markets, including Germany, India, Middle East, Hong Kong, and Japan.

His career has primarily been in the automotive industry, where he spent 15 years working for leading brands, such as Audi and INFINITI. His data-driven product marketing, customer experience, and corporate strategies have accelerated brands' growth and profitability.

Mohan has led several marketing and sales projects, significantly improving brand attributes, marketing effectiveness, sales, and revenue. As a top-notch marketer, Mohan has set up digital customer experience platforms and developed best practices in digital and social media marketing. Additionally, his cross-functional experience makes him stand out among the top marketers.

Moksh Chopra

General Manager, KFC India



Moksh is a leader and General Manager at KFC India. He has dedicated his career to redefining the fast-food industry through his unique vision and unparalleled digital marketing expertise. With Yum! Brands since 2010, Moksh has worked in multiple roles across Product Innovation, Digital Marketing, and Brand Communication.

Moksh's boundless talents and visionary leadership have not gone unnoticed. He is constantly pushing the boundaries and setting new standards of excellence in marketing. His name appears on prestigious lists such as the 40 under 40 APAC list for 2020 by Campaign Asia and the Impact Digital list of 100 Marketers for 2021.

Mugdh Rajit



Sr. Vice President-Head Marketing, Sales & Distribution Strategy, Lava International

Mugdh, an expert in Digital Marketing, Sales, and Distribution Strategy, is the Senior Vice President and Head of this domain at Lava International. He has an unmatched passion for excellence and a remarkable ability to drive businesses toward unprecedented success.

With over two decades of experience, his ability to blend data-driven insights with a deep understanding of consumer behavior has enabled him to craft marketing campaigns that are both effective and memorable. His unwavering commitment to delivering superior results, coupled with his unparalleled strategic understanding, has made him instrumental in driving Lava International toward new heights of success.

Nazif Tejani



Lead CRM Marketing, Bestseller

For more than a decade, Nazif has been at the forefront of Customer Relationship Management and Customer Lifecycle Marketing in the retail industry. He has spearheaded the CRM efforts for renowned brands such as House of Anita Dongre, Trent Hypermarket, and Flipkart. Presently, Nazif oversees Customer Relationship & Retention Marketing, Digital & Social CRM, Marketing Technology, Customer Analytics, Customer Loyalty & Benefits Programs, Payment & Marketing Alliances across multiple brands, including Vero Moda, Only, Selected Homme, Jack & Jones, among others for Bestseller India.

With a reputation for supporting business growth with compelling data and insights, Nazif is recognized for propelling the brands he works with to new heights. He is also an esteemed thought leader who regularly speaks on topics such as Customer Retention and CRM. Nazif's numerous awards, both for the brands he has worked with and personally, serve as evidence that he is one of India's Top 100 Digital Marketers.

**TOP
100 DIGITAL
MARKETERS
2023**

Neelima Burra



Chief Strategy & Transformation Officer, Luminous

Neelima, an accomplished business leader with over two decades of experience, has a broad range of skills in digital strategy, marketing, sales, and operations in both the consumer goods and services industries across India and Asia. She has served on several advisory councils, including the Confederation of Indian Industry (CII) for the Food Industry, the Indian Olive Oil Association as President, and the Consumer Complaints Committee for the Advertising Standard and Council of India (ASCI).

An active mentor, Neelima has helped develop the Women in Leadership program for women leaders at both Cargill Inc. and HP Inc. Her contributions to the industry have not gone unnoticed, as she has been recognized as one of the top 100 Influential Women leaders in India by Femina, one of the 100 Most Influential Marketing Leaders by the World Marketing Congress, and an A-List Business Leader by Campaign Asia over the past four years. She is highly respected as a thought leader in her industry and frequently speaks and serves as a panelist at various industry events.

Nikhil Arora



Chief Marketing Officer, EnKash

Nikhil, the current Chief Marketing Officer at EnKash, is a luminary in business and marketing. He has revolutionised the marketing strategies of EnKash, catapulting the brand to new heights of success and acclaim. He has an awe-inspiring track record in the FMCG industry's traditional brand marketing and sales realms. Nikhil seizes every opportunity to leverage his strengths in consumer insights, and has unbridled passion for innovation. His expertise has led to the creation of powerful marketing campaigns that drive business growth. Nikhil's outstanding contributions to the marketing world have earned him the Marico Brand Values Award for his 'Bias for Action' twice, and the 'You Made The Difference' Award by Nestlé.

Nimit Kathuria

AVP Digital Marketing, Tata AIA



Nimit is a marketing professional with experience in Advertising, Social Media Marketing, Market Research, and Consumer Insights. He has worked with international brands, creating digital marketing strategies and designing and implementing the measurement and evaluation of campaign impact across platforms. Currently serving as the AVP, Digital Marketing at Tata AIA, Nimit has been associated with Nielsen, Big Rock and Onco.com in the past.

Known for his creativity and zeal to keep learning as well as his sharp business development skills, Nimit is seen as a rising star in the digital marketing industry. He is often invited to share his keen insights on the latest trends in digital marketing as well as contribute as a juror on esteemed panels.

Pankaj Anand

Head of Marketing, Sri Chaitanya



Pankaj is a marketer with 16 years of traditional and digital marketing experience. As the National Marketing Lead at Zee Media Corporation Limited, Pankaj developed and led multiple initiatives for brand recognition. He has strategically planned and executed countless successful digital campaigns for various organizations across diverse categories. Currently serving as the Marketing Head at Infinity Learn, Pankaj is focused on driving top-line performance with his strong proficiency in creative, ALT/BLT, digital, event management, and research. Over the years, Pankaj's exposure to multiple categories and organizations has sharpened his understanding of business strategy, customer insights, digital marketing, and brand building.

TOP
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MARKETERS
2023

Pawan Sarda



Chief Growth Officer, The House of Abhinandan Lodha

Pawan is the Chief Growth Officer at The House of Abhinandan Lodha and has experience of about 24 years. He possesses an in-depth understanding of the market and consumer trends, which he leverages to create effective strategies for the company's growth and success.

In his exceptional career, he managed company operations, sales, and marketing effortlessly. He has been associated with Wingreens, Future Group India, TATA Housing and Development Company, and Pantaloon Retail India Ltd. in the past.

Pawan has been the recipient of several industry awards, including being recognised as one of the Top 40 CMOs - India Digital Marketing leader by the Internet and Mobile Association of India 2017, Marketer of the Year-Retail by IAA Leadership Awards, Digital Innovation - Tata Brand Communications meet 2016, and Top 30 Digital Marketer, 2020 - brandequity.com

Pierre Frederick



Director of Programs, DKT India

An expert in the fields of social impact and public health, Pierre is the Director of Programs at DKT India. He has played a crucial part in shaping the course and impact of DKT India's activities. He is endowed with a wealth of knowledge and a passionate desire to improve the lives of people across the country.

Pierre combines a variety of special abilities with a thorough understanding of programme and campaign management, sales & marketing strategies, and public health. He is gifted with the capacity to design and carry out complex projects that help people directly.

**TOP
100 DIGITAL
MARKETERS
2023**

Prasad Pimple

Executive Vice President & Head of Digital Business Unit, Kotak Life



With more than two decades of experience in the technology and financial services industries, Prasad is currently the Executive Vice President and Head of the Digital Business Unit at Kotak Life. Previously, he has scaled up companies like HDFC Life, Tata Docomo, Vodafone, ICICI bank and Kotak Mahindra Bank.

He has made it his mission to revolutionise how we think about insurance and financial planning. His passion for digital innovation and his profound understanding of the insurance industry have been instrumental in propelling the company's strides in the digital arena. Prasad is a thought leader who is often invited to share his keen insights at industry events. He was also one of the eminent jurors on the 7th Annual Edition of DOD Awards & Summit 2022.

Prateek Gupta

D2C Marketing Lead, Plum Goodness



Prateek is a passionate story-teller with a decade of experience in digital marketing, strategy, full funnel media planning, and creative content. As the D2C Marketing Lead for Plum Goodness, Plum Bodylovin' & PHY, he has been instrumental in expanding the digital footprint of the brand. Combining technological innovation and his deep understanding of consumer behaviour has led him to launch off-beat campaigns that have shown phenomenal results.

Prior to his current role, Prateek has led the brand transformation of Shoppers Stop and has driven industry-first digital innovations at iProspect.

TOP
100 **DIGITAL**
MARKETERS
2023

Pulkit Mathur

Part Leader Digital Marketing, LG Electronics



Pulkit has over 14 years of expertise with a deep understanding of the ever-evolving digital landscape. With his creativity and passion, Pulkit has risen through the ranks to become a luminary in his field. This has allowed him to orchestrate successful campaigns and revolutionize how LG reaches its customers. He has elevated the presence of prestigious brands like GM, Samsung, Hitachi, Maxlife Insurance, Shopclues, DishTV, Dettol, and more with highly successful campaigns on multiple social media platforms. Pulkit has received multiple recognitions for his work in digital marketing, including the Digital Marketing Leader of the Year at the World Marketing Congress. He recently spoke at the 17th India Digital Summit among leading marketers of India.

Rajat Abbi

Vice President, Global Marketing, Schneider Electric



Rajat has over 18 years of cross-industry experience. A thought leader and strategic marketing expert, he has handled diverse leadership roles in marketing and strategy, sales and P&L management with European, American, and Indian multi-national companies across India and the Asia Pacific region.

Rajat is known to drive brand, digital, and commercial excellence and help organisations achieve their growth ambitions. He is also a part of the Schneider Electric Global Marketing International Operations Leadership team, Schneider Electric India Management team and Schneider Electric India Leadership Council.

Ram Deshpande

Chief Marketing Officer, Lendingkart



Ram has over two decades of industry experience and has held senior leadership positions in various industries (advertising, eCommerce, hi-tech research and KPO) over multiple geographies. He is currently the Chief Marketing Officer at Lendingkart. He has executed and developed successful digital strategies and enabled the transformation of organisations like Snapdeal and Intellectual Property (India and China). He has also worked with Cheil Worldwide where he focused on Samsung's digital marketing, advertising, and communications in India across all business categories with prime focus on planning, strategizing and executing communications. A thought leader, Ram frequently shares industry insights by way of engaging podcasts and articles.

Ram Jalan

Ex-Head Digital Marketing and Customer Acquisition, Canara HSBC Life Insurance



Ram is a marketing and technology leader having over 18 years of experience in the digital marketing industry. He has assisted hundreds of top business leaders and brands across industries in developing world-class marketing measurement systems. He has a cross-category expertise in Telecom & Mobility, Internet, Digital and eCommerce, FMCG, Media & Publishing, Real Estate, Cinemas, Education, Health & Wellness, Logistics, CSR & ORM. Not one to keep his skills and knowledge to himself, Ram is a prolific speaker and is invited to speak on all things digital! Apart from hosting his own talk show, he is also a visiting faculty member at universities and contributes to several publications with thought-provoking insights. He has been the recipient of several awards, including the CIO Review MarTech Professional and Company of 2022, DMA-Asia Marketing Influencer of the Year 2018, Adobe & Paul Writer – Top 100 Most Influential MarTech Leaders of the Year 2017, CMO Asia – Top 50 Most Popular Digital Marketers in India in 2017, 2018, 2019!

TOP
100 DIGITAL
MARKETERS
2023

Ravi Desai

Director, Mass and Brand Marketing, Amazon



Ravi is currently serving as Director of Mass and Brand Marketing at Amazon. A big believer in the role of technology shaping our world, Ravi has been the Director of Brand Marketing for Amazon India for over 2 years now. Prior to Amazon, Ravi was with ITC Limited, where he worked on building brands across categories alongside stints in Trade Marketing and Sales & Distribution. Ravi has been a part of many brand journeys in India, including Bingo!, the brand that he launched and remains proud of even today. A repository of all things eCommerce, Ravi frequently shares his valuable insights through the medium of articles, videos, and in-depth interviews. The force behind Amazon's innovative campaigns, Ravi, works tirelessly to ensure that Amazon's marketing efforts are inclusive and representative of all communities. His dedication to ethical marketing practices and sustainability has also helped Amazon become a leader in responsible marketing.

Roopa Prabhu

Brand Head, Fastrack Bags



Roopa is a branding expert who creates experiences that captivate audiences and foster brand loyalty. She leads as the Brand Head at Fastrack Bags, using her creativity to craft campaigns that challenge norms and push boundaries. In her 15 year long career, Roopa has been instrumental in transforming brands like Dabur and Nivea. At Nivea, she developed award winning campaigns that received national and global accolades.

Solution-focussed, Roopa connects with audiences deeply, strategizes brilliantly, and strives for excellence. Roopa is an inspiring leader and sets the bar high for digital marketing and branding strategies.

Ruchika Gupta



LUMINOUS

Ex-Chief Marketing Officer, Luminous Power Technologies Ltd.

Ruchika is a highly accomplished marketing professional with over 25 years of experience in brand strategy, marketing, and consumer insights. Her extensive expertise in brand transformation, digital marketing, PR, consumer and market strategy, makes her a modern marketing and digital leader, who brings a fresh perspective to the overall process - thereby taking brands to new heights. Ruchika has successfully led high-performing marketing, digital and eCommerce teams, using cutting-edge digital solutions to create a profitable and transparent ROI-based MarTech approach. Recently, Ruchika moved on from Luminous and started her own advisory service. Prior to Luminous, Ruchika headed the qualitative research wing for Millward Brown in the Northern region. She has also held key positions such as Director for Apps Marketing and Windows Consumer Strategy at Microsoft, Head of Retail and Customer Marketing at Nokia, and Head of Consumer and Market Insights at Nestlé India. Her vast experience encompasses various sectors such as Fast-moving consumer goods (FMCGs), telecom, tech, and consumer durables.

Ruchika Malhan Varma



**FUTURE
GENERALI**
TOTAL INSURANCE SOLUTIONS

Chief Marketing Officer, Future Generali India Insurance Company Limited

Ruchika is the Chief Marketing Officer at Future Generali India Insurance Company Limited. With over two decades of experience in the marketing and advertising industry, Ruchika is a titan of her field, and is the woman behind the company's success. She is a master of storytelling, with an innate ability to craft narratives that resonate with audiences on a deep, emotional level. Her work is a rare combination of creativity and strategic analysis that delivers highly rewarding marketing campaigns. A believer in inclusivity, Ruchika is constantly pushing the boundaries of what's possible in marketing and advertising. She has led innovative campaigns that have focused on the representation of the LGBTQIA+ community in the Indian A&M space, created awareness, and driven conversations to address cultural, social, and unconscious biases that we continue to see in society.

**TOP
100 DIGITAL
MARKETERS
2023**

Rupinderjit Singh

Retail Head- Health, Acko



An IIT Delhi alum, Rupinderjit has over 15 years of industry experience. A digital marketer par excellence, he has carved a niche for himself in the insurance industry. He has been instrumental in elevating the digital footprint of brands like Care Insurance and ICICI General Insurance in the past. In his previous role at Care Insurance (formally known as Religare Insurance), Rupinderjit played a crucial role in establishing its digital presence, driving brand growth, and expanding the brand to become a leader in the health insurance space.

Sameer Jain

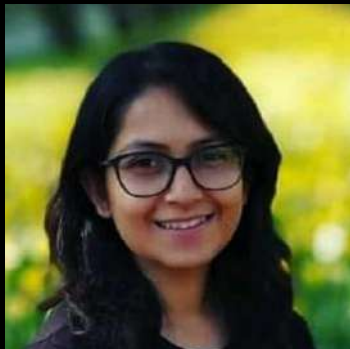
VP & Head D2C Ecommerce, Max Life Insurance Company Limited



Sameer is committed to advancing digital commerce through performance marketing, analytics, and conversion optimization. With prior experience working with companies such as Shopclues, MakeMyTrip, and Oracle, he is currently the Vice President and Head, D2C Ecommerce at Max Life Insurance., aiming to achieve unquestionable online market leadership in term insurance. He is a leader focused on growth and innovation, with a passion for solving problems by leveraging technology and data. He is currently working with a team that sets benchmarks for the industry and is focused on their mission to build the largest and most loved D2C Insurance business in India. He is the proud recipient of several awards including being recognised among the Top 30 Digital Marketers by Brand Equity, 50 Most Influential eCommerce Leaders by Asia Retail Congress and 50 Most Influential Digital Marketing Leaders by the World Marketing Congress.

Sampurna Rakshit

Marketing Head, Mia by Tanishq



With over a decade of experience in this dynamic industry, Sampurna has earned a reputation as a marketing expert and a trendsetter of innovative strategies that capture the hearts of consumers. Sampurna has a knack for making brands come alive. Known for her keen insights into consumer behavior, she has been the force behind the phenomenal growth of Mia by Tanishq with end-to-end marketing strategies. Her passion for innovation and creativity has led to the birth of successful campaigns that have disrupted the industry.

A mentor and a coach, Sampurna is at the forefront in sharing her vast knowledge of marketing best practices. Most recently, Sampurna was recognised as a marketing leader and was part of the Impact 40 Under 40 list!

Sanchari Biswas

Ex-Head of Digital Acquisition, toothsi



Sanchari is the mastermind behind makeO/toothsi's digital acquisition success! As the Ex-Head of Digital Acquisition, her strategies have driven online growth and taken the company's marketing efforts to the next level. With a wealth of experience in the digital marketing industry, Sanchari is a pro at SEO, SEM, Social Media Marketing, and email marketing. Her innovative thinking and strategic approach have helped deliver impressive results for clients across various industries, making her an extraordinary digital marketer. She is always on the lookout for ways to leverage new tools, maximize ROI, and drive client growth. Sanchari is the recipient of the IDMA 2015 Award for Best Benchmark Content.

TOP
100 DIGITAL
MARKETERS
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Sandeep Shukla



Jaquar
GROUP

General Manager & Head Marketing Communications, Jaquar & Company Private Limited

Sandeep has 20 years of entrepreneurial experience in marketing and communication. He has delivered strategically significant integrated marketing solutions in industries such as Building & Construction, Retail, and Advertising. His business and commercial acumen have led to notable success in strategic business management, brand management, integrated marketing communication, and business development. Sandeep is currently the General Manager and Head of Marketing Communications for the Jaquar group, where he has played a key role in the company's transformation. Under his leadership, Jaquar has evolved from a bathroom fittings brand to a global 'Made in India' brand that offers complete bathroom and lighting solutions. The brand is now available in 55 countries, which is a testament to Sandeep's strategic vision and leadership. He is a regular contributor to various publications and is often interviewed to share his rich experience and insights through videos, public speaking engagements, and podcasts.

Sapna Desai



Manipal Cigna
Health Insurance

Chief Marketing Officer, ManipalCigna Health Insurance Company Ltd.

Sapna is an innovative digital marketer passionate about empowering individuals and organizations to reach their full potential. With almost two decades of rich experience, she has a deep understanding of managing a diverse workforce and creating a culture of inclusivity and collaboration and is currently the CMO at Manipal Cigna Health Insurance. She is a thought leader, effectively using her sharp analytical skills and ability to navigate complex challenges. Sapna has played a key role in the launch of two start-up operations – ING Vysya Life Insurance and Cigna TTK Health Insurance. Sapna has received several accolades for her work, she was recognized as Pitch CMO of the Year 2022, awarded the Most Talented Marketing Professional in Financial Services, recognized among 100 Most Influential Marketing Leaders, recognized as Most Talented Healthcare Professional, received the APAC Effie - Bronze for Marketing Effectiveness (2020-2021). Apart from this, Sapna shares her knowledge as a guest Lecturer at IIM-Calcutta, NMIMS, MET and other institutes.

TOP
100 **DIGITAL**
MARKETERS
2023

Saranjeet Singh

Vice President and Head of Marketing, UNIVO Education



Saranjeet comes with over 14 years of industry experience, and has left an indelible mark on each of the organizations that he has helped scale. He has driven digital marketing for brands like PayU, Airtel Payments Bank, Maxlife Insurance, Indiamart, and Bharati and he currently is the VP of Marketing at Univo. His solution-oriented mindset and focussed approach led him to seamlessly lead the #sabsepehlelifeinsurance marketing campaign that included 24 players from the life insurance industry! From being recognized for exemplary work by organizations that he has worked with to being recognized as a Young Marketing Leader of the year by ACEF Asian Leaders Forum and Awards 2023 to being awarded the Most Influential Marketing Leader by the World Marketing Congress and CMO Asia – Saranjeet’s list of accolades is endless!

Saurabh Bajaj

Executive Vice President - Marketing Prepaid, Vodafone Idea



Saurabh has taken the telecom industry by storm. With over 20 years of experience in the field, Saurabh has carved a niche for himself as a thought leader, innovator, and trendsetter in the marketing world. His exceptional ability to connect with customers has led him to spearhead some of the most successful marketing campaigns in the industry, driving customer engagement and brand loyalty. His unique insights into the ever-evolving telecom landscape have helped Vodafone stay ahead of the curve, setting new standards for the industry. Beyond his impressive credentials, Saurabh is known for his passion for innovation, and ability to inspire and lead his team to achieve unprecedented results. Saurabh has been recognised as one of the 50 Best Marketing Communication professionals by White Page International and as a DMA Trailblazer Rising Star CMO. A thought leader, he regularly shares his insights via indepth articles in leading publications, videos and podcasts.

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Saurabh Marwah

AVP - Growth & Marketing, Spinny



Saurabh is a result-driven marketer who is passionate about leveraging data and technology to drive growth and engagement. He is an expert in developing and executing digital marketing strategies across multiple channels, including social media, email, search, and display advertising. In his current role at Spinny, Saurabh is responsible for developing and executing the company's growth and marketing strategy, as well as overseeing the day-to-day operations of the marketing team. He works closely with cross-functional teams to identify growth opportunities and develop data-driven marketing campaigns that drive results. Prior to joining Spinny, Saurabh held senior marketing positions at prestigious companies, including MakeMyTrip, Adobe, and Max Life Insurance.

Sayan Banerjee

Head-Marketing, Bajaj Markets



Sayan is a marketing leader with a track record of driving growth and innovation in the financial services industry. As the Marketing Head at Bajaj Markets, he is responsible for crafting and executing a comprehensive marketing strategy that leverages data and technology to enhance customer acquisition and engagement. His ability to challenge the status-quo has resulted in numerous award-winning marketing campaigns, cementing his position as a thought leader in the industry. He is frequently invited to speak at conferences and events and generously mentors young marketing professionals. Sayan's unwavering commitment to delivering value to customers sets him apart, making him a valuable asset to the dynamic world of Digital Marketing.

Shantanu Chauhan



noise

Director-Marketing, Noise

Shantanu's innovative approach to marketing has earned him the "FE Visionary Leadership" award at FE MarTech Innovation Summit 2022. As the Associate Director of Marketing at Noise, he has established himself as an authority in brand management and client acquisition. Shantanu's exceptional creativity has produced some of the most effective advertisements for leading businesses worldwide. At Noise, Shantanu leads a team of talented marketers responsible for creating and executing multi-channel campaigns throughout the customer lifecycle. He fosters a collaborative work environment, which has enabled him to achieve remarkable results and establish himself as a thought leader in the industry.

Shashi Kiran



Fortanix®

Chief Marketing Officer, Fortanix

Shashi is an exceptional marketing leader with an impressive career trajectory spanning over two decades in various industries, including AI, technology, software, and telecommunications. His brilliance and expertise have played a pivotal role in catapulting Fortanix to new heights of success. He has a proven track record as an executive with 20+ years of experience in business and technology roles, overseeing global teams and multi-billion dollar revenues. Shashi adopts a growth mindset and enjoys driving outcomes that create impact, value, and a positive experience. A regular contributor at notable publications, Shashi is also a part of the Forbes Technology Council and is on the advisory board of several organisations. An alum of MIT Sloan School of Management, Harvard University and Stanford University - the learning never stops with Shashi. A believer in 'giving back', he is a mentor and an advisor. He is on the executive committee of OSAAT - a non-profit organisation building sanitation and digital infrastructure in schools.

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Shawn Chandy

Chief Marketing Officer, Paragon Footwear



Shawn has over 20 years of experience in the industry, with a track record of driving successful marketing campaigns and brand building for companies such as Samsonite, Aditya Birla, GroupM and Rediffusion Y&R. His innovative approach, combined with his ability to understand market needs and consumer behavior, has established him as one of the top marketers in India. His exceptional creative thinking and strategic implementation have resulted in successful promotional activities that increase brand visibility and profitability. Shawn's ability to connect with people has also made him an excellent team player and leader. He has a result-oriented and goal-driven approach that ensures he always delivers results while making the process enjoyable for everyone involved.

Shazia Zafar

General Manager Marketing, Chumbak Design Pvt. Ltd.



Shazia is an accomplished marketing leader with over a decade of experience in brand building, and digital marketing. Currently serving as the General Manager Marketing at Chumbak, Shazia is responsible for developing and implementing the company's marketing strategies, both online and offline, to strengthen the brand's identity and positioning in India. Shazia's passion for storytelling and customer experience has been evident in the memorable campaigns she has created over the years. She is known for her distinctive and refreshing approach to marketing, which prioritises customer satisfaction and crafting captivating experiences. A Monash University and University of Canterbury alum, her leadership style is invigorating, inspiring her team to embrace innovative solutions and challenge conventional norms. Under her guidance, Chumbak has cemented its position as a leader in the industry, and Shazia's contributions to the field of marketing continue to be an inspiration to young professionals.

Shivshankar K



Head of Partnerships, Biz Secure Labs Pvt Ltd (Net Protector)

Shivshankar K is a seasoned professional with extensive experience as the Lead for B2C Business in West & South India and SAARC countries.

With over 16 years of experience, he has been leading partnerships in the security software industry. Prior to his role as Head of Partnerships at Biz Secure Labs (Net Protector), he has elevated brands like K7 Computing, NNR IT Solutions, Max Secure Software, Kaspersky and Unistal Systems.

Known for his strategic thinking, Shivshankar is an expert marketer who understands his audience and emerging market trends.

Shouvik Roy



Chief of Brand Marketing, G.O.A.T Brand Labs

With over two decades of experience in brand consulting, strategic planning, marketing strategy, advertising, and digital transformation, Shouvik has unparalleled expertise and is recognised as one of the most influential talents in the marketing and advertising industry.

Currently the Chief of Brand Marketing at G.O.A.T Brand Labs, in the past, Shouvik has worked with prominent brands, including Coca-Cola, Dabur, Samsung, SBI Card, Godfrey Phillips India, National Geographic, Colorbar Cosmetics, BMW, Cars24, Pernod Ricard India and Paper Boat. He has also co-founded two successful startups in the branding and communications space cementing his position as a visionary thought leader. Shouvik's contributions have been immense, and he is widely recognised as a powerhouse whose work will continue to inspire young digital marketers for years to come.

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Shuvadip Banerjee

Chief Digital Officer, ITC Limited



Shuvadip is a leader with over two decades of experience in the industry. He is widely recognized as a thought leader, with a sharp insight into innovation and a profound understanding of the rapidly evolving digital landscape. He has made significant contributions to the industry, playing a pivotal role in developing and advancing areas such as consumer insights and strategy, media, customer care, data and analytics, and online reputation management.

Starting as the Divisional Manager for Consumer Insights & Analytics, Shuvadip has climbed the ranks and is currently serving as the Chief Digital Marketing Officer at ITC Limited. Under his leadership, ITC Limited has become a trailblazer in digital transformation, leveraging cutting-edge technology to create new opportunities and enhance customer experiences. Shuvadip's strategic thinking and creative mindset have helped the company establish a robust digital presence and stay ahead of the competition.

Siddharth Suri

Founder, CEO, Andamen



Siddharth Suri is the visionary behind Andamen, an almost decade-old startup that is transforming the Indian men's fashion industry. With six years of experience in product management, Siddharth has leveraged his expertise to create a brand that is synonymous with luxury and sustainability. As the CEO of Andamen, he leads with passion and creativity, overseeing product design and development, and ensuring the brand stays true to its values.

His innovative approach to fashion blends traditional craftsmanship with contemporary design sensibilities, making Andamen a true game-changer in the industry. With a focus on eco-friendly materials and impeccable craftsmanship, Andamen's premium menswear is not just stylish but also sustainable.

Siddharth's unwavering commitment to design excellence is evident in every aspect of Andamen, and his leadership has driven the company to new heights. He is a creative force, and his leadership has made him a formidable presence in the fashion industry.

Subish Sudhakaran



Program Head, Sonata, Titan Company

Subish is an accomplished leader in program management, driving the success of Titan's watches division for over a decade. With his expert skills in program management, strategic planning, and team leadership, he has been instrumental in shaping the success of Titan's programs.

A gifted problem-solver, Subish has a reputation for navigating complex challenges with ease and devising innovative solutions that propel growth and success. His leadership qualities inspire his team to strive for excellence, making him a highly respected figure among his colleagues and partners.

Subish Sudhakaran is a true powerhouse in program management, renowned for his exceptional leadership skills, expertise, and commitment to driving growth and success.

Sudhir Nayak



Founder & Chief Driver, SunFuel Electric

Sudhir, the Founder and Chief Driver at SunFuel Electric, has literally been a driving force behind some of the biggest names in the business world, including Fiserv, Accenture, and Ikigai Lab, where he served as the CEO. But his passion for environmental conservation and sustainable mobility led him to create SunFuel Electric, where he is spearheading the adoption of electric vehicles in India.

A true visionary and a master black belt in Six Sigma, Sudhir is renowned for his management prowess and his ability to lead digital transformations that change the game. He is committed to fuelling the world's transition towards electric mobility and has positioned SunFuel Electric as a front-runner in the industry.

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Sumeet Singh

Group Chief Marketing Officer, Info Edge India Ltd.



infoedge

Sumeet, a marketing professional with over 25 years of experience, currently serves as the Chief Marketing Officer of Info Edge. As India's largest consumer internet business, Info Edge owns leading portals in the job, real estate, education, and match-making fields. Her strategic campaigns, including the high-recall 'Hari-Sadu' ad for Naukri.com, have been iconic.

She was the Founder and Executive Director of The Indus Entrepreneurs, Delhi, and has been a part of the IT advisory councils of the Government of India, where she lent her expertise and insights towards shaping national-level policies.

Most recently, she was awarded the CMO Growth Award at the Pitch CMO Awards, she was recognised by Business World as one of the Top 50 Marketers and by IAMAI as a Super30 Marketer!

Sushil Bhasin

Growth Marketing Leader - Asia, Aon



AON

Sushil, a seasoned digital marketer with nearly three decades of industry experience, currently serves as the Growth Marketing Leader for Asia at Aon. His marketing prowess has helped him lead growth marketing initiatives at renowned brands such as Ogilvy & Mather and Jobsahead.com, delivering exceptional results.

Known for his keen business acumen, Sushil has an impressive track record of excelling in customer retention, strategy development, business expansion, and team management.

Apart from his marketing acumen, Sushil is a skilled caricaturist, known to infuse creativity and innovation into his marketing campaigns and elevate brands to unprecedented digital heights.

Tarun Gaur



Director Marketing Communications, Battery Smart

Tarun is a marketer who has made a significant impact on the EV battery industry. As the Director of Marketing Communications at Battery Smart, he is revolutionising how we power our world. With over a decade of experience in traditional and digital marketing, Tarun possesses a remarkable talent for understanding the needs and desires of his customers and delivering solutions that exceed expectations.

Tarun's creative flair and strategic vision have helped create numerous successful digital marketing campaigns that have cemented Battery Smart's position in the automobile industry. His exceptional leadership style is built on collaboration, empathy, and integrity, inspiring young digital marketing professionals across the globe. Tarun's unwavering enthusiasm and dedication to producing effective marketing campaigns make him a formidable force among India's top digital marketers.

Tarun Khanna



Head - Digital Business & Strategy, Reliance General Insurance

Tarun, is currently the Head of Digital Business and Strategy at Reliance General Insurance. With over two decades of industry experience, he has been at the forefront of leading the digital transformation of companies such as HDFC Bank, Standard Chartered Bank, Kotak Mahindra Bank, Max Bupa, HDFC, and now Reliance General Insurance.

A financial services industry leader, Tarun is known to blend data-driven insights with a deep understanding of consumer behaviour, and has created numerous successful and award winning marketing campaigns. His commitment to delivering superior results, along with his strategic insights, has made him a true game-changer in the industry.

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Udit Malhotra

Head of Marketing, Morris Garages India



Udit Malhotra, the Head of Marketing at Morris Garages India, is an automotive marketing genius with over 14 years of experience and a proven track record of delivering award-winning solutions for some of the world's most recognizable brands, including Ford, American Express, and Nestlé.

His innovative and creative approach to marketing has made him one of the most sought-after digital marketing experts in the industry, with an impressive list of accomplishments to his name. Udit has been recognised by ET BrandEquity as a Top 30 Digital Marketeer, E4M & IMPACT as a Top 100 Marketing Leader, he has received the DMA Asia Trailblazer CMO 2021 award and the Social Samosa 40 Under 40 award among many other accolades.

Udit Mediratta

Chief Marketing Officer, HomeLane



Udit, the Chief Marketing Officer at HomeLane, is a digital marketing expert with a passion for turning ideas into reality and building strategies for leading global brands. With his extensive experience in the industry, he is known for crafting compelling campaigns that captivate audiences. With 14 years of experience in strategy, marketing, and sales, Udit oversees the development and execution of HomeLane's marketing strategy, increasing brand awareness, driving innovation, implementing customer acquisition strategies, lead generation, and increasing customer mindshare through integrated marketing communications. He is constantly pushing the boundaries of what's possible and driving the brand forward.

Throughout his professional career, Udit has worked with some of the world's best brands, such as Anheuser-Busch InBev, Johnson & Johnson, and SABMiller. He has successfully led diverse teams across India, China, and South East Asia.

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Varun Gupta



Head, D2C Business (B2C Sales and Marketing), Hero Vired

Varun is a digital marketing mastermind with an exceptional track record of success. As the Head of D2C Business (B2C Sales and Marketing) at Hero Vired, he brings 15 years of experience, coupled with extensive business and technology knowledge, to the table. With his passion for innovation and deep understanding of modern consumers' needs, Varun is dedicated to driving growth and success in the digital age. At Hero Vired, he leads a dynamic team committed to creating innovative solutions and empowering learners to reach their full potential. Varun's strategic vision and unwavering commitment to excellence are shaping the future of education and transforming the learning system. His extensive knowledge, boundless creativity, and dedication to success are an inspiration to all those who work with him. He regularly shares his in-depth industry knowledge through the medium of engaging webinars.

Varun Jha



Global CMO & Chief Business Officer - Europe, APAC, Middle East, Cuemath

Varun is a consumer internet industry veteran with over 15 years of experience in growth, product and scaling consumer commerce businesses. In his current role as the CMO at Cuemath, he builds on a distinguished career history of holding senior leadership positions at some of India's consumer-tech companies like Zoomcar, Snapdeal and PayU. While leading business growth at Airtel Digital he was instrumental in launching the "Airtel Xstream Premium" OTT Offering.

His work in marketing has earned him numerous accolades, including the prestigious Economic Times Business Icon Award for Best Marketing Professional of the Year, Best Marketing Professional in the Auto Category, and Visionary Award (2013-14), among several others. With his proven track record of success in digital marketing, Varun is an inspiration to young digital marketers and an industry icon, demonstrating what can be achieved through dedication, hard work, and a deep understanding of the domain.

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**Vinay
Subramanyam**



Kellogg's

**Senior Director, Marketing,
Kellogg's**

Vinay is a marketing visionary, renowned for his unmatched creativity and ability to innovate. His digital marketing expertise has revolutionized the way branding and advertising are approached, leading to some of the most successful campaigns of recent times. With a passion for innovation and a deep understanding of consumer behavior, Vinay has spearheaded a number of groundbreaking marketing initiatives. Currently serving as Senior Director of Marketing at Kellogg's, Vinay previously held the role of Chief Marketing Officer at Pidilite, where his leadership played a pivotal role in the brand's widespread recognition, with products like Fevicol, Fevikwik, and Dr. Fixit becoming synonymous with quality and reliability. Vinay's unrelenting commitment to his profession, along with his energy and zeal, make him an inspirational figure for marketers worldwide. His remarkable ability to combine data-driven insights with compelling storytelling has earned him great respect in the industry, and his marketing campaigns have consistently driven exceptional results.

Viral Oza



**mahindra
LIFESPACES**

**Chief Marketing Officer,
Mahindra Lifespace Developers Ltd.**

Viral, a distinguished leader, possesses close to thirty years of marketing expertise in various categories such as FMCG, Telecom, Media, and Real Estate, and has worked in several countries in Asia, Africa, and the Middle East. He has effectively built and expanded diverse teams at companies like Unilever, Nokia, and Microsoft, utilizing his sharp business, management, and leadership skills. His passion for creating impactful businesses for consumers started early in his career at Unilever and was further enhanced by his senior positions at Nokia and Microsoft.

Viral's leadership skills and marketing innovation expertise, combined with his global brand-building experience, bring added value to sales efforts and partnerships, while also driving customer experience excellence. Being a seasoned thought leader, Viral has spoken at several distinguished events, including TEDx.

Viren Wadhwa



Chief Marketing Officer, CtrlS Datacenters Ltd.

Viren is the Chief Marketing Officer at CtrlS Datacenters Ltd., dedicated to ensuring the company delivers on its promise of complete ownership to its customers. He achieves this by creating innovative marketing initiatives and establishing thought leadership that highlights the company's exceptional product innovation and purpose-driven initiatives.

With extensive experience in marketing and product development, event planning, branding, lead generation, public and investor relations, strategic planning, revenue management, organizational design, and innovation, Viren is a natural leader who can motivate global teams to achieve success.

Prior to joining CtrlS Datacenters Ltd., Viren has held key marketing roles at some of the biggest names in the industry, including ST Telemedia, Kony, Inc, Nokia Siemens Network, Cisco, and Perfect Relations.

Vishal Desai



VP Marketing, Colors at Viacom18 Media Pvt. Ltd.

Vishal brings with him over two decades of marketing experience. In his current role at Viacom18 as VP Marketing for Colors, he has been instrumental in taking the brand to new heights in a highly competitive and dynamic industry. He has worked with leading media brands like the Times Group and Times network where he launched Times Now.

With his knack for executing large scale campaigns with ease, brand building and building strategic alliances, Vishal's innovative approach to marketing has set new standards in the media and entertainment industry, pushing the boundaries of what's possible.

His proactive problem-solving skills and natural ability to navigate challenging situations have earned him the reputation of an exemplary leader. Vishal's vision for Colors is to create, progressive content that is inclusive.

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Vishal Subharwal



Chief Marketing Officer and Group Head - Strategy, Distribution Planning, E-commerce HDFC Life

Vishal is a seasoned digital marketer and strategy leader with more than 20 years of experience in driving growth for top brands. He currently holds the position of Chief Marketing Officer and Group Head of Strategy, Distribution Planning, and E-commerce at HDFC Life, where he has been instrumental in driving the company's growth and expansion in the Indian insurance industry.

Vishal is highly regarded as a thought leader, known for his innovative thinking and extensive knowledge in the field. He shares his expertise through various publications, videos, and interviews, providing valuable insights to the industry.

His ability to identify growth opportunities and implement effective initiatives has earned him recognition as a skilled strategist and visionary. He continues to inspire and motivate his team, as well as other marketing and sales professionals, to achieve excellence and drive growth in their respective organizations.

Vivek Srivatsa



Head Marketing, Sales and Service Strategy, Tata Passenger Electric Mobility, Tata Motors

Vivek's automotive career spans almost three decades, during which he's become an industry powerhouse. As the Head-Marketing , Sales and Service Strategy , Tata Passenger Electric Mobility, Tata Motors, he's redefining the EV industry with his transformational leadership strategies.

His passion for marketing runs deep, and he's held various roles related to consumers, trade, and business. With his keen eye for innovation, he's successfully launched over 10 brands, all of which have been game-changers in the industry.

Vivek's reputation for excellence doesn't stop there. He's also the mastermind behind multiple award-winning advertising campaigns and groundbreaking product launches that have revolutionized the automotive landscape in India.

His strategic creativity and razor-sharp focus has led Tata Motors to continue to thrive in the fiercely competitive automotive market and build a safer, smarter and greener future.



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