

# The Elite List of 40 Most Disruptive Minds

\*Also Featuring The Exemplary Six



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AGENCY  
Reporter

**40**  
*under*  
**40**

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# PREFACE

In a bid to search some of the most hard-working, talented and diligent individuals of the A&M industry, Agency Reporter curated an elite list of '40 under 40'. The aim was to recognize individuals who kept their nose to the grindstone and delivered some laud-worthy work in the fields of marketing, advertising, public relations and media. These individuals embody the qualities inherent in excellent personnel and leaders.

An inspiring lot of 244 nominees showcased their exceptional work. Out of these, 112 got shortlisted, who were then evaluated by our dynamic set of jurors.

This recognition is a boost to the career of these professionals who exemplify their commitment to their profession. We believe that this list will greatly help them rediscover their strengths and work even better for future endeavors.

To felicitate the glorious 40 under 40 winners, this special edition of 'The 2.0 Marketer' celebrates these professionals with tremendous potential in the field of marketing and advertising.

# CONGRATULATIONS TO EACH OF YOU!

# THE JURY

**Bindu Balakrishnan**

Country Head,  
DCMN India



**Sanjay Sindhvani**

CEO - Indian Express  
(Digital)



**Gaurav Patra**

Founder and Director,  
Value360



**Vineet Handa**

Founder & CEO,  
Kaizzen PR



**Lloyd Mathias**

Angel Investor,  
Marketing & Business  
Strategist



**Amit Tiwari**

VP, Marketing,  
Havells



**Naresh Gupta**

CSO & Managing  
Partner, BITM



**Puneet Singhvi**

President, Digital  
and Corp Strategy,  
Network18



**Shubho Sengupta**

Digital Marketing  
Consultant



**Karan Kumar**

Senior VP & CMO,  
DLF Limited



THE ELITE LIST OF

**40**  
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**40**

# Kartik Mahadev

## **Business Head - Premium Channel Cluster at ZEEL**

A sharp marketing mind, Mahadev has several successful brand launches and celebrated campaigns to his credit. He started his career with Cadbury India Ltd. (Now Mondelez) as a Management Trainee and after a decade of varied experiences, he went on to lead Biscuits innovation as a Sr Brand Manager for the Asia Pacific region.

He played a pivotal role in the end to end development and launch of Cadbury Bournvita Biscuits in India, a 'new to world' product. A natural pull towards Sports took him to Star Sports where he was instrumental in shaping a first of its kind grassroots sports initiative "Khelo India".

Now, as Business Head with Zee Entertainment Network, he leads the Zee Premium cluster of channels. Here, he was the architect behind disruptive marketing campaigns #WhereIsMyChannel and #VenomInMyVein. A category first initiative - #FlixFirstBeforeAmerica that delighted Hollywood movie fans crunching the wait time for Hollywood blockbuster movies Premieres on television by half.

A photography enthusiast, Kartik draws inspiration from his travels. 'My identity is shaped by being exposed to many Indias, he says, with travel being a big part of his formative years and then the many assignments in his professional life that took him to different parts of the country.



# Gopa Kumar



## **Chief Operating Officer, Isobar India Picture**

Along with being the Chief Operating Officer at Isobar India, Gopa is also heading Strategy, Media, Data & Analytics verticals. His journey with the company spans over 9 years.

With over 18 Years of experience in the Advertising and Marketing Communication Industry, he is primarily managing & consulting clients locally & regionally on their Digital Transformation Process, Digital Marketing strategies, Brand building & ROI driven marketing outcomes.

Gopa is also a prominent columnist and a thought leader through his writings across leading publications in India. With a plethora of accolades in his kitty, he sure is a stalwart in the A&M industry.

# Yogin Vora

## Marketing Manager - Ecommerce & Digital, HDFC Life

Yogin started his career working in a media agency on offline media planning serving clients like GCPL, Bajaj Hair Oil, HDFC MF, Baskin Robbins, etc. His transformation of digital started working on major BFSI clients like HDFC MF, SBI MF, Canara Robeco MF, ICICI MF, SBI Bank and few others. He has also worked with global fast food restaurant client Mcdonalds. The recent shift to the other side of table helped him use his expertise and work with HDFC Life in leading performance business for India.



# Gurdeep Kaur

## Founder Director, HighViz PR

Gurdeep embarked on a new journey of milestones with the foundation of HighVizPR back in 2014 wherein one of the most significant milestones achieved is having some of the globally acknowledged brands on board as HighVizPR' clients in a span of 5 years.

She believes that the key ingredient behind HighVizPR' success is the unconventional / quirky approach to break the clutter and impress the highly discerning end-consumer. She also believes that setting a strong foundation of communication is essential for any size of company at any given phase. It needs to be both "Real-time" and "Futuristic" in nature to present a bigger picture for any start-up or a corporate in media. Such strong foundation of communication only helps delivering real bottom line results to clients.



# Angad Bhatia

**Founder, MensXP; Co-founder, iDiva; COO, ILN**

Angad Bhatia is a part of the senior leadership team at Times Internet. There, he founded the Indiatimes Lifestyle Network which includes Indiatimes.com, MensXP, iDiva, WhatsHot etc. and led it through an explosive growth phase, from 5 million to over 40 million unique users in 18 months. ILN is a youth and new media collective that is built around the social web. In December 2016, Indiatimes.com was ranked the world's most engaged brand on Facebook ahead of Fox, CNN, Nytimes, Huffington-Post, BuzzFeed, etc



# Nidhi Agarwal



## **Business Head, Times Internet**

Nidhi is the Head of Planning & Initiatives for Times Internet Limited. She is a Chartered Accountant and an MBA from the Kellogg School of Management where she earned the prestigious Dean's Service Award. Up until recently, she was the CEO of KAARYAH.com, and advisor at Your Nest Angel Fund. From the beginning of her career Nidhi has been keenly involved in setting, Consumer Digital businesses ground up.

She adds value to Operations from having run a brand that was enabled by data analytics and two self-coded patentable algorithms. Before her entrepreneurial years, Nidhi was Director, Strategy at Honeywell & has helped set up Honeywell's Space & Missiles business in 2011. Prior to that, she worked with Bain & Co. and Airtel and was an auditor at KPMG. Nidhi has been credited with & Airtel's first mobile commerce initiative in 2004.

# Neel Pandya



## **Head of Media, L'Oreal**

He has 11+ years of experience working as a media expert with focused digital and traditional media marketing. He also has marketing and research expertise in FMCG (Unilever & L'Oréal) and Telecom (Vodafone). He is currently working as the Head of Media at L'OREAL India managing overall media strategy. Transitioning from agency to the client side was an exciting career leap for him.

His former experience not only helped him to make better decisions in a new role, but also helped in understanding both ends of the table and ensuring qualitative output in a motivating environment.

His aspiration is to take India's media activity to international standards. He wants to put India on the global map from where case studies and best-case practices are referred from.

# Dipeeka Saboo



## **Founder at Curiousmind Consulting**

Dipeeka's decade long journey in the field of Digital Marketing has been exciting and full of learning. She believes that one has to constantly evolve & adapt to the changes in the industry, revolving around the basic rules of marketing.

She founded Curiousmind Consulting with the vision to revamp & accelerate the growth journey of the partners, clients as well as young marketers, via digital, as she continues to enjoy every aspect of it.

# Pooja Pathak



## **Co-Founder & Director at Media Mantra**

Pooja is the Co- founder and Director at Media Mantra, an independent Image Management and Communications firm in India. She is also serving as a guest faculty at INLEAD, Gurgaon.

Some of the key clients she has handled include Shiv Khara, Bridal Asia, Shobhit University, FIIT JEE, Russell Reynolds, SEMrush, and is personally involved with all the current company clients.

She is a successful entrepreneur with immense creativity and business acumen which assists her to undertake diverse roles in life including a businesswoman, a lecturer and a mother. Today, Pooja has proved that one doesn't necessarily need to be born as an entrepreneur.

Pooja is a multifaceted personality and a patron of art, culture, education and women empowerment. She continuously supports various causes and NGO's and ensures to give it back to the society in some way or other.

# Nitin Bhatia

## **Regional Director- CX Applications, Oracle India**

Nitin is currently responsible for revenue growth, building & leading teams for 2 regions of Digital Prime Cloud Applications business at Oracle India. Passionate about 'Leadership Through Sales', Nitin was listed in the India's Top10 Sales Leaders and Influencers by ADDASales.

Additionally, he designed India's first ever UGC recognised course on "Importance of Social Media for Development Communications' for AJK Mass Communication & Research Center, Jamia Milia Islamia & Delhi University. He has also been a guest faculty at MICA, IIMs, SP Jain, Weligkar and many more esteemed institutions across India. Wearing many hats, his films "Power to Children" & "Naricssus on Fire" have received Global & National level awards, respectively.



# Ashit Chakravarty

## **Vice President – Strategic Planning and Business growth, Dentsu Webchutney**

Ashit's 14 year journey has been across traditional agencies like Contract Advertising, Dentsu Impact and Leo Burnett, then heading brand marketing for a hyperlocal ecom startup Zopper.com and a tryst with digital at Dentsu Webchutney where he leads strategy and business growth for the Gurgaon Office.

Over the years, some of the brands he has worked on include Domino's Pizza, Airtel, NIIT, Maruti Suzuki, TetraPak and Whirlpool. He is a strong believer that the power of great advertising transcends mediums and of a future where there will be no mainline or digital; where there will be just businesses, consumers and creative solutions.



# Vishal. Rupani

## **CEO, mCanvas Advertising Pvt Ltd**

Vishal has over 13 years of experience in Search, Display and Mobile advertising. He is currently responsible for building Affinity's mobile advertising platform from vision and inception to revenue generating maturity and scale.

He started mCanvas (subsidiary of Affinity) in 2015 and currently serves as the CEO. mCanvas is India's first mobile advertising company to address 4 key problems of mobile marketing - Banner Blindness, Poor Viewability, Accidental Clicks, and Lack of Storytelling. His contributions have earned the company several awards and trust of global brands.



# Sudhir Kumar



## **Director Offline Media, DCMN**

Sudhir is a seasoned media professional with over 12+ years of experience in the Industry with strong analytical skills and mindset working in all aspects of branding and performance media metrics. He has an ability to interpret internal and external performance data in a return on investment driven business and culture.

He is a self-motivated professional with a high energy approach and can execute new ideas from start to finish with professionalism. He has a knack for the ATL/BTL campaign and is highly experienced in rapidly changing technology of the industry.

A post-graduate diploma in Media and Advertising from Futuristix Media Communication Centre, he has the knowledge of an accomplished mix of theory and hands on practical knowledge relating to the business of media.

# Ishan Mehta

## Senior Creative Director at L&K Saatchi & Saatchi

Exciting place. Right time.

That's an accurate summary of how Ishan stumbled upon digital in 2008. In the years since, he has worked in a start-up, co-founded another, pioneered work on marque brands and is now leading a digital-first team at one of India's premier ad agencies.

Talking about his goals, he believes in getting better each day and wishes craft ideas that deliver a punch to the gut, a tug at the heartstrings and dollars at the cash register.

He envisions to create work on digital that gets talked about in 'mainstream' media, while achieving a brand's objectives.



# Bharath Gaddam

## Senior Partner & National Digital Lead, DDB Mudramax

Bharath's career evolution closely followed the evolving consumer media behavior. Mass media planning for TV natives and then building an Integrated Strategy Planning during the early digital growth phase were the initial two phases.

Becoming a digital-first narrative planner combining both the content and content propagation for digital natives marks the next stage of his career evolution. His current passion is to build a data-driven Growth planning and omnichannel media channel platform to help data-driven planners plan effectively.

He envisions a paradigm where AI is enabling Media and marketing planners to make the most optimal ROI driven plans and hence becoming a very critical part of company's success.

Bharath's goal for the future is to be one of the thought-leaders in the field of digital-first consumer media planning and buying.



# Ruchika Mehta



**Corporate Director - Communications & Public Relations, Apeejay Surrendra Park Hotels Limited**

An INSEAD alumni, Ruchika is recognized as a global marketing and communications specialist with over 18 years of experience. She has actively worked in complex environments, with multiple teams and on numerous projects, having a rich base in Brand Management as well as in the Digital sphere.

In her journey, Ruchika has shown entrepreneurial, disruptive and profit oriented approach with demonstrated success in launching brands using innovation, leading cross functional teams and fostering productivity.

In the past, she has launched the Asian hospitality giant Shangri-La Hotels in India in 2005 and has worked with Hyatt and ITC hotels.

# Aman Dhall

## **Head of Communications, Policybazaar.com Group**

Aman Dhall is a sport management graduate from Loughborough University, UK & comes with nearly 15 years of experience in media, financial services, consumer internet & development sector.

He has worked in editorial, communications & advocacy roles with top notch organizations such as the TOI group, UNICEF, Sports Education and Development Australia and Magic Bus India Foundation. In his last role, he was working towards grassroots development of sport in India. He believes, content is the driver for rich communication that makes one stand out in the crowd, and feels experience is earned through work and not years. His vision is to create a legacy for the communications fraternity who has been transforming India's narrative with their storytelling prowess.



# Arnab Mitra



## **MD & Chief Cleaning Officer, LIQVD Asia**

Arnab has spent more than 15 years in strategizing & implementing marketing strategies for brands like Samsung, Research In Motion, Volkswagen, General Motors, Capgemini, Redbull, Emirates, Citi Bank etc. The agencies that he has worked with have won several accolades under his leadership. In 2013, Arnab founded the first experiential marketing company in Asia called LIQVD ASIA. In 2014, his company got invested in by the coveted Concept Communication Ltd.

Before this, he was the National Director for Starcom Mediavest Group and prior to that he has worked with Havas Media, where he was heading the agency in South Asia. He envisions to make India's 1st ever advertising Agency, Go Global.

# Juhi Singh

## Digital evangelist at Marico Limited

Juhi Singh is the part of Digital Transformation & Strategy division as part of MD & CEO's office team. Prior to this, she has worked in Jio's commerce division as Deputy General Marketing, at Myntra as the Deputy Director- Marketing, at Markelytics as the Associate Director - India head analytics & research.

She is known for her superior advisory relationship & rapport building adeptness; has helped businesses to grow by 40% (y-o-y).

She is also a published author, data driven, digital consumer marketing & strategy professional & a recipient of many national & international awards.



# Sanjay Adesara



## **Marketing & Media Manager, Adani Wilmar Ltd.**

Along with being associated with Adani Wilmar Ltd, Sanjay is also the CEO of Kabaadi Team which is owned by Adani's – Gujarat Fortune Giants in Pro Kabaddi League.

Sanjay has been associated with the organization since 2008; joined as a management trainee from the campus selection. He has over a decade's experience in foods categories and has been leading its Media and Brand Strategy for a whole range of flagship brand Fortune Edible Oils & Foods.

He also has experience in the world of media, digital and communications. He specializes in category strategy, brand identity, equity building, new product development, new brand architecture development, brand activation, and leading cross-functional teams to achieve strategic goals.

# Vaibhav Mehrotra

## **Head - Marketing, Offices Business, DLF Limited**

Vaibhav is a passionate, entrepreneurial leader with 12+ years of growth-focused marketing assignments across a deliberate mix of diverse categories ranging from Technology, Healthcare, BFSI, Start-ups, Retail to Real Estate at various life stages of brands and businesses.

Working for diverse industries has allowed him explore various facets of marketing across a variety of demographic & psychographic consumer segments enriching his marketing and business acumen; enhancing his ability to cross-pollinate ideas and fast track his learnings.

He believes that brands today are built via the right mix of effective communication & story-telling; usage of technology & data; personalized content and experience & has hands-on experience in creating effective digital strategies, defining brand strategy & architecture, building differentiated consumer proposition, developing media strategy, leading cross-functional projects & teams, and running innovative data-driven award-winning campaigns across Digital, Print, Media, PR, BTL etc.



# Richa Jaggi

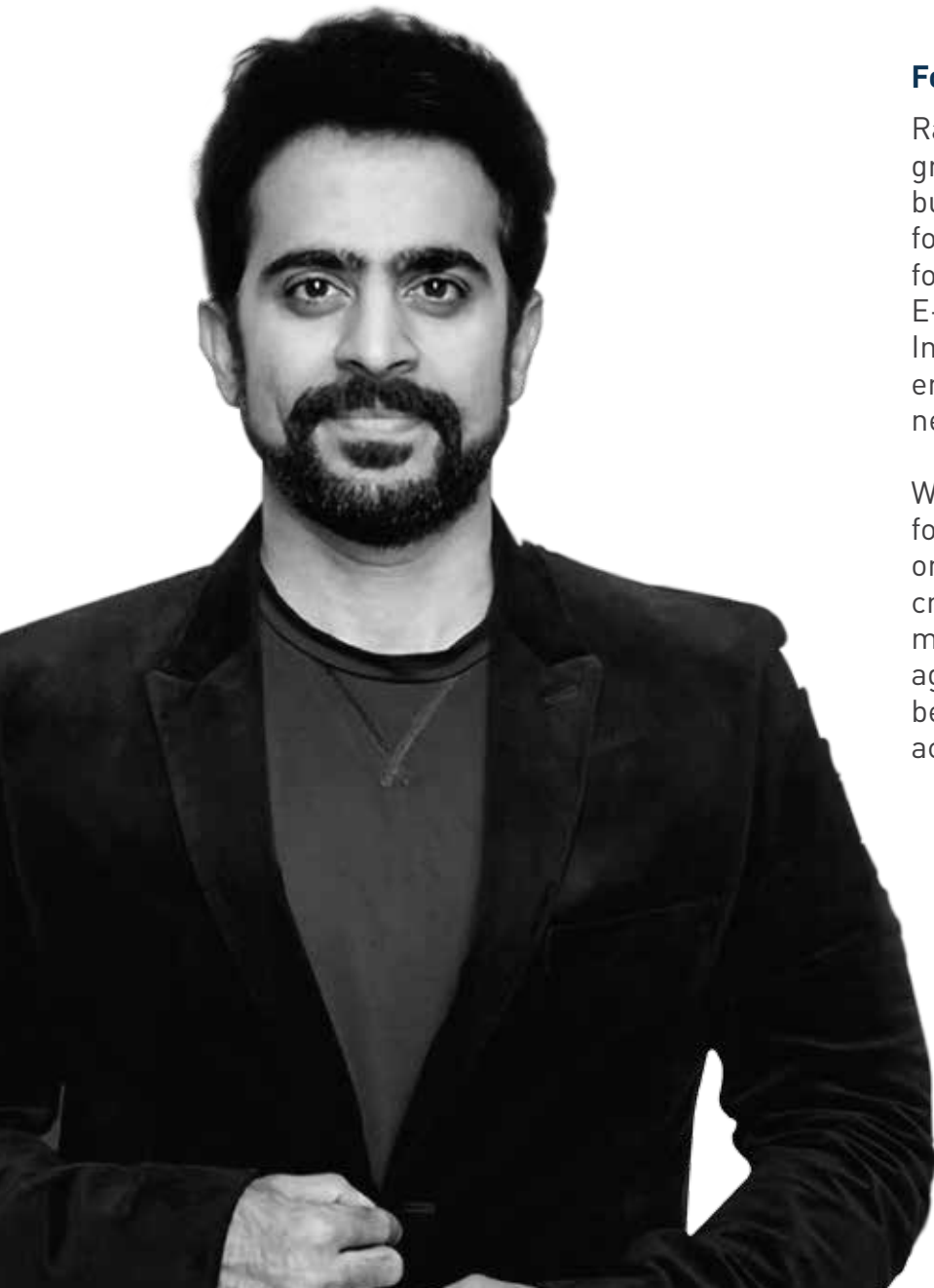
## Senior Product Marketing Manager, Times Internet

Richa Jaggi is the youngest winner from our 40 under 40 list. A marketer with comprehensive 360-degree experience across all paradigms of marketing, she is passionate about driving numbers with deep insights, innovation, and creativity!

Currently heading marketing for Times Internet's Colombia, her solid foundation in analytics, digital strategy, and extracting meaningful insights helps her to excel within the constant push and pull of data vs storytelling. With an academic background in economics and a master's in marketing, Richa started her career with advertising and PR, where she helped brands such as Vodafone, Lakme (Hindustan Unilever), Outbrain make an impact and scale. Richa utilized her digital expertise and also carved a niche for herself as a social media influencer, where she shares her passion for travel and food and also deep dives into influencer marketing.



# Rajiv Dingra



## **Founder and CEO, WATConsult**

Rajiv is most passionate about creativity and growth. Someone who is constantly looking to build his agency for the future and not waiting for the future to happen, Dingra has launched four specialized verticals including E-commerceify (E-commerce consulting arm), InnoWAT, SocialCRM247 and Recogn, which enables WATConsult to service specialised needs for clients.

What sets Dingra apart from others is his focus, perseverance and conviction. He not only survived the 2008 Lehmann brothers crash which pretty much put a pause on all marketing spends, but also scaled up his agency during very competitive times between 2012 and 2015, before it was acquired by Dentsu Aegis Network.

# Vainateya Gavai

## Co-Founder, Siriti

A combination of a software engineer, designer and marketer, Gavai is in love with creativity and technology. The thought of combining the two to solve problems fascinates him. He believes that ideas have the power to change the world.

In the last 10 years, he has written codes for a bank, founded a digital agency and led digital at a global advertising agency. In 2017, he co-founded Siriti - a communication and design agency through which he hoped to effect sustainable solutions to real world problems.

Gavai loves writing poetry, reading, travelling, experimenting with food and good coffee. He hopes to publish at least two books in his life - one of his poems and one of the world he sees through his lens.



# Sonia Hurria

**Head - Corporate Marketing,  
Communications & Sustainability,  
Viacom18 Media Pvt. Ltd**

Sonia started out as an associate at PR advisory firms over a decade ago and today, she heads the Corporate Marketing, Communications and Sustainability mandate for Viacom18.

She began her journey with Viacom18 in 2008, as part of the team that nurtured Hindi GEC-COLORS, as it launched. She presently drives the brand's communication, marketing and social impact agendas as well as leads one of the industry's most decorated internal communication functions. She has been instrumental in crafting the identity of Viacom18 as 'the network with a humane purpose'.

Sonia aims to continue to leverage the power of story-telling with a focus on social responsibility, economic value and environmental impact, ensuring every story reaches its audience.



# Shuchi Chawla

## Head of Brand Marketing at ixigo

Shuchi has donned many hats over the course of her career that she often goes by the nickname of Khaleesi- First of her team, Mother of innovative campaigns, Queen of strategy, Protector of brand awareness and Negotiator of strategic partnerships.

At ixigo, she is responsible for driving the overall brand awareness and positioning of the company. Her consumer-based communication skills and the ability to drive technology-enabled consumer engagement has helped ixigo emerge at the forefront in a cluttered travel domain.

A travel junkie, she loves exploring and learning about different cultures, history and cuisine. But when she happens to be home, she prefers to keep things slow and relaxed by spending time with family and cooking low carb meals on weekends. Lying on a beach with just her e-reader for company is her idea of bliss.

One professional mantra she has always believed in- The harder you work, the luckier you get!



# Sandeep Chaudhary



## **Co - founder and Product Research Head, ADOHM**

Sandeep considers himself to be like any of us, with goals to achieve and become successful. He bonds with the people around him with a unique sense of perception and adventure by wanting to take them on a journey that will be mutually beneficial for all those who are a part of it regardless of their designation and aims to give back to society which provided him opportunities to learn, grow and understand the world in a distinctive way. He is a social activist, travel enthusiast and a speaker.

He is a business leader who believes in delivering results with dedication. In a bottle, his passions include travelling for fun, gaining knowledge and helping the local businesses thrive, raising awareness and trying to make a difference any little way he believes he can bring in a change in people's lives. Apart from travelling, football gets his blood running and pumping. As a child, he thoroughly enjoyed his time playing football and competing with different schools. The same attitude which he has carried from his sport to his work. He plans on implementing programs that help bring all works of people together, raising awareness and taking them on a journey through which all benefit and learn to perceive the world through a different glass.

# Karam Flora

## **Director Strategy & Co- Founder, DIGITRYX**

Karam is a digital & social media Marketing professional with 13 years of experience in creation of all marketing and sales collateral, website, Mobile apps for brands etc.

Throughout his journey, he has leveraged social web marketing strategy for many International clients and has been actively involved in Apps, Ideation, implementation, monitoring and analysis of all social media campaigns for about 87 International projects.

He was also featured in ' Social Media Maven' Talk show Radio show as a guest speaker.



# Vikas Chawla



## **Co-Founder, Social Beat & Influencer.in**

Vikas comes with 15 years of experience in diverse functions ranging from marketing, sales and HR across Taj Hotels and Murugappa Group. Vikas Chawla holds a Master's degree in Management from the London School of Economics and a bachelor's degree in Commerce from Loyola College. He is also a Charter Member of TiE and active in forums like Roundtable, British Business Group and CII's Young Indians.

His goal is to make Social Beat the No.1 Independent Digital Agency in India by 2021 and make a meaningful impact on the digital ecosystem in the country.

# Rishi Pratim Mukherjee

## **Chief Operating Officer, ScoopWhoop Media Pvt Limited.**

Before co-founding ScoopWhoop in August 2013, Rishi was working in Webchutney as an account director and overlooked digital and social media marketing for brands like Bacardi, Coca-Cola and Max Group. Rishi completed his masters in English from Calcutta University in 2007 and also holds a diploma degree from India's prestigious institute, Indian Institute of Mass Communication, New Delhi.

Initially, he wanted to continue ScoopWhoop as a side project in addition to his daily job. But after the website's initial success, Rishi and other co-founders began to fully devote their time to ScoopWhoop in November 2013. Today, ScoopWhoop clocks over 250 million video views.

Apart from work, Rishi loves to explore historical places and enjoys reading.



# Sandeep Israni

## **Business Head, Bright Brain Marketing Technologies**

Israni dons the cap of a digital marketing lecturer, and a marketer who's been developing brands at the speed of the Internet. He has till date, trained over 5000 MBA students and professionally and has a team of 60 that's been creating strides of success for brands across sectors viz. real estate, automotive, finance, education, manufacturing, hospitality, etc.

He started his agency in 2010, which now has offices in Mumbai and Pune with 50+ clients, and the average client retainer period is 8 years. Bright Brain' recent recognition has been with Google as one of the Top 15 Digital Agencies for their Elevator program. Currently, he is focused on paid advertising in this industry where marketing isn't digital but the world surely is!



# Anupam Tripathi

## Sr. Business Director, Dentsu X

Anupam started off as a banker with a realization dawning soon enough that banking isn't a space where he would enjoy his days, although it still took almost 2 years to realize what is that he actually wanted to do. Once he decided to quit banking and join the industry, that is where his journey really started, but it really moved to the fast lane when he joined Dentsu X in 2015. He loves what he does today knowing that this is still the beginning and there's a long road ahead.

He believes that the advertising space is today more dynamic than ever and with the rise of digital and technology, consumers have become increasingly impatient and always in search of answers and that too on their fingertips. The entire consumer funnel has been redefined. Media is consumed heterogeneously but the real trick is to make it work in tandem for the end consumer. Organizations need to have teams that understand the entire media spectrum and not just one part of it. Exciting times!



# Gaurav Kaushik

## **Global Vice President - Advertising Platform, JioSaavn**

With over 15 years of experience at the intersection of technology, digital media, and advertising; he has been an early member of the core team that built JioSaavn. He has conceptualized and built JioSaavn's native audio advertising platform.

Gaurav leads ad product, ad market strategy, strategic alliances, ad data/analytics, and ad operations at JioSaavn, and managed the integration of JioSaavn into platforms like Google, Facebook, and Amazon. An evangelist of programmatic audio advertising, he believes it can help deliver personalized ads that create value for users.

Gaurav started his career as a computer engineer building internal systems for companies like GE, PepsiCo, National Geographic, and several others. He holds an MBA in Information System & Finance and an undergraduate degree in Information Systems from Guru Gobind Indraprastha University.



# Anshul Sushil



## **Co-Founder & CEO, Wizikey**

Anshul has been chasing the dream of creating iconic brands and was an outlier by being the first IITian to go to MICA for brand management. After working with more than 300 Fortune 500 companies and startups, he was troubled to see no standardization and measurement possible to help businesses scale their Communications and PR.

Thus, he decided to create Wizikey to help thousands of businesses do data-driven Communications and PR. He wishes to build Wizikey as India's first AI-powered media platform that will build and shape Indian brands in International markets.

# Kartik Subramanian

## Category Head - Consumer Products Division, Pidilite Industries Limited

"Be the bold voice of our consumer in the board-room" is the mantra that Kartik lives by. Passionate about everything brand, he believes that the future of marketing will be very different from what it is today. Marketing to individuals, rather than geographies or communities, powered by robust data analytics will be what marketer of the future will need to morph into.

Kartik is someone who is thrilled by marketing based on strong consumer insights - From launching Good knight Fast Card - an breakthrough innovation that helped families get rid of mosquitoes at just Re. 1 per night, to ensure that mothers are able to help their children get their daily calcium intake at Britannia Dairy and currently at Pidilite, ensuring that today's kids get the creative quotient that they need to become the leaders of tomorrow.



# Sandipan Suklabaidya



**Director, Perfect Relations  
(part of Dentsu Aegis Network)**

Sandipan has 15+ years of professional journey in the field of Public Relations. Over these years, he has been a part of reputed Indian as well as international PR & communication firms, nurtured corporate brands in Automobile, Technology, Education, Real Estate, Healthcare and Lifestyle verticals and took them to new heights.

Going forward, he would like to see himself as an effective communication strategist, who is also respected as a person of ethics and values. His vision is to impart his knowledge and industry experience to his younger friends who would have set their eyes on the wonderful world of communication.

# Mayur Sethi

## **Co-Founder & COO at Roaring Wolf Media; Founder at MP09 Digital**

Mayur is an MBA in eBusiness, with 12+ years of experience in Digital Media and Marketing. After working with Havas Media for 5+ years as Media Head, he started his own venture - "MP09 Digital". He managed 200+ National clients including Oreo, Blackberry, Nivea, Mahindra Trucks, to name a few, with the team of 35+ and developed 200+ e-commerce websites that is where he realized Discovery of E-comm sites and products was a big challenge, and thus created a platform called Hoppingo and raised Investment from VCommission & multiple other seed investors, he did that for 2 years and successfully exited after establishing it in India and SG market.

The idea of Digital Content Marketing & Distribution and Audience Development became his priority after joining hands with WittyFeed in April'17 as Partner & COO and started leading the distribution. In his next venture, he saw the growing need of an Agency for "Modern Marketer" and thus started "Roaring Wolf Media" along with 2 partners & is helping brands and agencies with Digital Solutions.



# Nikita Nanda



**Vice President, Value 360  
Communications Private Limited**

Nikita is a graduate from Oxford Brookes University and is currently pursuing her MBA from IIM Kolkata (2019-2020) batch.

Nikita started as a Business Development Manager in 2011 with Value360 Communications and grew up to the role of Vice President in 5+ years. She has won marquee clients like PayTM, JioSaavn, Cleartrip, Quickheal Technologies, Ixigo, Oriflame across domains. Nikita currently trains and mentors a team of 14 + individuals across offices Pan India. She has been involved in opening network offices in metro cities as well as opening the global network of clients in the US, UK.

Nikita firmly believes that in today's converging world, as communication professionals we need to understand digital communication, visual storytelling and immersive technology to be future-ready.

# Anisha Verma

## **Business Director- Integrated Media, PHD**

Anisha has a career spanning 14+ years in marketing communications. In her current role at PHD Media, a unit of Omnicom Media Group, she has set up an integrated media team for the Bangalore office while delivering on synergistic plans between digital and traditional media.

Starting at Nielsen as a Qualitative Researcher helped her inculcate a habit of decoding data patterns which were useful in subsequent years as a Media Planner and Buyer at Group M and Madison Media on key accounts like Lenovo, Tata Tea & Britannia. Her stint in Market Mix Modelling as Team Lead on the HUL biz for India and EMEA markets at Meritus Analytics came full circle in understanding media elasticities. She also held subsequent positions as a Marketing Manager at Star TV and Future Lifestyle Fashions, building an affiliate ecosystem and establishing digital footprint.



# Kamal Krishna

## **CEO, Mobilise**

Kamal Krishna is the Founder-CEO of MOBILISE, a young digital agency trusted by Fortune brands across India, EMEA & APAC as their creative and digital partner. In 4 years, MOBILISE has proven its mettle with consistent profitability while remaining independent. His prior experience saw him set up digital agencies and BUs for traditional agencies and brands across India, APAC & Sub-Saharan Africa. He led digital in 2004 at Digitas, before scaling Quasar Media for WPP. He also placed WPP's first digital footprint in Africa, when he founded Squad Digital (Nairobi).



# Making Mirzapur a part of Pop-culture



Scan the QR Code  
to watch video

## BRIEF

The Video on Demand (VOD) market includes pay-per-view (PPV), video downloads and streaming media. This premium content is shared over the Internet typically on a pay-per-view, subscription, or download purchase price revenue model. Video on Demand segment includes platforms such as Amazon Prime, Netflix, Hotstar, etc. Recently, India and its audience were hit by numerous productions on such platforms, especially of the "Thriller" genre.

The country was engulfed with a newfound love for crime thrillers. What started with international hits like Narcos, soon extended to Indian story tellers as well. Productions like Sacred Games, Ghoul, etc. took the audience for a spin and it didn't take much time for such productions to receive mainstream media attention.

At this point of time the content on the internet in this genre was getting quite monotonous, people realized that these shows were just about killing characters, guns and cuss words.

So, when Amazon Prime's Original Mirzapur came out, we were given the challenge of making sure the show isn't perceived as just another crime thriller. We took our viewers through every gully of Mirzapur and for that we made sure that people could #RELATE to the jaw dropping series and its characters, Kaleen Bhaiya ka Bhaukaal hi aisa tha! Well we'll let the statistics speak for themselves, we reached over 9.5 million viewers with our campaign.

## CONCEPT

Scoopwhoop as brand has always been a part of conversations that is relevant to the people of the internet. Be it our memes, posts, articles or videos, we are known as a channel that creates relatable content. Amazon Prime Video came to us with the ask of making Mirzapur a part of the ever-changing pop culture and incorporate a digital relatability for the brand.

We took the most iconic bit of the show-language and characters. And made them relevant to everyday life. We drew parallels between the lives we live and the Mirzapur world, making the most iconic scenes for the show meme worthy.



## INNOVATION

Scoopwhoop induced viewers' engagement by providing them with various twisted angles to the show, we made sure our audience got the right amount of entertainment slices. These included highlighting the fact that in certain ways the most beloved show in the history of productions "Game of Thrones" was low-key like Mirzapur and we had our very own Cersei in the form of Kaleen Bhaiya. We even went all Sherlock Holmes on B-Town and found out various pieces of evidence proving that Kaleen Bhaiya had left his mark there also. Our fun and quirky take on things with our memes also brought major attention to the brand and its production.

## EXECUTION

ScoopWhoop took on the challenge of incepting Mirzapur into pop culture

- "Can You Translate These Mirzapur Slangs To English? | Ok Tested"

What this video effectively did was it made the Mirzapur talk a part of people's vocabulary. We made it easier and more accessible for people to live the Mirzapur life

- "ScoopWhoop: If Mirzapur Characters Went To Office"

Through this video we effectively tried to show how Mirzapur characters weren't so different from us. We wanted to build a kind of relevance by placing them in a work environment that we all relate to. And portraying of each of them represent a particular kind of person we work with.

We also ran relevant memes that further built relevance between the show and everyday life. People started throwing around dialogues and scenes from the show to depict their day, life and what was happening. A completely unique and exclusive fan base took form for "Bhosdiwaale Chacha".

## RESULTS

Scoopwhoop successfully got Mirzapur the recognition and love it has now, the response was overwhelming. We reached over 9.5 million people and had a total of over 3.7 million views, we managed to get almost 2 million people engaged with our campaign and our productions on YouTube hit over 1.5 million views individually. Mirzapur is a masterpiece and we know that our audience isn't filled with Visshudh Chutiyas to not acknowledge that.



# THE EXEMPLARY



# Aashish Bhatnagar

## Head- Digital marketing, National Geographic

For Aashish, life is a continuous learning journey. Starting his career with the telecom industry in 2007, his naïve self-thought that this world of technology was too huge and opportunities were millions. Within a few years, having witnessed 4G and the capabilities it offered, it was clear to him that the internet was the next big thing.

From 2011 to 2016, as part of Affle and Tata Docomo, he worked on various digital marketing products and solutions, learning with industry as it developed new digital technologies. Between 2016-2018, he worked with leading e-comm companies like Shopclues & Jabong, where he helped push the boundaries of dynamic advertising, spearheaded the AI & ML revolution in India along with Facebook & google.

Now, it was time for him to follow his passion & contribute to society and the planet. He feels lucky to have the opportunity to be part of a brand like National Geographic, where each day makes him feel closer to his dream.

In his free time, Karthik enjoys hip-hop music, tennis, and works with multiple NGOs to promote child education.



# Karthik Sathuragiri



## Senior Director of Marketing at Automation Anywhere

Karthik here is responsible for marketing strategies and execution across India, Middle East, Africa, and other emerging markets. Before Automation Anywhere, Karthik was leading global marketing at Freshworks, Akamai, IBM and SAP.

He has varied experience across the technology stack including cloud infrastructure, Software as a Service, Intelligent Automation and has deep experience working with customers, helping them set up multiple centres of excellence during his career spanning over 18 years.

Karthik received his post-graduation in management from the Anderson School of Management, UCLA.



# Shweta Munjjal

**Vice President & Head of Brand and  
Corporate Communications,  
Nayara Energy**

With over 17 years of progressive experience working with global organizations across industry verticals viz. technology, retail, FMCG and financial and Oil & Gas, Shweta has led almost every facet of marketing and communications – Thought Leadership, PR, Media Relations, Employee, Crisis and Issue management, CSR, Re-branding, M&A communications and Social Media.

She partners with the leadership team and works alongside digital, creative, PR, advertising agencies to strategize and implement effective integrated marketing communications programs.

By engaging with multiple stakeholders across global locations and managing global teams, Shweta brings in fresh perspective and measures in strategic planning and project management, aligned with business goals and priorities.



# Somdatta Acharyya

## Founder & Director, ThinkTag

Somdatta started her career as a Brand Manager in the Pharmaceutical industry post her MBA. She then moved to marketing of an international beer brand and after gaining 7 years of industry experience, she started her entrepreneurial journey. It's been a decade at ThinkTag for Somdatta which started as a Brand Consulting firm but now is a full-fledged Ad Agency.

Somdatta's acumen in Marketing ensures an approach of deep-dive into consumer insights and research. This not only helps in the development of robust marketing strategies but also compelling communication.

She believes that going forward, the science behind marketing and communication will remain intact, but the channels will keep evolving. One needs to stay relevant by keeping abreast with the pulse of the consumer and even non-consumer chatter in the digital world and adapt communication accordingly.



# Krusha Sahjwani Malkani

## **Regional Business Manager, APAC at Sociabble**

Krusha started her professional journey as early as when she was 19. She has worked in PR, Social media in Mumbai in her initial years and then went on to pursue her Masters in International Business in Singapore; after which she worked with Sociabble as a business developer in France and then brought the company to India in 2017.

She has been leading the APAC operations for the company ever since. When she isn't involved in turning the region's employees into an engaged workforce, you will find her writing. She has recently launched her first e-book this year called 'A Steaming Cup Of Tea'.



# Vinny Ganju

## Founder, The Buzz Company

An incisive professional who has been a part of the digital media landscape for the last 14 years with extensive experience in consumer internet businesses at leadership roles. Having worked across functions in growing organizations instilled an agile startup mindset since early days.

Presently managing his Digital Consultancy (The Buzz Company) working closely with brands, startups and agencies providing end to end solutions using insights, strategy, storytelling, digital products and integrated experiences. In a short span the agency has worked with leading brands and startups including Tata Motors, Livepure, RedBus, Wellcure, Quirkstation to name a few. With keen interest in digital ecosystem he also mentors startups with some of the leading incubator platforms in India including AIM (NITI Ayog), IAMA, Agilio Labs and Intercell network.

Having served at various positions and capacities his previous assignment was with Catch News (Rajasthan Patrika Group) where he was responsible for building the News platform from scratch while looking at the overall P&L, Business operations and strategies across functions including Product, marketing, Sales, design, editorial and technology.







## Here's an ode to the father of advertising who was actually a woman from the middle east.

The craft of storytelling has been saving necks for a long time, or for at least 12 centuries as far as we know. It's a well documented fact that once upon a time, the brilliant Queen Shahrzad of Arabia spun long and winding tales, 1001 tales to be precise, to save her neck.

Every night, she would tell a twisted tantalising tale to her murderous husband King Shahryar who intended to kill her in the morning, but she would leave the tale unfinished at a crucial cliffhanger. The King would be forced to pardon her for yet another day, just so she could finish her tale, only to start another one. And so it went. Her storytelling kept her from turning into the next victim in a series of very sad and very dead wives. And that, we believe was the birth of Arabian Nights, or advertising as we know it to this day.

At August Garage, we too spin tales and tell stories to bring brands to life, be it traditional or digital media. With a hat tip to Queen Shahrzad.

[www.augustgarage.com](http://www.augustgarage.com)  
advertising with a digital spin