

BRAND BOSS



HDFC STANDARD LIFE
2004 - TO DATE

RELIANCE INFOCOMM
2002 - 2004

MATTEL INDIA
1999 - 2002

PEPSICO (FRITO-LAY)
1995 - 1999

GCMF (AMUL)
1992 - 1995

MBA
IRMA - 1992

GRAD SCHOOL

ORISSA UNIVERSITY OF AGRICULTURE
& TECHNOLOGY - 1989

EUREKA MOMENT

✓ We re-defined the way life insurance advertising is done. Using customer insights, we built our core brand thought 'Sar Utha Ke Jiyo'. It brought a stronger connect and relevance of our category to our target segment. The moment I saw our first TV communication in 2005 on the new positioning of 'Sar Utha Ke Jiyo', I knew that we had done what we had set out to do — try and find a unique positioning in the category, long term proposition for the brand which will help us differentiate us from the rest of the pack.

SPEND QUOTIENT
over Rs 50 crore

BRANDS I ADMIRE



MARKET MANTRA

Marketers should focus on customers, build insights, use those insights to develop products and services. Create campaigns with big ideas, and ensure customer experience and service delivery is in line with the brand promise.

We have built value in the long-term nature of our products and services by integrating two core human elements, 'self respect' and 'financial independence' in building our brand. We are recognized and differentiated as a brand that delivers both value and respect to the customer over the long term.

Sanjay Tripathy,
EVP- MARKETING, HDFC STANDARD LIFE