



Mr. Melarkode Ganesan Parameswaran

Mr. Melarkode is an Independent Brand Strategist, Author and Founder of Brand-Building.com, a brand advisory. He was till recently ED and CEO of FCB Ulka Advertising, one of India's top five ad agencies. A Chemical Engineer from IIT Madras and an MBA from IIM Calcutta, in a 35+ year long career he has handled assignments in marketing, sales and advertising with companies like Rediffusion DY&R, Boots Company, UDI Yellow Pages and finally a 26 year long stint at FCB Ulka.

Over his marketing/advertising career he has worked on brands including Tata, Tropicana, Digene, Strepsils, Brufen, Santoor, Sundrop, TCS, ICICI Bank, Wipro, Tata Indica, Zee TV, Abbott's Pediasure, J&J, Amul, ITC's Sunfeast, GSK's Cobadex, among others.

Mr. Melarkode has served as the President of Advertising Club Bombay [2003-05] and Advertising Agencies Association of India [2014-16]. He successfully completed his PhD from Mumbai University in 2012, and the Advanced Management Program from Harvard Business School in 2014. He is a CFI [Coaching Foundation of India] certified CEO Coach. He served as a member of the Board of Governors of IIM Cal from 2007 to 2017; he received the Distinguished Alumnus Award from IIT Madras in 2009 and from IIM Calcutta in 2018.

Mr. Melarkode is an author of nine books on branding, advertising and consumer behavior. His book, "Nawabs Nudes Noodles – India Through 50 Years of Advertising", was a Finalist in the Crossword Popular Book Awards 2017. His latest book "SPONGE – Leadership Lessons I Learnt From My Clients" was published in mid-2018.

Mr. Melarkode has been contributing articles to premier business publications and has been a speaker at TEDx, numerous industry forums, literary festivals and international forums including the Kellogg India Conference at Northwestern University and Cornell University; he is also a guest faculty at several business schools including MICA, ISB, IIMA and IIMC.

Mr. Melarkode is an Independent Director of the Company. He is also an Independent Director on the Board of Galaxy Surfactants Ltd., THG Publishing P Ltd [The Hindu Group], Rediff.com India Limited and Qube Cinema Technologies P Ltd;

Mr. Melarkode is an Adjunct Professor of Marketing at SPJIMR, he is a Brand Advisor/Coach to a few large and small companies, a CEO/Executive Coach to a few senior managers, and a Mentor to some exciting new age start-ups.