

## **RAMA BIJAPURKAR**

Researcher, academic, independent director on several Indian boards, author of books on Consumer India and on business-market strategy, Rama Bijapurkar is a recognised thought leader on market strategy and consumer behaviour as well as a keen commentator on social and cultural change in India

She is co-founder and non-executive chairperson of think tank , fact tank and research centre People Research on India's Consumer Economy and Citizen environment (PR.ICE) whose mission is to provide a people and household level view of India for use in public policy and business strategy, is Professor of Management Practice at IIM Ahmedabad , and has been a familiar face in blue chip boardrooms in India

Ms. Bijapurkar has been a dominant voice in the media on business and policy issues through her writing and is **author** of hallmark books on Consumer India.