

Short bio of

## **RAMA BIJAPURKAR**

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 has an independent management consulting practice and describes her work as bringing market focus to business strategy

She is also co-founder of think tank and fact tank People Research on India's Consumer Economy and Citizen environment whose mission it is to provide a people level view of India focus in public policy and business and is Professor of Management Practice at Indian Institute of Management, Ahmedabad.

Rama is also one of India's most experienced and prominent independent directors having served on the boards of several of India's blue chip companies and institutions.

Ms. Bijapurkar is a dominant voice in the media on issues related to her areas of work and is the author of well, acclaimed books, on Consumer India