

Introducing the team



▶ Rakesh Rana CEO

- ▶ Over 18+ years work experience in Sales & Marketing & E-commerce. B2C /B2B knowledge. Successfully Launched online Accommodation Business Worth Over ₹ 1000+ Crores



▶ Rupin Jayal CSO (Marketing & Strategy)

- ▶ Three decades of industry experience in Brand Advertising & Strategic Planning, with experience in a wide variety of categories such as snack foods, apparel, instant coffee, hospitality, automobiles (cars/bikes), financial products, male grooming products, watches, home appliances, healthcare, footwear, cigarettes, confectionery, telecom, media (TV), etc, and brands such as Frito Lay (Pepsi Foods), Hero (Hero Honda), Ford, Maruti Suzuki, ITC, Whirlpool, Hyatt, Bridgestone, Shell, Apollo Tyres, Timex, Swatch Group, Yakult, Jet Airways, SBI Cards, VLCC, etc., His paper entitled “Mythable Functionality” was awarded a WPP Atticus Award in 2001 and he was featured on CNBC TV18’s “Young Turks”. He has worked with India’s top advertising agencies such as JWT, Contract, Lintas, Saatchi & Saatchi, McCann Erickson, Leo Burnett, M&C Saatchi (co-founder) and Escorts Ltd, Spectranet (CMO), apart from running his own marketing consultancy Benefect Consulting.



▶ Brototi Sengupta CBDO (Franchisee)

- ▶ A seasoned professional with over 20 years of experience working with MNC's like GE, Wipro, Microsoft, Franchise India. Having core competencies in Franchise Operations, Client Relations, Vendor Management, Sales and Service Delivery.

Successfully managed Franchisee business operations helping to achieve year on year growth in business and revenue. An out-of-the-box thinker with a proven track record of streamlining workflow and creating a team work environment to enhance productivity. Responsible for building the growth strategy for the organisation (F100 to SME companies). Capturing industry insights and deciphering its impact on the organisation strategy. Develop an understanding of the clients strengths and opportunities and partner them to maximise their business potential. Have consulted over 700 SME/MNC's companies for Franchise Expansion across all Industries (Reliance, Mahindra, Hindustan Unilever, WH Smith, Tata Croma, Bata, Nokia, DS Group, Fab India, FTV, Pepsico, Shiv Khera, 3M etc...)

Introducing the team



➔ Aditya Ghosh Head (Business Development)

- ▶ Currently designated as General Manager - Business Development with Chikiweb after putting in 15 years in sales & marketing management with Medtronic , Boehringer Ingelheim & Eli Lilly . Experienced in managing senior team with a PAN INDIA level operations in sales & Franchise Development .

➔ Chandra Bhushan Product Manager (Technology)

- ▶ Over 7+ year work experience in Product Development. Technology

➔ Aakash Raheja Finance & Legal

- ▶ C.A. Ex- Maheshwari