



**Dheeraj Sinha**  
Chief Strategy Officer, South & South East Asia  
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Dheeraj leads the strategic planning function for Grey (WPP Group) in India, South & South East Asia. Previously, he led planning for Bates (WPP Group) in Asia, across thirteen countries. He has worked in advertising for over 14 years across McCann Erickson, Euro RSCG, Bates and now Grey.

Dheeraj is the author of 'Consumer India – Inside the Indian Mind and Wallet', published globally by John Wiley & Sons (Asia) Pte Ltd, Singapore. Consumer India has received flattering reviews across media including CNBC Asia, the China Daily, Bloomberg UTV, the Times of India, Business India, the Financial Express and the Business Standard.

He has also recently authored a chapter in the second edition of 'Shopper Marketing' published by Kogan Page, USA and another chapter in 'The Luxury Market in India: Maharajas to Masses' published by Palgrave Macmillan. His paper 'The Changing Mindset of a Billion Minds' has reference in Frommer's Guide to India.

An industry veteran, he has worked on brands and businesses across markets and categories, such as Colgate, MasterCard, LG, DBS Bank, Tata AIA, TVS, Virgin Mobile, Max Bupa, Fiat, Reckitt Benckiser, Emirates, Dabur, Park Avenue, Ashok Leyland, Marico and CavinKare. At Bates, Dheeraj was the chief architect of its new positioning - the 'changengage people'. He also created the new thinking framework at Bates – the five changengage questions. Dheeraj was credited with helping the agency win several new business pitches and create some spectacular award winning work on Virgin Mobile, Fiat, Tata AIA and Marico Corporate.

Dheeraj has twice been the winner of the prestigious Atticus Awards (WPP's award for best published thinking). He has won several effectiveness awards, including the Jay Chiat Planning Award by the 4A's, the Asian Marketing Effectiveness Award and the Yahoo Big Idea Chair. He has won at EFFIES in India, last five years in a row. Most recently he was a judge for the 2013 Asian Marketing Effectiveness awards.

He was also invited to speak at the Harvard India Conference 2012 at the Harvard Business School, Boston. He has spoken at the Esomar Asia Pacific Conferences three years in a row and was on the program committee in 2010. Dheeraj was also a speaker at the Asian Marketing Effectiveness Festival, the CII Marketing Conference and the Global Youth Marketing Forum amongst many other forums.

Dheeraj has featured in CNBC Asia multiple times with his views on the Indian consumer market. The Bloomberg UTV, the Financial Times, the Economic Times, the Hindustan Times, the Business Standard and the Campaign Asia have interviewed him on issues relating to brands and the Indian consumer market. He has also contributed columns to several of these publications.