

**Manosh R. Sengupta**  
**Brand-Parent. Nurturer. Mentor**

**brand-@itude**

**A bagful of brands:**

***a sampling of key brands nurtured by Manosh,  
during his 24 years of Corporate stint (Advertising Agencies & Telecom)***



Introduced the brand, masterminded its ID & architecture;  
Led the marketing SOP initiative;  
Developed strategy for experiential marketing with ROI linkages

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Brand & Marcom Head, as part of the Birla Tata AT@T merged entity

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Brand Head (VP) for Personal Business;  
Part of team that worked towards making 'Reliance Mobile' the #1 service brand (India)

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Launched home PC / Multi-media segment in India;  
Developed the experiential strategy for the category

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Re-designed brand architecture;  
Led the agency team that created the brand's current audio signature tune;  
Global positioning with Benetton F1 team tie-up;  
Enhanced brand-persona with cricket sponsorship (West Indies Team; Saurav Ganguly & Ajay Jadeja)

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and the story continues...

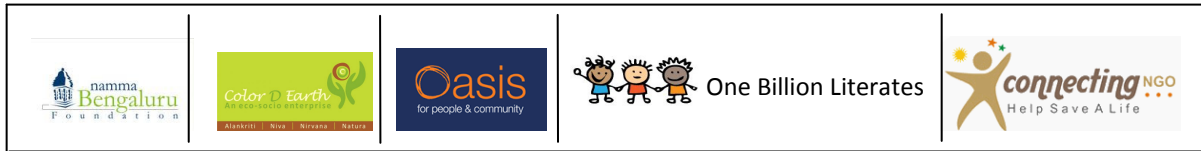


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**key assignments as 'brand-@itude',  
since Manosh turned independent mid-2011**

NGOs:



**Branding & Identity; Sustainability & Scalability Strategies;  
Low-cost Marketing & Engagement Strategy; Funds & Volunteer Mobilization Programs**

Corporate:

<b>ANN Media Group</b>	Group Identity (Vision, Values & Mission)
<b>Only Kids Dentistry</b> Multi-Clinics of by Dr. Jyoti Chowdhury, DDS (USA)	Mentoring on Branding & Marketing programs

Projects under dialogue:

Primary Health Care Provider  
Software Service Provider  
Electrical OEM

Collaborations & Partnerships:

	<b>Empanelled Mentor</b> Mentors ethical and potentially scalable business ideas from concept to profit through facilitating strategy, talent and risk capita
	<b>Council Member</b> Is a knowledge brokerage/primary research firm that enables clients in improving the decision-making process by putting them in touch with a network of subject matter experts who provide independent consulting services to companies around the world.
	<b>Panel Member, Bangalore Chapter</b> Connects NGOs with a panel of management domain-experts who mentors them in areas such as marketing, communication, financial management, strategic planning, HR, governance, to create a sustainable and scalable movement