

## labour pains: the art of brand parenting

**Robert J:**

Owner Managing Consultant  
Bee4Brands, Naples, Florida Area

*"Manosh, I couldn't agree more. I particularly share your point of view regarding "brand parenting".*

**Judy Hodge:**

Creative Director, UrbanMindShare,  
Boston Area. USA.

*"Delightful and solid. Love the description of brand in oh-so-*

**The SlideShare Team**

*"Brand parenting 8 reasons is being talked about on LinkedIn more than anything else on SlideShare right now. So we've put it on the [homepage](#) of SlideShare (in the "Hot on LinkedIn" section). Well done!"*

**Sumit Roy:**

Founder Director, Univbrands

*"Congratulations on developing your own brand philosophy. I like the metaphor of Brand Parenting."*

**Ray Speakman:**

Principal and Chief Client Developer, Velocity Design Group.

*"Manosh, Great article and interesting analogy! We work with a lot of companies with their branding and visual identity and one of our greatest challenges is to get them to understand how important the branding is and keeping their Identity consistent and intact.*

**Sanjeev Aga:**

Former CEO & MD - Idea Cellular,  
Aditya Birla Nuvo & Blow Plast / VIP

*"I believe the models you have built are thoughtful."*

**Biplab Dasgupta:**

AVP-Brand & Marcom, Uninor

*"this is something unique"*

**Indranil Mookherjee:**

Visiting Professor of Marketing at  
University of Southern California, Pepperdine  
University & California Lutheran University

*"I love the analogy with the human being... I love the work. You have a good thing here. You are trying to synthesize a lot of activity into a coherent whole and it is commendable how well you have done it."*

**Catlin Lasku:**

Managing Partner at IBBL Associates

*"Manosh, your metaphoric concept (augmented with Brian's input on birth, death and rebirth), is highly valuable from my perspective...and it's a lovely one by the way, I wish I could have expressed it myself. It goes beyond the classic in-the-box approach of brand into philosophy of brand... even if it may break some paradigms."*

## **brand parenting: launch of Idea and nurturing brands**

### **Sanjeev Aga**

Former CEO & MD - Idea Cellular, Aditya Birla Nuvo & Blow Plast / VIP

*"Manosh... conceptualised the new brand Idea in 2002, and defined its character, its imagery, and its advertising treatment in its formative stage. ... a very capable communications professional with wide exposure to all aspects of communications... has high sensitivity to the business context and business need, and a creative approach to the communications task."*

### **Ujjwal K. Chowdhury:**

Dean, School of Communications - Whistling Woods International  
Past - Director of Symbiosis Institute of Media & Communication  
& Executive Director of International School of Business & Media

*"I have known Mr Sengupta for around a decade or more now, perhaps from 2000. He has been a passionate brands-teacher in my previous two stints as Director of Symbiosis Institute of Media & Communication and Executive Director of International School of Business & Media. He has depth of knowledge on theory and practice of Integrated Marketing Communication, Advertising Management, Brand Management and Marketing Communications. As an academic from outside, have also high appreciation of his evolving the concept of IDEA Cellular and launching its out-of-the-box campaign, 'An IDEA can change your life'. Both as a professional and as a trainer, Mr Manosh Sengupta have been methodical, passionate and well organized with the necessary impact."*

### **Kunal Jamuar:**

Executive Director – West, MPG

*"I have known Manosh for 8+ years now... and we have remained in touch since. There are two things of Manosh that come across immediately when one meets him: His passion in what he is doing, and, His ability to think differently. It was Manosh's drive that led the foundation for a lot of innovations that followed – be it the award winning "Idea News Headlines" or the incorporation of revenue generation through media properties via mobile contests. Manosh was extremely passionate about the Idea brand and the work he put in designing the brand guidelines were exemplary. ... when faced with a problem where I need a well thought out but different answer, Manosh remains my first port of call"*

### **Amol Palekar:**

Actor, Producer, Director  
A leading persona of avant garde theatre and cinema in India

*"... Sandya and I often remember you whenever we organize a quality program or undertake a non-mainstream project. the concept of retrospective in the context of theatre was almost absent in till we organized the series of theatre festivals in Pune. those would not have been possible but for your wholehearted support. ... in the competitive commercial world... independent thinking and assertion gets expressed through aggression; ... value structure... through vulgar commercialism; success translates into greed... you reassure us that being a successful professional and being human are not mutually exclusive qualities."*

**Kamal Krishna:**

Business Director, Smile Interactive Technologies Group.  
Worked with Manosh as Associate Director, Digital Media, Solutions - a Publicis Groupe Company

*"Extremely inquisitive with a passion for detail - Manosh has a strategic bent of mind that he uses extensively & effectively. Brainstorm with him and you'd come across insights you never knew existed!"*

**Venkat Subramanian P:**

Founder / CEO, Pursuit Workforce Solutions  
Worked with Manosh as Sr Manager HR  
Idea Cellular Ltd

*"Dada as we fondly referred him was a privilege to be associated with. Always lively, very approachable & helpful. Passionate with his work & very inquisitive as well :)"*

**Vivek Kumar:**

Board Director, SWITCH. Jt. Venture Company of NTUC & Timbre Group  
Was Strategic Business Partner to Manosh as Media Manager, Initiative Media (Lintas India Ltd)

*"I had the privilege of starting my corporate career as a consultant to Manosh in his role as GM of Marketing at IDEA Cellular. We have worked together on some tough challenges as IDEA was a fast growing brand in a highly competitive category, I am glad I got to work with Manosh in crafting the strategy to re-launch Birla-TATA-AT&T Cellular service as IDEA Cellular. Some 6 years later, I would credit Manosh for leading and running a tight ship that was extremely focused on doing extraordinary things with a rather limited budget. He has a vision and a strategic edge that few corporate leaders possess, he is not hesitant in asking people around him to push the envelope a little further, is willing to take well-considered risks, and he keeps a tremendous focus across a wide group of stakeholders on consumer insights and on the strength of the 'brand'. I would hail Manosh as a brilliant marketer and a leader extraordinaire."*

**Saif Jaffar:**

General Manager Marketing, Uninor  
Worked with Manosh as Head Marketing MP and Chattisgarh India, Idea Cellular Ltd

*"I worked with Manosh on very specific but large projects where I had seen him seamlessly executing campaigns. Manosh has contributed significantly to brand IDEA what it is today. Manosh used to give complete creative freedom to his associates to get best results."*

**Vijay Singh Bainsla:**

Marketing Head, Globacom  
Worked with Manosh as Sr Manager, Idea Cellular Limited

*"I have had the opportunity of working with Manosh, and may I say it was an experience!. Manosh is a go-getter from the word "start", always full of energy and "never say die attitude"... is lucky to have him to take the brand to newer heights!"*