

Mr. Suhel Seth

Managing Partner, Counselage India

Counselage is India's only strategic brand management and marketing consultancy advising Chairpersons and CEOs on branding and marketing. Counselage works for Tata Steel, The Taj Group of Hotels, Hero Honda, Tata Teleservices, NDTV, Coca Cola, and Max India, amongst others.

Suhel has several passions: he is a regular speaker at industry meets; a lecturer at various Indian Institutes of Management and also a writer; his provocative columns appear in The Financial Times, London, in Business India, The Hindustan Times, and The Indian Express. He usually writes on current affairs and the social landscape of India. He has also co-authored two books on Calcutta with Khushwant Singh and R K Laxman.

He was also the Keynote Speaker at the Indian Advertising Congress in 1998 and has also been a speaker at all Marketing Summits organised by CII of which he was the Chairman from 2005 to 2010.

He was on the global advisory board of British Airways until 2009 and presently sits on the global board of Cavendish and RADA (Royal Academy of Dramatic Arts, London) and on the regional boards of Citibank and Coca Cola.

He has spoken on the subject of 'Understanding the Indian Consumer' at International Executive Committees of companies such as American Express, BMW Foundation, and Renault. He has also addressed the Harvard Business School on 'Building Brands in India.'

Suhel has published several papers on 'The changing Indian Consumer.' He has written extensively on the impact of advertising and its linkages to societal influences such as religion and culture. In February 2002, his first book '*In your face*' was published. More recently, he has been commissioned by Penguin India to write a book, tentatively titled '*The Indian Mindset*': it will be the first Indian marketing book to be published by Penguin India. He has also just finished a book '*Of roots and wings: 50 years of Indian Airlines*'.

He is an alumnus of the Harvard Business School as also a member of the Harvard Business School Consultants Club. He is active in the Delhi theatre scene and has acted in several plays and films (by Satyajit Ray, Mrinal Sen). He is the Founder of both the Calcutta and the Delhi Debating Society and Concern for Delhi and has taken parts in debates, representing India, at the University of Oxford. He has been a Rotary International Scholar as well as the Founder of the Rotaract and Interact Clubs in Calcutta.

He is on the Board of Advisors of Deepalaya, the Neemrana Foundation and the Max India Foundation.

He has been appointed to the Experts Committee of India's Railway Board and is Brand Advisor to the Indian Railways Minister as also to the Indian Railways Ministry.

He was appointed by the Government of India as a Trustee on the India Brand Equity Foundation (IBEF) where he served for six years, from 2003 to 2009. IBEF is the apex body responsible for creating a vibrant Brand India.

He is the Chairman of the National Marketing Committee of both CII and FICCI for 2010-11.