

VIKAS GUPTA



Vikas is a marketing professional who relates as much to the narrow back lanes of Azamgarh as to a corporate boardroom in Atlanta, USA

He brings over 30 years of experience in consumer marketing and sales across multiproduct categories in India and several international markets (USA, Europe, Latin America and Africa), at leading companies such as The Coca-Cola Company, Procter & Gamble, and Unilever.

Vikas is the co-founder of 9.9 Media, one of India's fastest growing diversified media companies. Through its portfolio of websites, magazines, social media properties, events, and research, 9.9 Media creates, nurtures and engages with communities of targeted consumers and business professionals.

Previously, Vikas was the Senior Vice President & Chief Marketing Officer at Coca-Cola India. In this role, he was responsible for driving the equity and growth of the entire brand portfolio of the company for its India and South West Asia business unit. During his tenure at the Coca-Cola Company, he also worked at its corporate office in Atlanta, USA as Global Director for brand Coca-Cola.

Vikas did his MBA from XLRI Jamshedpur, B.Sc. (Hons.) in Mathematics from Hindu College (University of Delhi) and schooling at Delhi Public School, R.K.Puram, New Delhi.