



URS AsiaOne magazine strives to deliver news and analysis on business, policy and lifestyle covering Asian and African continents. We also do six special research-based issues in a year, with process advisory and evaluations by one of the big four consulting firms, and create and finally have an individual IPR – intellectual property – on the same. A few researches we have conducted across the continent of Asia have been multiple industry features and then industry-specific researches on Education, Real Estate, Healthcare, Services, Infrastructure and Manufacturing sectors. The core has been to create par excellence print products in terms of magazine issues and coffee table presentations, along with Business Summits and Brand & Leader awards recognizing some of the greatest companies in the two continents.

URS AsiaOne magazine endeavours to give its readers business news from Africa, Asia and the Middle East, and create perceptions and provide thought-provoking content and stories, not only recognizing the established brands and leaders but also bringing forward influential and emerging stories on companies and their business owners. In short, we provide ... for the acclaimed leadership and the esteemed readership.

#### **WORLD'S GREATEST BRANDS & LEADERS 2015–16: INDIA–UAE–AFRICA**

The goal of World's Greatest Brands & Leaders 2015–16 is to identify those brands which perform above and beyond others within the market. It identifies and honors exceptional brands by recognizing, rewarding, and reinforcing leading brands from all over the world. Only those brands which are highly rated, approved and validated by the independent World's Greatest Brands 2015–16 Jury Council are eligible for inclusion in any Global Brand of the Year program. Those brands accepting the call to participate for the year 2015–16 program after being scrutinized, with focus on both primary and secondary data, enjoy a comprehensive package of promotional benefits covering print, portal and broadcast media, which vary depending on the market needs in each individual country. Attaining the status of World's Greatest Brands strengthens a brand's position, adds prestige, spotlights a brand in a competitive market, and positions the brand as a success model. Qualifying Brands are automatically invited to become members of the international network, and can take part in a PR and media campaign.

# WGBL JURY COUNCIL

## *Pankaj Jain*

Mr. Pankaj Jain is a seasoned CMA with a vibrant spirit of entrepreneurship, and has over 26 years of diversified experience across a wide spectrum of industries while working in India and overseas with a proven track record of aligning strategies with businesses and building trust-based relationships globally. He is currently working as Group CEO with Noida-based Logix Group that has interests in IT Parks, Residential Townships, Retail Malls, Offices and Hotels. He is also a Board Member of Logix Developers Pvt. Ltd., which is a Joint Venture between Logix and ITC to construct 5-star hotels in Noida.

He has managed numerous strategic business initiatives involving Venture Formation, Business Modelling, Strategic Financial Planning, Corporate Alliances, Demergers, Divestments, Cost Optimization, Business Restructuring, Capital Structuring, Corporate Governance and Corporate Financing for successful businesses with global footprints, and holds distinction of turning around the financial position of companies through dynamic initiatives.

He has published several articles in premier professional journals, and is a visiting/guest faculty at leading business schools/professional bodies. He has also conducted a number of programs at various forums.



## *Mehraj Dube*

Mr. Mehraj Dube is an award-winning broadcaster, and is currently working as Vice President, Branding and New Initiatives, The Statesman, New Delhi, India. He is part of the core leadership team at the Statesman, and has led several new initiatives in branding, events and editorial space.

He is admired for his original thinking ability, for a creative approach to find solutions and implement ideas. He can work with ease in different cultures and geographies with an ability to shift roles as a leader and a follower.

With experience in news reporting, news presenting, current affairs debate shows, show designing, marketing and content positioning, his international exposure and easy-to-connect persona makes him stand out in the ever-growing crowd of media professionals.

With his ISB executive MBA, he wishes to grow as a professional and a manager with substance. Leading teams and designing content has given him a deeper understanding of the television medium. His experience of anchoring Money Mantra show on NDTV Profit has helped him learn about finer nuances of businesses in India and abroad.

# WGBL JURY COUNCIL



## *Amartya Banerjee*

Mr. Amartya Banerjee is a Senior Education Management professional with over 17 years of experience. He specializes in the Higher Education and Training Industry for more than a decade in various leadership roles. The exposure has been in areas of Marketing Communication, Business Development, Operations, Training, Budgets and Financial controls. He has excellent interpersonal and networking skills, and has experience in working with multi-cultural environments and varied social fabrics across the Asian and African Continents.

Currently, he is working as the Chief Executive Officer, Evelyn College of Design, Nairobi, Kenya, Africa. He is responsible for the bottom-line growth of the business with a strong focus on market expansion across wider geographies within Africa, brand-building activities and people management.

His key result areas include the following: (a) Overall Leadership to the Institution, (b) Academic Administration, (c) General Management, and (d) Market Expansion across the African Continent.

In his various roles, he has been responsible for Media Planning, Media Buying, Market Research and PR, Channel and Alliance Management, Stakeholder Relationship Management, Sales, Distribution and Vendor Management, Strategic Sales and Marketing, Marketing Strategy, Branding, Marketing Communication, Sales and Operations,

Launching New Programs and Initiatives with New Locations, Corporate Relations and Industry Connect, Student Development, and Stakeholder Communication Management.

## *Dr. Amit Channa*

Assistant Professor at the department of Journalism and Mass Communication of eminent Vivekananda Institute of Professional Studies, Dr. Amit Channa is carving a path of perfection for the future of journalism. His invaluable media experience which he has developed by working actively in the industry for years is a motivation for all his students. He works dedicatedly to create multi-tasking and multi-talented media professionals who can take the challenging job of being a journalist with confidence.

Dr. Amit Channa is the true epitome of an ideal teacher. His knowledge of media industry is unparalleled and his devotion towards developing this field is the source of inspiration for many. He aims to produce a new progeny of media professionals who can change the face of journalism in the country without compromising with their honesty and integrity.

He is round the clock ready to help his students with any academic or professional assistance required. He supports and encourages them to be a person of perfection and high morals. Dr. Amit Channa sees the bright prospects which the media industry is carrying with itself. He is devoting his time to ornament and strengthen this fourth pillar of democracy with faith and commitment. His perseverance for work ethics and character development makes him stand out from the rest of the professionals.

Dr. Amit Channa's passionate, talented and rousing personality scatters the light of knowledge and forms the rainbow of professionalism. He awakens joy in creative expression and knowledge for his students and brings out the best in them.





## *Rajiv Chibber*

An esteemed media strategist and the Head of External Communications at the Public Health Foundation of India, Rajiv Chibber is one person who knows how to utilize his extraordinary skills and matchless experience in the industry. Keeping a tab on the foundation's growth, Mr. Rajiv Chibber's work is associated with important activities such as creation of high-quality content, distribution of press advisories and other important responsibilities for both national and International media.

Talking about his educational qualification, he received his bachelor's degree in literature from Delhi University and went to receive various other prestigious post graduate degrees. Before joining Public Health Foundation of India, Mr. Rajiv used to work in the department of Corporate Communications at The Energy and Resources Institute (TERI), New Delhi, where he led his team towards a successful path by taking responsibilities for strategic communications, content management, media, web and social media management.

In the current corporation, he is one of the key men responsible for Crisis Communications and also has an additional charge as Joint-Protocol officer. Due to his responsible, clairvoyant nature and noble nature, he is respected by everyone in the company he works in. Mr. Rajiv not only contributes towards the betterment of his organization but also makes sure that he actively involves himself in various CSR activities. He is associated with Thalasseemics India, where he organizes blood donation camps for Thalassemic patients and also spreads awareness among the society about this disease.

## *Sidharth Iyer*

Mr. Sidharth Iyer, the Lead Digital Strategist at Red Chillies VFX, is a name associated with many leading projects. He is the man responsible for Red Chillies VFX's aim to expect more than merely adding special effects to some movie scenes, but instead create a parallel world on screen. Being a young media professional, he has carved a niche for himself in the field of Media and Entertainment.

Thanks to his determination and positive attitude, Red Chillies VFX is already contributing heaps towards the industry's progress. As when it comes to cinema, the Indian demographic being highly loaded in favour of the youth, this gentleman has worked on numerous digital strategies thereby creating value for various brands at large.

Primarily, in a technology driven age, Sidharth is armed with impeccable communication and management expertise and his constant passion towards learning new things and drive to achieve the impossible drives him to take on a leadership role.

Sidharth is a true people's person who believes in the art of communication. A problem solver, who understands digital media - with a subtle and calm personality - is how his peers define him; while equally giving importance to effective execution and strategic collaborations.

He also chairs the advisory board of "India International Animation and Cartoon Film Festival" and is the Joint Secretary of "Media & Entertainment Association of India".

