



PRESIDENT – STATE MARKETING COUNCIL, DELHI

Damayanti possesses over 16 years of experience as a marketing and communications professional across varied sectors like real estate, travel, travel-retail, and education. She has been instrumental in establishing core brands at change-making organizations like MakeMyTrip India and Delhi Duty Free @ IGIA, both traditionally and digitally. Her extensive experience in new-age marketing, her skills of meticulous planning, understanding of consumer insights, and cross-functional convergence helped her navigate and lead effectively. She institutionalized and led marketing transformations at The Infinity School in her last role. She was recently felicitated by ASMA (Adoption of Social Media in Academia) as Visionary Marketing Leader of 2020 for her contributions.



VICE PRESIDENT – STATE MARKETING COUNCIL, DELHI

Sumedha has over 17 years marketing and communication experience with travel and hospitality brands in India, specialising in positioning and managing the reputation. She combines marketing techniques with her experience to strategies brand growth and expansion. Her extensive knowledge and result oriented commitment have allowed Sumedha to engage and succeed effectively in a dynamic markets. Has worked with well-known hospitality brands like Hilton, Accor and Radisson hotels. In her current role, she has added tremendous value in positioning of MBD Group as a key industry player. She has a Master's in Business Administration and a Bachelor's in Commerce.



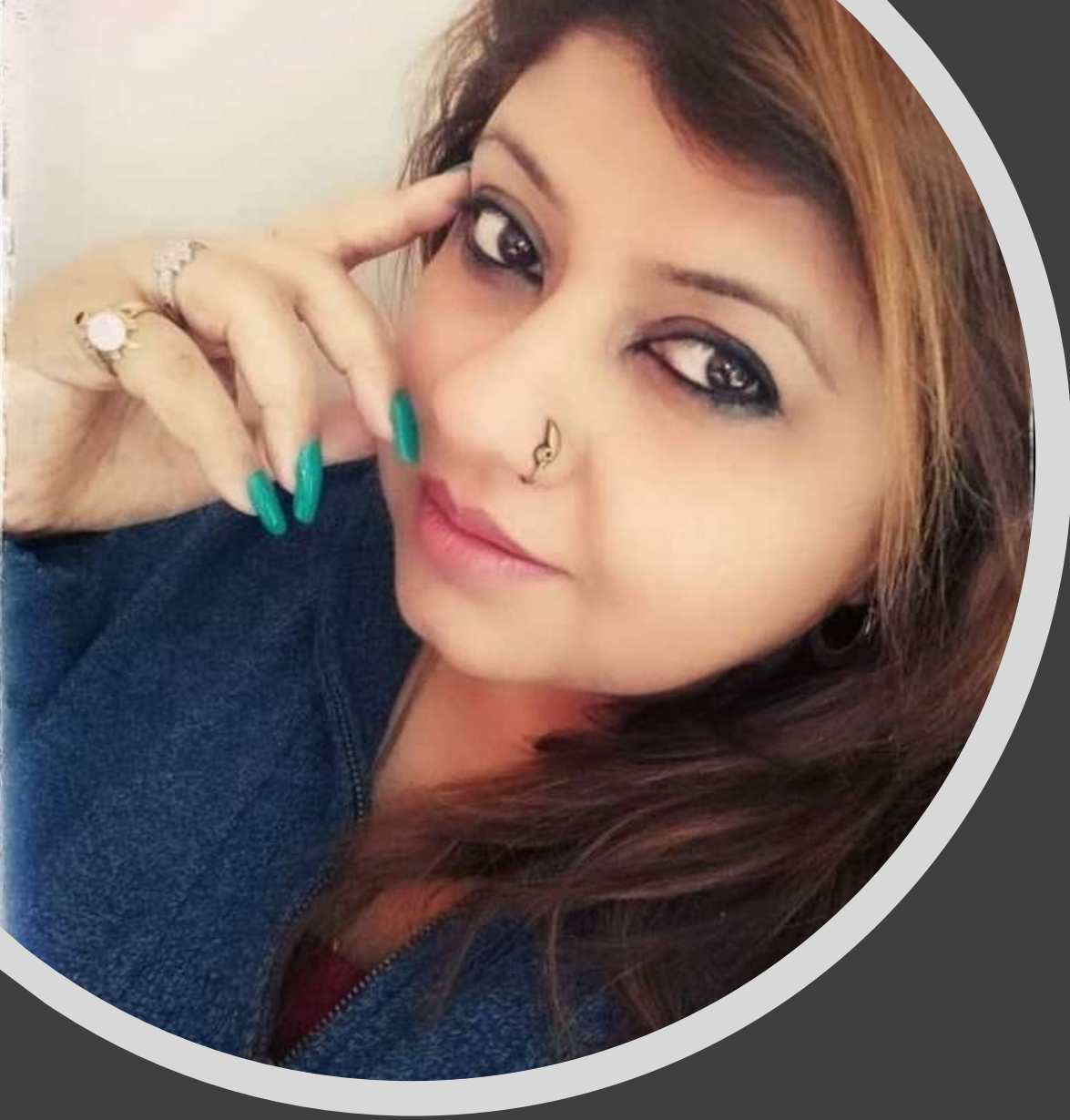
COUNCIL MEMBER – STATE MARKETING COUNCIL, DELHI

Paromita Bir Chakraborty has a career spanning 12 years in domains like Publishing, e-learning, and Affiliate Marketing. Mother of two kids, she took a break of four years and then restarted her career in Digital Marketing. She is now leading the Growth & Business division of her own travel start-up called Travel Buddy. While travel has a took a back seat during Covid, Travel Buddy is able to double its user base using growth hacks with minimal budgets. She is passionate for traveling and wants to encourage women to travel.



COUNCIL MEMBER – STATE MARKETING COUNCIL, DELHI

Megha is a seasoned digital marketing professional with more than 17 years of experience across Publishing, Education, Travel, Hospitality, SAAS, Retail & Entertainment industries. She has been recently felicitated by Indian Achievers Forum for her exemplary contributions to digital media field. She's a mother of two and a wanderlust at heart with a love for cooking and watching movies.



COUNCIL MEMBER – STATE MARKETING COUNCIL, DELHI

Mithu is an experienced media specialist with a proven track record in the newspapers industry for over 20 years. Skilled in market research, marketing, sales, and public relations, she had been awarded the 'Lord Baden Powell National Award-2017' in the field of Media and Public Relations. She had a flair for Fine Arts, which induced her to organize activities like group shows, solo exhibitions, etc, and had been awarded the "National Award" for painting in the subject "Aspiration" in the year 1998 from All India Fine Arts & Crafts Society (AIFACS). Mithu is a woman with a mission to make it large in life and create an ecosystem that changes the perspective of the world.



COUNCIL MEMBER – STATE MARKETING COUNCIL, DELHI

Megha is a marketing professional with over 20 years of experience in corporate communication/client servicing with strong commercial & market understanding of businesses while building brands and strategies. Adroit in spearheading operations of events, conferences, exhibitions and seminars, she had proven track records. Proficient in streamlining the marketing procedures and formulating cost-effective solutions for the company, she has successfully handled the product launches, CSR initiatives and brand compliance for countries in North Africa, Asia and Middle East with keeping track of all the activities pertaining the CSR and Brand Compliance.



COUNCIL MEMBER – STATE MARKETING COUNCIL, DELHI

Manpreet is an Indian ad-film maker and a social worker based in Delhi. She started her career as a Journalist, writing and making documentary films with social themes, particularly about women's rights and founded a non-profit organization En Bloc: On Way to Humanity. She has produced a number of Ad-films for leading national and international brands. For the past ten years, in both her professional and non-profit work, she has put consistent efforts to initiate change in areas of women's health, education, entitlements, and perception. She has also taken up issues of migrant labour in cities, quality of education, and health of the environment. The education of girls has been a key concern of her work throughout her career.



COUNCIL MEMBER – STATE MARKETING COUNCIL, DELHI

She has over 14 years of experience into customer acquisition, customer engagement, customer retention and customer delight. She is an enthusiast of creativity and conversation. She infuses creativity to achieve goals and build customer relationships on the way. Yagyanika is currently working as a Learning Consultant with a leading EdTech organisation.