

## PROFILE

**Rashmi Ranjan Patnaik**  
**Chief Operating Officer (North & East)**  
**Percept Media**



Rashmi Ranjan Patnaik, Chief Operating Officer (North & East), Percept Media, comes with two decades of rich experience in the area of Brands, Businesses and Corporate Legends. After completing his Bachelor's degree in Commerce from Utkal University, Orissa, he went on to pursue his career goals with a Post Graduate Diploma in Computer Application and an MIS from CAMS. Further adding to his career goals, he attained a Degree in Master of Business Administration (MBA) from the Symbiosis Centre for Distance Learning (SCDL), Pune.

He commenced his career with Sobhagya Advertising, Kolkata and Bhubaneshwar, and worked with eminent corporate companies. He also worked with CARAT Media, Lucknow and Mumbai, as Media Group Head. He has constantly displayed strategic acumen while working with multicultural teams, and seamlessly managed diverse product categories such as Consumer Durables, Automobiles, Political, Education, IT and Retail. A remarkable communicator with a focus on cultivating key stakeholder relationships, his vast domain expertise spans business, political strategy and media buying. Over the past two decades, Rashmi has worked with renowned national and international companies and brands across a wide spectrum including Panasonic, Canon, Daikin, Suzuki, Toyota, Toshiba, LPU, LINE, Sharp, Future Group, NALCO, OTDC, HPCL, IBP, Titan, NTPC, Coke, Samajwadi Party and Sahara.

Rashmi joined Percept in 2006 and is responsible for planning, buying deliverables and developing innovative brand strategies for clients. He is also responsible for identifying innovations and integrations with publications and channels, mapping unique communication strategies, driving business growth in the media vertical, and scaling up the services and offerings for Percept Media pan India with a focus on delivering quality work across sectors. He has adeptly handled various major brands and projects including DLF, Sahara India – Indian Cricket Team Sponsorship, Aamby Valley, Air Sahara, ONGC, ASSOTECH, SHARP, and the launch campaign of the Karishma TV serial.

Rashmi's interests lie in travel, food, music and movies.

**Rashmi Ranjan Patnaik is Chief Operating Officer of Percept Media.**