

**PROFILE**

**AMITABHA LAHIRI**  
**Chief Executive Officer**  
**MASH Advertising**



Armed with a Post Graduate Degree in Economics from the University of Kolkata, Amitabha Lahiri joined an NGO aided by the UNICEF and worked extensively in various remote corners of India. After garnering 5 years of diverse experience he spent another 2 years in the US where he outlined different social cause projects for India. The deep understanding that he earned in this profession about the socio cultural fabric of India naturally attracted him towards the field of Advertising.

In his tenure in the arena of Advertising spanning over two decades Amitabha worked with some of the biggest agencies in the world including JWT, LOWE Lintas, McCann Erickson, Leo Burnett and Young & Rubicam. He was also the CAME (Central Asia & Middle East) co-ordinator for the Unilever Foods business from McCann Erickson and was seconded in Unilever as the Product Manager for the Detergents & Food business.

He joined as Senior Vice President, Hakuhodo Percept India in 2007 and was later elevated to the position of COO during which Hakuhodo Percept witnessed a series of prestigious business wins including Wagon R, Grand Vitara & A-star from Maruti Suzuki, Carrier, Toshiba, Daikin, Unicharm, Sukam and Hindware. In 2011 Amitabha became the CEO of the newly incepted MASH India – a subsidiary of Percept/H, and within a span of 2 years attained a diversity of prominent businesses including Carrier, Toshiba, Haier, Philips, Kyocera Mita, DLF and Parsvnath.

Amitabha is an avid sports lover and an active sportsperson. He enjoys listening to music, and is also a voracious reader which further complements his innovative and creative pursuits.

**Amitabha Lahiri is the Chief Executive Office, MASH Advertising.**