

BIPIN PATHAK
Chief Executive Officer
Percept Gulf Fz LLC



With over 25 years of rich professional experience in the Marketing and Communications arena, Bipin has launched and grown several international brands in the domestic Indian market across industries spanning automobiles, electronics, retail, fashion and hospitality. He has also handled over 80 IPO's. Prior to joining Percept, Bipin worked with Western Advertising and Marketing Services (WAMS) and was associated with Kinetic Honda. Here, he was responsible for executing the National Brand campaign, state and dealer level tactical campaigns, CSR activities, product performance initiatives, events and dealer conferences.

Bipin Pathak joined the Percept Group in 1991. At Percept, he was responsible for introducing the organization into the markets of Delhi and Pune, post which he set up Percept Gulf, Percept's first overseas venture in the lucrative and booming Dubai market. In less than a decade, Percept Gulf was catering to the entire Middle East region as well as servicing markets in Africa. Supported by a team of 50, he continues to forge ahead with Percept's latest media business initiative, Media Agency Middle East (MAME).

Bipin Pathak serves in multiple valuable roles at the Percept Group. He is President – Corporate Affairs, MENA, Percept Limited, the strategic holding company that promotes, owns and manages a spectrum of entertainment, media and communication companies. He is also the Managing Director and CEO of Media Agency Middle East (MAME). Bipin also serves in the capacity of CEO - Percept Gulf Fz LLC, the advertising arm of Percept that provides advertising solutions to clients across the Middle East and Africa.

Bipin loves experimenting with his culinary skills. He also pursues his passion for music and dabbles in photography.

Bipin Pathak is the Chief Executive Officer, Percept Gulf Fz LLC.