

**ELVIS SEQUEIRA**  
**Executive Director**  
**Hakuhodo Percept Pvt. Ltd.**



Elvis Sequeira has a rich experience of over 23 years in the advertising domain at India's leading agencies like Mudra, Lowe, JWT and Cheil. He joined Hakuhodo Percept in the capacity of Executive Director in 2012 and has been instrumental in proactively driving the successful business strategy for the agency with regard to the current prestigious client portfolio as also new business acquisitions and development.

Elvis' vast category expertise spans the following sectors:

- FMCG: Johnson's Baby, Pepsi, Frito Lays, Yum Foods (Pizza Hut/Taco Bell)
- Automobile: Hero Honda, Bajaj, Maruti Suzuki
- Consumer Electronics: Sony, Samsung
- Airlines: Jet Airways, Air Sahara
- Fashion and Retail: Park Avenue, Pantaloons, Red Tape and Siyaram's
- F&B: Shaw Wallace, Parle Frooti, Nestle, Cadbury's
- Banking, MF & Insurance: HSBC, Bank of Baroda, Sahara

**Elvis Sequeira is Executive Director, Hakuhodo Percept Pvt. Ltd.**