

**AJAY CHAUDHARY**  
**Managing Partner & CEO**  
**Percept/H**



With over 20 years of experience in the business of Advertising and Integrated Brand Marketing Communications, Ajay Chaudhary has a record of working with some of the most iconic brands in the country.

Ajay holds a Master's in Business Administration Degree with a specialization in Marketing from Pune University. He has been a vital part of leading agencies spanning Percept-Hakuhodo, MUDRA-Interact Vision communications, Universal McCann, Rediffusion – Dentsu Young & Rubicam. He has also briefly served as Assistant Commandant/Dy.SP in the CRPF before joining the Advertising industry.

Prior to joining Percept, Ajay served as CEO and Director on the Board of BEI Confluence Ltd. Ajay has had a remarkable career spanning over two decades in the Advertising & Marketing Communications domain. He has handled varied challenging portfolios spanning Advertising, Business Development and Sales, Business Acquisition, Brand Solutions and Communications, and has worked closely with national and international markets seamlessly managing multiple industry sectors. Some of the prestigious brands managed by Ajay include Harvest Gold, Costa Coffee, Jindal Stainless Steel, Airtel, Marks & Spencer of London, Red Tape, Mother Dairy, Safal Juice, Indraprastha Gas Limited, Tata Motors, Benckiser India, Casio, GTC, Shell India, Revlon, AT&T Telecommunication, Lufthansa, Fuji India, and Bharti Telecom, Okaya Power, Microtek, Crax, Delhi Flour Mills, Wave Group, M3M, Conscient Hines, Insecticides India Limited, Rajhans group, Schmittlen Chocolates, and Hoppits, Inox FMCG.

As the Managing Partner & CEO for Percept/H he is responsible for leading the Vision, Strategic Direction, Business Development for Percept/H and spearheading the agency's initiatives on key national businesses. His focus lies in identifying new business opportunities, creating synergies across the Percept Group, integrating client engagements, attaining profitability and revenue growth organically and inorganically for Percept/H.

Ajay is a National level athlete and during his spare time participates in various sports activities spanning Hockey, Football and has also run the Pune International Marathon.

**Ajay Chaudhary is the Managing Partner & CEO of Percept/H.**