

## PROFILE

**ANAND GODBOLE**  
**Executive Vice President**  
**Percept MICE**



With a Bachelor of Commerce degree from Mumbai University, Anand Godbole has worked with leading brands and travel companies to garner unparalleled exposure in the fast paced and emergent Meetings, Incentives, Conferences and Events (MICE) domain over the past 2 decades.

Anand's career spanned working with many leading travel agencies including Kuoni Travel India Pvt. Ltd. and Thomas Cook India Ltd. in the MICE SBU which involved planning, creating and managing many innovative and dynamic MICE events and experiences. His expertise included R&D, relationship management, logistics, planning, budgeting, booking and facilitating many large format corporate conferences, seminars and events both in India and overseas for leading corporate clients. He managed many prestigious brands such as Aditya Birla, British Petro (Castrol India), Vodafone India, St Gobain India, Glenmark Pharmaceutical, Bajaj Corp, Novartis India, Volkswagen Group, Tata Sky, Reliance Industries and India Live - Cardiology Congress.

Anand joined Percept in 2012 and rose to the position of Executive Vice President, Percept MICE in 2019. His role includes business management, building strategic plans for corporate conferences and events, overseeing teams while up-scaling the calibre of work delivered to exceed client expectations, MICE planning spanning conceptualization, planning modules, supervision and ensuring effortless on ground execution. He also manages Business and Client acquisitions and retention. Some of the vital large-format MICE events handled by him at Percept include handling a 1100 strong delegation to Thailand for Castrol India, managing a 900 delegation MICE for SBI Life Insurance in Thailand, handling over 1100 delegates in Thailand for Alkem Laboratories, and overseeing a massive 1400 Guest India Live - Cardiology Congress in Chennai.

His interests lie in Indian Classical Music and Sports.

**Anand Godbole is the Executive Vice President of Percept MICE.**