

### Digital Communication By Amitabha Bhattacharya

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#### Digital Communication By Amitabha Bhattacharya

SafeKind the personal hygiene brand from the house of Mankind Pharma has launched its first-ever digital campaign highlighting the importance of toilet seat sanitiser sprays to safeguard and prevent ...

#### SafeKind launches first digital campaign on safe loo access to women

Mumbai: The Coca-Cola Company has recently appointed former Tata Consumer Products executive Ruchira Bhattacharya as its new marketing director for emerging categories. Bhattacharya confirmed the ...

#### Coca-Cola appoints Ruchira Bhattacharya as director, marketing - emerging categories

Reports of alleged snooping of human rights activists, politicians and journalists, using Israeli spyware Pegasus, surfaced one day before the monsoon session ...

#### Pegasus Snoopgate: RS MP, Journalists move SC for court monitored probe

Firsthand insights from 17 senior executives on how their organizations weathered the pandemic, trends that will emerge during the coming recovery, and how leaders can prepare for the next crisis.

#### Perspectives on Resilient Leadership from Asia-Pacific Board Chairs

Firsthand insights from 17 senior executives on how their organizations weathered the pandemic, trends that will emerge during the coming recovery, and how leaders can prepare for the next crisis.

#### Perspectives on Leadership from Asia-Pacific Board Chairs

There's FCB Ulka and FCB Interface. Then there is FCB India, the newest agency in the fold, led by Swati Bhattacharya as the Creative Chairperson.

#### FCB Group undergoes a makeover; announces a new three agency structure

Fewer than one in five Indian CEOs are active on LinkedIn and Twitter. Among the most notable absentees is Mukesh Ambani, who has invested heavily in internet businesses and got investments from ...

#### Why are India's biggest billionaires social media shy?

The story goes that Dhirubhai Ambani had a vision of a phone service that could connect people all over India at a cost lower than that of a postcard.

#### How to Turn India Post into a Success Story

The proceedings of the Lok Sabha were adjourned for the second time on Monday amid sloganeering by opposition members over various issues, including those related to rising prices and the new farm ...

#### Parliament Highlights | Uproar by opposition over Pegasus, farm laws, fuel prices marks first day of Monsoon Session

According to Shubhayan Bhattacharya, Modi government should chart out the country's recovery from pandemic wounds and a ministerial shakeup may just be the first step forward.

#### SubscriberWrites: After Covid disaster, new Modi Cabinet should primarily focus on rebuilding bridges

Little Black Book, FCB India will be led by Debarpita Banerjee as chief executive officer, Surjo Dutt as chief creative officer and John Thangaraj as chief strategy officer ...

#### FCB India Announces Newly Elevated C-Suite Leadership Team

Seems like another IPO session is underway and this time, it's huge. With an enviable lineup of startups ranging from Zomato to Nykaa, PayTm is leading the way with India's largest IPO. We covered the ...

#### PayTm Files for IPO, Here's What You Need To Know

FCB India will be led by Debarpita Banerjee as Chief Executive Officer, Surjo Dutt as Chief Creative Officer and John Thangaraj as Chief Strategy Officer ...

#### FCB India announces elevations in C-Suite leadership team

The brief for the writers and filmmakers, it seems, was to come up with a "sweet love story" that would give the target audience — teens and 20-somethings — that quintessential "warm, fuzzy" feeling.

#### 'Feels Like Ishq' review: All you need is (not too much) love

FCB India has been conceptualized as a hybrid new agency. It currently handles brands such as Horlicks, Google India, Domino's, Nokia Mobiles, Vistara, Uber etc ...