Born in New Delhi in an Armed Forces family, Abhishek spent his formative years traveling across the country before finally completing his schooling and college education in Delhi. After initially harbouring dreams of being a cricketer, he switched his focus to Engineering, Medicine and Law, in that order, at his parent’s behest.

A Chemistry graduate from Delhi University, Abhishek joined MICA, Ahmedabad as a fresher in 2008. His first real taste of corporate life was through a summer internship in the Sales division at Essar Steel, and on completing his MICA journey, he continued his career with JL Morison India, an FMCG and distribution company looking to launch its Own Brands across the country.

A keen sports enthusiast, Abhishek worked as a General Manager and Marketing Head for a sports management start-up, Anglian Management Group, building key international associations with brands like Liverpool, Inter Milan, AstroTurf among others. He has negotiated and closed India’s only international quality artificial football turf project at Reliance Corporate Park, Mumbai, also AstroTurf’s first Indian foray.

Abhishek has extensive experience within the luxury spirits domain in Marketing as well as in Brand Advocacy in India-Subcontinent and South-East Asia. His passion for fine spirits led to him working as in Marketing with two of the largest spirit distillers in the world, William Grant and Sons and Moet Hennessy India (present)

He oversaw a significant rise in market share and built brands like Glenfiddich, The Balvenie, Hendrick’s Gin, Monkey Shoulder, Grant’s Whisky (WGS) and more recently, Chandon, Hennessy and Cloudy Bay (Moet Hennessy India) in India-Subcontinent.

While at MHI, he led one of the largest digital campaigns for an alco-bev brand – ‘The Party Starter’ platform for Chandon in association with Sonam Kapoor. He has driven key platforms for consumer engagement with many global brands and personalities.

Abhishek is a keen writer, with over a 100 articles on sports and F&B in publications such as Deccan Chronicle, Scroll, Star Sports and Goal.com. He has also been a Visiting Lecturer at the Oberoi College of Learning & Development (OCLD), Leela Academy and IHM-Aurangabad among others.

Abhishek is a keen quizzer, footballer, long distance runner, actor and short film-maker.

Undergrad college and degree –

Chemistry Honours (Delhi University)

Post Graduate Diploma in Communications Management (MICA)

CAT percentile –

95 percentile

3 Big Achievements at MICA

1. 2nd best Rural project – Eco-tourism in Basgo village, Ladakh (submitted to J&K government as a best practice model)

2. As head of the Sports Committee, laid the foundation for Samar, MICA’s annual inter college sports meet

3. Was the lead actor in Sankalp, MICA’s annual theatre program, which was showcased outside MICA for the first time that year.

Other companies you worked for

JL Morison India Pvt ltd

William Grant and Sons India Pvt Ltd

Anglian Management Group

3 Big Achievements in your professional life post-MICA

* Part of the launch marketing team identified to build William Grant and Sons brands in India. Led Glenfiddich to 47% market share, its highest in India-Sub continent to date.
* Negotiated and closed India’s only international standard artificial turf project, a FIFA 2 star AstroTurf 3DX60, with shockpads at Reliance Corporate Park – the only pitch of this quality in Asia Pacific.
* In a dark market, led one of the largest digital campaigns by an alco-bev brand in India, Chandon’s ‘The Party Starter’ platform along with cine artiste Sonam Kapoor.