

Rama Bijapurkar



Business advisor, independent director on boards of blue chip corporate and academic institutions, researcher, author, columnist and academic, Rama Bijapurkar is a recognized thought leader on business-market strategy and India's consumer economy, as well as a keen commentator on social and cultural change in India. She describes her work as 'bringing the 'people view' to business strategy and public policy'.

Rama has been a long-time visiting faculty at the Indian Institute of Management, Ahmedabad (IIMA) and is a dominant voice in the media on business and policy issues through her writing. She is the author of influential books on Consumer India and on customer-based business strategy. Her most recent book is "Lilliput Land – How 'small' is driving India's mega consumption story"

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