

# YASH KANKARIA.

## Group Head — Brand & Business Leader

Building brands that grow businesses through strategy, creativity and flawless execution.

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### 01 — AT A GLANCE

<b>8+</b> YEARS EXPERIENCE	<b>■4Cr+</b> ANNUAL BUSINESS	<b>■6Cr+</b> FY26-27 TARGET	<b>140%</b> BUSINESS GROWTH
<b>95%</b> CLIENT RETENTION	<b>70+</b> INDUSTRY AWARDS	<b>9</b> PEOPLE LED	<b>■1.8Cr</b> LARGEST CAMPAIGN

### 02 — ABOUT

## I build brands with business in mind.

Over eight years I've grown from managing individual client accounts to leading multi-crore businesses, mentoring high-performing teams and delivering integrated campaigns for some of India's most recognised healthcare, retail and FMCG brands. As Group Head at Social Panga, I lead a ■4Cr+ portfolio, oversee a team of nine, and solve business problems through integrated marketing — Digital, Television, Print, OOH, Experiential, Influencer and Production. Execution is where strategy earns its credibility.

### 03 — CAREER

#### Group Head

SOCIAL PANGA · MAY 2026 — PRESENT

Leading one of the agency's largest portfolios. ■4Cr+ business · 9-member team · 8 retainers + special projects. Commercial growth, integrated campaign leadership and people management.

#### Associate Group Head

SOCIAL PANGA · 2026

Promoted to scale business growth. ■3Cr+ managed · 140% growth · team expanded 2 → 8 · ■50L+ campaigns delivered in 30 days.

#### Senior Brand Manager

SOCIAL PANGA · 2022 — 2026

Owned integrated campaign execution across production, digital, websites, SEO, PR and awards. Built the Awards & PR capability — 50+ campaign awards.

#### Brand Solutions Executive

SOCIAL PANGA · 2021 — 2022

Managed multiple retainers while rapidly expanding into integrated communications. NFT launch during COVID; website transformation projects.

#### Category Manager

SWIGGY · MAY 2018 — JANUARY 2021

Managed merchant partnerships, business growth and category performance.

## 04 — SIGNATURE CAMPAIGNS

**Guardians of the Heart**

MANIPAL HOSPITALS · WORLD HEART DAY 2022

Heart-shaped traffic lights + QR-led CPR training across Bengaluru. 1.45Bn+ earned-media impressions · 911% social engagement lift · 12,600+ QR scans.

**Mission 2 to 3 — Make A Heart Promise**

MANIPAL HOSPITALS · WORLD HEART DAY 2023

Guinness World Record for the most CPR pledges in 24 hours — 22,319 pledges · 19.9M reach · 1.2M website visits · 33+ scannable locations.

**Happy Rebirthday**

MANIPAL HOSPITALS · DOCTORS' DAY 2024

Emotional film-first tribute platform celebrating the day a doctor saved your life. 4.7M+ reached · 3.6M+ views · 1.5M+ rebirthday stories celebrated.

**Why Not for Love**

HELIOS — A TITAN COMPANY · VALENTINE'S 2025

Copy-first platform on a budget lower than an iPhone. 13.6x ROAS · 733% higher CTR vs industry · 40% reduction in CPA.

**wegowithyou**

NOVO NORDISK · PAN-INDIA 2024-25

Repositioned obesity as a disease. Times of India print partnership · OOH at 5 metro airports · OTT on Jio Hotstar. 7M+ views · 4.4M+ reach · 484K+ engagement.

**IPL & WPL Platforms**

MANIPAL HOSPITALS · HIMALAYA FACECARE

4x IPL for Manipal · 2x WPL for Himalaya Facecare. Multi-season campaign architecture.

## 05 — SELECTED CLIENTS

**HEALTHCARE** Manipal Hospitals · Novo Nordisk**RETAIL** Reliance Yousta · Helios — A Titan Company · Babyshop Arabia · Popeyes India · Khimji Jewellers**FMCG** Nestlé Munch · Nestlé KitKat · Nestlé Milkybar · Himalaya Facecare · Emami Healthy & Tasty · Kwaliti Foods**TECHNOLOGY** Money View · Shoonya · GoKiwi · Udaan · Amaron Quanta

## 06 — WHAT I BRING

**BUSINESS** Commercial Thinking · Revenue Growth · Client Leadership · Business Development · Relationship Management**STRATEGY** Brand Strategy · Integrated Marketing · Campaign Planning · Consumer Insights · Creative Direction**EXECUTION** Production · Digital · Television · Print · OOH · Experiential · Influencer · Vendor Management**LEADERSHIP** People Development · Hiring · Mentoring · Stakeholder Management · Cross-functional Collaboration

## 07 — EDUCATION · TECHNOLOGY · WHAT'S NEXT

**EDUCATION** Bachelor of Business Administration · Jain University, Bengaluru · 2018**TECHNOLOGY** Google Analytics · Meta Ads Manager · Sprinklr · Brandwatch · Notion · Figma · MS Office · Claude AI**WHAT'S NEXT** Automotive · Alcobev · Consumer Technology · Healthcare · Retail · FMCG · Experiential Marketing. Brands where marketing is expected to influence business outcomes — not just communication.